

Case Study: Customer Experience Case Study



Re-Hub helped a major luxury E-Commerce platform use visual search to improve its product recommendation capability and increased conversion rates by 7%

THE CHALLENGE

The client, a major luxury retailer, had just launched a new high-end E-commerce platform targeted at younger consumers in China. At this price-point consumers were expecting a personalized service, but initially the client was unable to deliver.

This platform was essentially a third-party seller marketplace, meaning that partnered vendors uploaded their own product content through an API sync. The platform had little control over the listings and were unable to tag content in order to make recommendations to the consumers.

Due to the client's reputation, traffic to the platform was high, but conversions to sales were very low. Re-Hub were brought in to make improvements to customer experience.

Solution:

The Re-Hub team met with the client's team and the following action plan was undertaken:



Analysis Stage:

Re-Hub first analyzed the client's products mix and interviewed the merchandising and management team to better understand the problem.



Research Stage:

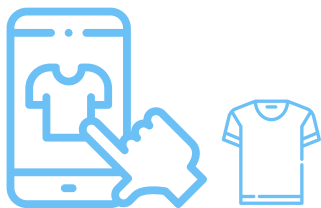
The Re-Hub team concluded that the client needed a better product recommendation system and one that would work with the third-party content provided by vendors.

A visual-search solution was suggested, so that the client could offer "Shop Similar" recommendations. From Re-Hub's pool of AI solutions, a specific solution was chosen because of its high accuracy, implementation speed and successful track record with other major global fashion brands and retailers. This solution can analyze one garment using computer vision and show similar products based on client's real time product availability.



Pilot & Implementation Stage:

A pilot study for the solution was conducted and was fully implemented in June 2018



"Shop Similar" Recommendation Engine

Using visual AI to automatically surface all similar items to the products shoppers are looking at. This can help give shoppers more options for products that they love.

Key Stats:

7%

Average conversion uplift;
AOV of 5%

4X

Product page conversion rate

2X

Recommendation search engine
conversion rate

Results:

The provided solution greatly improved the product search and recommendation process, generating a **7% increase in conversions** for the client.



Re-Hub has the expertise to radically transform your brands digital customer experience, to find out more, reach out to us at hello@rehub.tech