

EasyAsk for Commerce B2B

The Market Leader for eCommerce Search, Navigation and Merchandising



The days of sales agents making regularly scheduled sales calls to customers are numbered. Customers no longer wait for your sales agents to knock on the door to place an order. Nor do they want to drill through a lengthy online catalog; taking five to seven clicks to find the needed product. Whether your product catalog carries 50 items or 5,000,000, you can offer your customers a fast, responsive and personalized selling process that enables them to locate and purchase desired products in just one or two clicks. Plus, you can integrate your online sales channel with your call center for greater efficiency and coordination. The competitive landscape is intense and customers have numerous choices to discover new products and compare pricing. Make sure your web site delivers a memorable online shopping experience with EasyAsk for Commerce B2B.

According to Forrester's Business Technographics® data, in 2006 37% of North American and European enterprises that sell products or services online will either purchase or upgrade an eCommerce platform.

EasyAsk for Commerce B2B delivers efficient and consistent online purchase experiences that leverage purchase history to increase order sizes and reduce business costs. More than 100 customers, including leading distributors, manufacturers, wholesalers and suppliers, rely on EasyAsk technology to extend their online commerce revenue and sales center efficiencies.

EasyAsk lets your customers shop using their own business language, making it simple to quickly browse even the most complex product catalog. For example, a customer might ask a question such as "¾ inch self-threading screw" without knowing (or caring) that the data is stored as ".75 in," not "¾ inch." Even so, the result is a relevant, precise answer.

This power not only enables buyers to quickly find the right products they're seeking, it allows you to expose them to new or alternative products that take advantage of cross-sell and up-sell opportunities as well. For example, when a customer searches for cap screws (by keyword or SKU) a product detail page is presented with cross-sells such as nuts, washers or a

complete fastening system. Through the use of dynamic merchandising capabilities, complementary products are presented to customers in thoughtful ways. These packaged offerings help customers know what parts work best together or, more importantly, must work together, thus increasing average order sizes.

Simplify Catalog Search and Navigation for a Superior Customer Experience

With EasyAsk, you can design your online catalog search with a variety of users in mind - novices, experts, veteran customers or new partners. Whatever their sophistication, most online purchase interactions begin with the entry of one or two keywords. Today, customers expect their questions to be rewarded with relevant results! The best technology provides search-refinement techniques that guide the shopper in refining their answer. EasyAsk's technology offers multiple routes to find products so that customers can locate and purchase the products they need using both search and navigation techniques - all within the same online interaction.



Merchandising to a Rapid ROI

EasyAsk for Commerce B2B is where merchandising and marketing meet. The technology enables B2B marketers to replicate the same level of customer service and satisfaction delivered by your most skilled sales professionals. With EasyAsk, your company can:

- Allow direct natural language access to your product catalog.
- Present only relevant results to customers seeking product information, comparisons or pricing streamlined by customer pricing rules, product filtering by contract or customer purchase history.
- Refine merchandising and marketing techniques by synchronizing visuals, specs, pricing and promotions with search results and navigation to proactively help customers find the right items quickly while leveraging purchase history.
- Automate and control when, where and how promotions appear to visitors as they move through the site, making it easy to optimize product and information placement based on defined user criteria.
- Reduce order processing costs through seamless integration with supply chain processes, decreasing the number of sales agents needed to service customers, while also increasing agent capacity to give customers more personalized attention.
- Achieve rapid ROI through larger average order sizes, lower cost-per-sale, higher customer conversion and retention rates, automated business-rule execution and increased cross-sell and up-sell opportunities.

Treat Your Good Customers Better: Customized Purchase Experiences

Online customers and partners have come to expect a streamlined experience, made possible through search customization that welcomes and recognizes individual purchase-order history, negotiated discounts, product filtering, credit authorizations and shipping requirements. EasyAsk creates a more efficient purchasing experience through rules that cover individual profiles, product scenarios and business goals. Now, your customers can receive targeted pricing, promotions and product information based on user-defined business rules and restrictions, purchase history or specific supplier agreements.

Why is Natural Language Query Better?

People expect to get answers to their questions. That's why your customers love your sales agents today...they get answers! But given a choice, they'd rather do it themselves. EasyAsk's linguistic technology enables your customer to get answers. They don't have to use full sentences - in fact, most will use only two or three words in a search. But, even these questions can be complex! For example, the queries "¾" copper pipe," "laptop batteries" or "12 HP assembly-line motors" - each phrase is "word soup" to a search technology that is not linguistics based.

Functionality for Success:

- **Enhanced relevancy tuning and management.** Provides businesses with additional tuning options such as phrase matches, column weighting/ranking and value-based relevancy, which expands their control over search results and delivers a better hit rate.
- **Rapid time-to-value.** Advanced linguistics-based search technology provides excellent search quality without the need for expensive, time-consuming tuning efforts. Its minimal-search maintenance components leverage a broad industry-specific knowledge base to drive quality search results, while reducing the level of implementation time and
- **International language support.** Global businesses can go to market faster and service customers and suppliers across
- **Broad industry-specific support.** Pre-defined vertical-market dictionaries, thesauruses and extended attributes (i.e., raw materials, equipment, manufacturing suppliers) tied to a particular vertical market make it easier to match search
- **Data integration.** Advanced data integration and cleansing options during product-index build, which lowers maintenance and search-tuning requirements in instances where a business' product information/descriptions are irregular in nature.

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