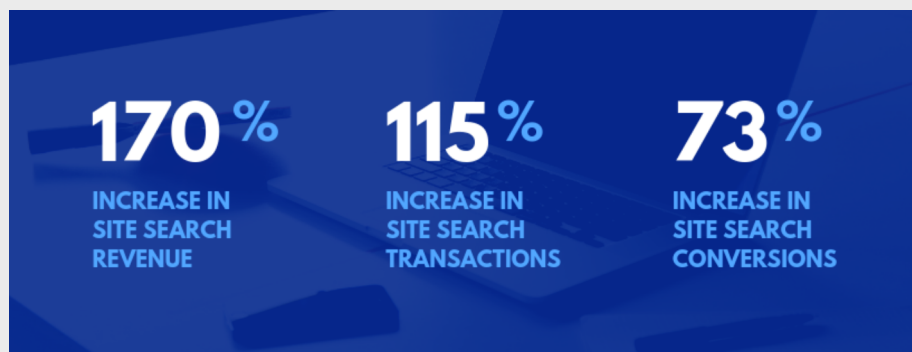




RESULTS



Translating Brick-and-Mortar success to the web



“EasyAsk is so much more than a software vendor, they are a partner with whom we work closely to make our business offering more valuable to our customers. This has paid off with a 73% increase in conversions, increased customer service scores and ultimately a significant increase to our sales revenue throughout all channels.”

Matt Kibler
Ecommerce and Web Development Coordinator

Store:
gardner-white.com

Founded:
1912

Online Since:
2006

BIO

With its 10th brick and mortar store opening last year, Gardner-White has become the largest family-owned furniture retailer in Michigan and number 53 in the top 100 furniture retailers in the US. Gardner-White has been around since 1912 and is now run by the 4th generation of the family.

Looking to continue that growth, Gardner-White decided to start working with EasyAsk in 2018 to ensure that their customers could find exactly what they're looking for online as well as in store.

THE PROBLEM

Gardner-White recognized the need to build an online presence and started selling furniture online in 2006. Online sales began as just a small percentage of overall business, but thanks to competitors such as Amazon, people have become much more comfortable to shop for furniture online.

Given the increased competition for online sales, Gardner-White realized that they were falling really far behind. Their built-in search engine was 'terrible', not even handling the basic functions of the search. Searching by brand was difficult if the term wasn't in the name or description.



"Obviously Amazon are our competition, but they have also instilled trust in the online consumer that it's ok to purchase a sofa before you sit on it."

THE SOLUTION

Gardner-White evaluated several search solutions and chose EasyAsk because of its intuitive search, flexible merchandizing and personalized implementation.



"This sort of integration was something we didn't want to have to do every 6 months, year or even 2 years."

Discovering that EasyAsk would not only power their search, but drive the shopping experience of their entire site sealed the deal for Gardner-White. EasyAsk offered Gardner-White a range of capabilities in addition to dealing with data intuitively:

- **Category and Promotional Pages**
- **Search As You Type (SAYT)**
- **Product Detail Pages**
- **Messaging**
- **Filtering by Category or Attribute**



“Being able to power everything with one product query solution is so valuable for us. EasyAsk is embedded in nearly every facet of our website right now.”

Gardner-White found that solutions offered by other companies just didn’t provide the flexibility and intuition that they were looking for in their search solution. They wanted the ability to send an infinite number of data points, even if they wouldn’t all be used. EasyAsk made it easy for customers to shop their products.



Gardner-White was impressed with the implementation process, particularly with the support provided by the EasyAsk team.

“EasyAsk offered very good support. Having a human on the other end to answer any questions is really important.”

THE RESULTS

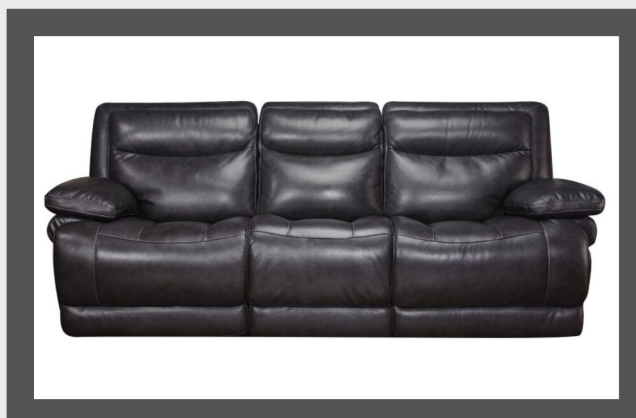
The impact on Gardner-White’s site search has been outstanding.

Over half of all online transactions are following a search, whereas only 25% of all visitors carry out a search. The conversion rate for search users is up by 73%. The stand-out result is the effect on revenue as a result of improved site search – seeing a 170% increase. The time spent on the site post-search is up 30%, and the average order value has increased by 25%. The average session duration, number of page views and usage of search have all increased since EasyAsk implementation.

Gardner-White realized that their search tool was important not just for online sales, but also for educating prospective customers. They found that increasing numbers of customers were entering stores, knowing technical information about products and having researched finance options.



“When someone walks into a store with \$4000 of finance, knowing the 3 different sofa collections they want to look at, you’re going to convert that every single time.”



WHAT'S NEXT?

60% of Gardner-White online users are mobile so Natural Language is therefore of growing importance. Gardner-White plans to educate their users so that they know that they can use longer-tail searches, more common with voice search.



“We have so much mobile traffic...EasyAsk future-proofs us as more and more people start to use voice search.”

Gardner-White is also looking to implement a zero-search interface, whereby clicking the search box will display top searches or recommended searches.

Other EasyAsk features that Gardner-White intends to make use of include messaging on product results pages, Search As You Type (SAYT) and landing pages.



“We’re looking forward to creating a fully blown landing page system using the tools provided by EasyAsk.”

CHOOSE EASYASK

The EasyAsk solution has delivered a quantum leap in capability for Gardner-White, driving significantly more revenue, higher revenue per search, greater control and merchandising functionality. This maximizes the value of their existing eCommerce investment and delivers a far more effective user experience.

EasyAsk’s powerful solution can help your business replicate such results, regardless of the eCommerce platform you use today and can be implemented in just a few weeks.

EasyAsk can upgrade or improve your existing site search capability to its smarter, intuitive and extremely profitable search engine.

Let us show you just how powerful delivering the right results can be.

WANT TO FIND OUT MORE? REQUEST A DEMO



WWW.EASYASK.COM