

Advanced search technology is key to “hassle-free” online shopping.



CASE STUDY

CHALLENGE

For the company to fulfill its promise of ensuring an efficient and hassle-free experience on its 10,000 SKU site, HP recognized it needed to enhance its search and navigation capabilities.

SOLUTION

HP implemented EasyAsk’s® advanced search and information-retrieval technology.

WHY EASYASK® SOFTWARE

EasyAsk has an open architecture, seamlessly integrates with leading Web infrastructures, and its search technology accesses both structured and unstructured content.

RESULTS

HPShopping is enabling its ecommerce customers to quickly locate their products and related information, enhancing loyalty and strengthening relationships.

Many consumer commerce sites have products with dozens of attributes and hundreds of categories. Offering a product-rich site gives merchandisers tremendous flexibility to cross-promote, and shoppers a variety of choices. The challenge is helping these shoppers find their exact item quickly while providing merchandisers with a way to increase the overall order size.

ENSURING AN EASY, EFFICIENT AND HASSLE-FREE ONLINE SHOPPING EXPERIENCE

HPShopping.com—a wholly owned subsidiary of Hewlett-Packard Co. and HP’s direct-to-consumer e-commerce store—had experience with these types of challenges. In order for the company to fulfill its promise of ensuring “that your online shopping experience is easy, efficient and hassle-free” on its 10,000 SKU site, HP recognized it needed to enhance its search and navigation capabilities.

By implementing EasyAsk’s advanced search and information-retrieval technology on its consumer site—a site that also caters to home-office users—HP can now easily highlight more than 50 product attributes and 1,200 product categories without overburdening the buyer. This is accomplished because the EasyAsk-generated result set is sorted by several key factors, ranging from simple facts, such as price, to more complex ones, such as whether a product can be customized or not.

Additionally, at each category level, for instance, attributes are ranked and may or may not be available to the buyer because of HP’s business rules. For example, HP employees have a different pricing structure than the public at large. Lastly, “Related Links,” such as “Accessories” and “Register Your Product,” are dynamically generated to help refine searches.

Key to EasyAsk’s advanced search technology is its powerful linguistics engine, which is based on natural language processing (NLP). Buyers are able to enter their specific request, such as “photo printers under \$200,” into the search field (see Figure 1), and the corresponding result set maybe refined even further by characteristics such as “most popular” or “price” (see Figure 2).

CHOOSING EASYASK®

Because of today's economic climate, organizations cannot afford to scrap their existing IT infrastructure and overhaul their commerce sites. Additionally, companies shouldn't waste time reformatting and "cleansing" their online catalogs. Because of EasyAsk's open architecture that is J2EE and Microsoft .Net compliant, EasyAsk seamlessly integrates with leading Web infrastructures, including HP-UX, which is the foundation of HPShopping.com. EasyAsk's search technology not only accesses structured data (i.e., RDBM systems) but also unstructured content (i.e., graphics; Adobe PDF files; HTML and XML pages), ensuring customers find all their relevant and complementary information, regardless of its format.

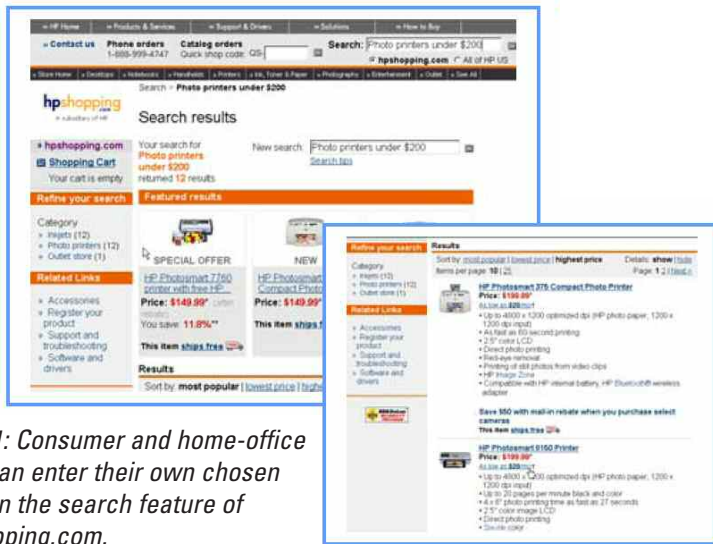


Figure 1: Consumer and home-office users can enter their own chosen words in the search feature of HPShopping.com.

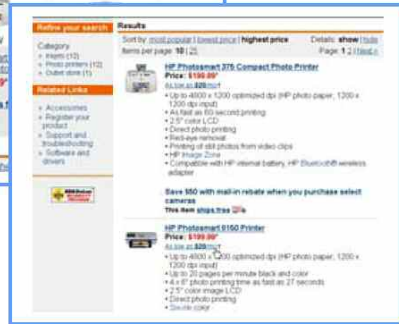


Figure 2: Search results return "Special Offers" and "Related Links" for easy cross-selling.

ENHANCING LOYALTY AND STRENGTHENING RELATIONSHIPS

Despite HPShopping's expansive product catalog, EasyAsk's Synchronized Search and Navigation technology easily handles the site's 70,000 to 80,000 searches per day. In addition to premium search and navigation features, EasyAsk enables HPShopping to integrate merchandising and marketing programs into their searches, maximizing cross-sell opportunities. HPShopping is enabling its commerce customers—whether consumer, home-office buyer or employee—to quickly locate their products and related information via an advanced search capability, enhancing loyalty and strengthening relationships.

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"With more than 10,000 SKUs, this [advanced search technology] makes it easier for customers to find what they're looking for."

— Stephanie Acker-Moy
Vice President of Internet and
Marketing Services

ABOUT EASYASK SOFTWARE

Founded in 1994 by Dr. Larry Harris, a computational linguistics professor and internationally recognized expert on database systems and computerized natural language, EasyAsk provides the industry's most intuitive Website search, navigation and merchandising software.

www.easyask.com

