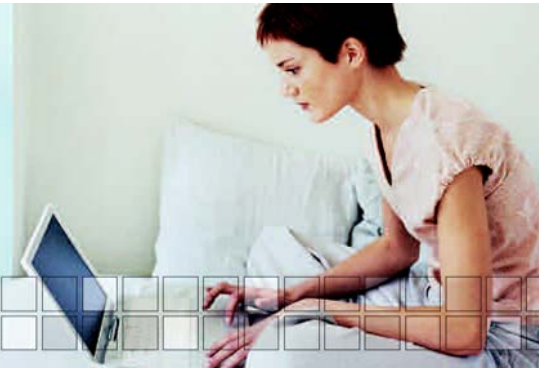


Lillian Vernon has experienced a 14% increase in conversion rates with EasyAsk®



Overview

Established in 1952, Lillian Vernon Corporation is a leading catalog and online retailer of gifts, household, children's and fashion accessory products. A personalization pioneer, the company has one of the largest personalization departments in America, resulting in the production of 5.3 million personalized products a year.

www.lillianvernon.com

CUSTOMER SPOTLIGHT

BUSINESS CHALLENGE

With over 6,000 SKUs available on Lillian Vernon's site, the search feature is one of the most widely used functions on the company's homepage, with the volume of customers using search to locate products doubling during the holiday season. However, traditionally Lillian Vernon's online shoppers were limited to using basic keywords or SKU numbers to search for products. Due to the wide assortment of items available on the site—ranging from bed linens to jewelry to children's gifts—this limited search functionality often returned irrelevant or limited results, or a "no results found" message.

Because products that are easier to find are easier to buy, and frustrated customers often abandon sites with poor search results to shop elsewhere, Lillian Vernon needed to provide customers with a more user-friendly and intelligent search function in order to make the online shopping experience more rewarding. The company wanted to enable customers to search for products using their own words and product attributes of importance to them, such as color, size or price, with the goal of returning only applicable results.

SOLUTION

In 2003, Lillian Vernon evaluated a number of eCommerce search products and selected an advanced search and navigation solution from EasyAsk, based on the strength of the technology and the company's success with other leading retailers. The EasyAsk® product was deployed immediately and, within a few months, one in four visitors to the site were using the EasyAsk product to search for and locate desired products.

The EasyAsk product's synchronized search and navigation capabilities allow shoppers to type natural language requests to narrow results and locate products according to criteria such as category and common attributes (i.e. price, product highlights, special offers and clearance items).

"Our top priority is to make our products accessible to customers and ensure that the shopping experience, whether online or through our catalog, is as effortless and enjoyable as possible," said Kristen Montella, Director of

Merchandise Marketing for Lillian Vernon. "The EasyAsk product plays a crucial role in creating a positive user experience by delivering accurate search results that match individual customer needs."

The EasyAsk product's advanced search was also immediately utilized by Lillian Vernon's service representatives through its "Live Chat" feature, which provides real-time customer assistance to online shoppers. Staff members use the EasyAsk product to handle customer inquiries and quickly find merchandise, determine inventory and suggest relevant products of interest to individuals.

In 2005, Lillian Vernon unveiled new Web site design and functionality, in which the EasyAsk product played a substantial role. Lillian Vernon wanted to ensure that all products were properly categorized in order to maximize the probability that customers' search requests produced relevant and available merchandise. Using the EasyAsk product's reporting features, Lillian Vernon gains visibility into which search requests traditionally return zero matches and uses this data to determine what products are of interest to customers but not currently offered—valuable information for product development and marketing teams.

RESULTS

Lillian Vernon's advanced search and navigation functionality has proven to be valuable to the company, with 15% of shoppers going directly to the search feature from the homepage.

To ensure that customer searches produce the most relevant results, the EasyAsk search dictionary is directly linked to Lillian Vernon's product database and includes definitions for all products. As such, Lillian Vernon has experienced a 14% increase in conversion rates and with EasyAsk reporting capabilities, the company can measure conversion rate increases for its most popular customer searches, with terms such as "Easter" and "princess" both improving by over three percent.

The new Lillian Vernon site has been well-received by its customers, with the results of a recent survey finding shoppers are very pleased with the site redesign and enhanced functionality.

"Having the EasyAsk product so closely integrated with our products is critical to providing the most effective and accurate search results for our customers," continued Montella. "Thanks to the EasyAsk product, we now better understand how customers are using search on our site and as we continue to refine and tune the EasyAsk dictionary, we anticipate even greater increases in conversion rates and average order sizes."

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Lillian Vernon is a recognized national brand due to its quality merchandise, good values and excellent customer service. With approximately 2.5 million visitors to its Web site during the holiday shopping season, Lillian Vernon realizes the importance of having a user-friendly site that allows customers to easily browse and locate desired products. The company also views its site as an extension of its corporate brand and wants to provide consistent, positive shopping experiences for new and return customers, whether purchasing from the catalog or online.

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

