

CASE STUDY

# DOOFINDER MIGRATION

Trust by Design Commerce Search  
Powered by Empathy Platform

**Conforama**



empathy.co

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SUMMARY

A woman with blonde hair is sitting in a white armchair, holding a small white dog. She is wearing a blue and white shirt and black pants. The room has a large window in the background, and there are large indoor plants in the foreground. The floor is made of wood. The overall atmosphere is cozy and relaxed.

01  
ANALYSIS AND  
INSIGHTS

A SOFT PLACE  
TO LAND  
SEARCHES

When Conforama approached Empathy.co about reconfiguring and redefining their search solution, the goal was clear — create an online experience that was comfortable and inviting to ensure shoppers locate furniture and decor they love. No matter the size of the item or the detailed requirements, it was crucial to **develop a search service that felt like home** for customers. Conforama sought to create an experience that people could always trust, rely on and look forward to returning to.

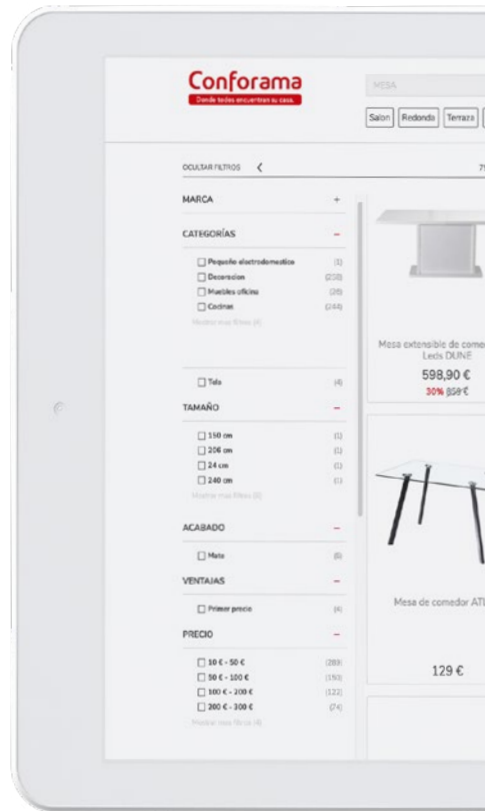
Considering the array of pieces, styles, and sets that Conforama curates, ensuring opportunities for people to discover and decide what works best for their dwelling was key.

The aim? Creating a cosy digital environment that better adapts to their shoppers' needs.

Before ringing in 2022, Conforama decided it was time to set themselves apart and set their customers up for shopping success, by ensuring their online experience was just as comfortable as its offline counterpart.

**The goal was to craft an inviting and enticing privacy-first ecommerce Search & Discovery solution** that allows shoppers to digitally explore their products.

Migrating from Doofinder and **collaborating with Empathy.co** was the **answer** that proved to be a massive success.





A man and a young girl are sitting at a dark wooden kitchen island. The girl, on the left, is wrapped in a pink blanket and is looking towards the man. The man, on the right, is wrapped in a grey blanket and is looking back at the girl. They are both smiling. In the background, there are white kitchen cabinets and a countertop with some items. A vase with greenery is on the left side of the island.

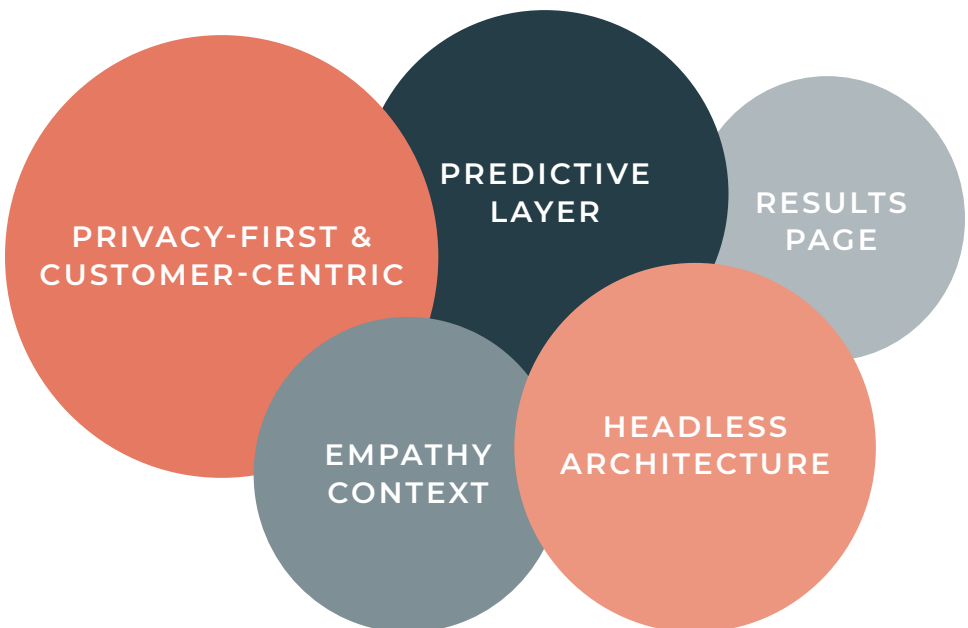
02  
STRATEGY AND  
IMPLEMENTATION

INCREASING  
CONFIDENCE  
THROUGH  
FINDABILITY

When it comes to buying furniture, there is a lot on the line. Potential buyers are overtly aware of the fact that such purchases will likely be with them for many years to come. And **customers are not going to compromise** when it comes to selecting the pieces they will live with, day in and day out.



The first step was clearly displaying, categorising, and tagging products to maximise findability within the catalogue, ensuring Conforama's customers can efficiently locate exactly what they are searching for. Next, it was time to define the Empathy.co elements to be incorporated, in order to implement features and functionalities for a Search & Discovery experience focused on the shopper and built to last:





# Privacy-First & Customer-Centric

Comfort is at the core of Conforama, for both offline and online experiences.

**Protecting privacy and safeguarding personal data** during the customer journey is imperative, no matter how customers choose to shop — and a differentiating factor that sets Empathy.co Search & Discovery solutions apart.





## **Anonymisation of behavioural patterns:**

Safeguarded on the user's local device, data is only read and never stored.



## **Ethical personalisation:**

No Personally Identifiable Information (PII) is ever stored, even when personalising suggestions.



## **Zero-party data:**

A read-only system that exclusively uses information the shopper chooses to share, such as their interests and interactions.

# Customers control and own their data, ensuring a relationship that is built upon Trust by Design.

Conforama wanted to **give their customers a joyful experience**, understanding their needs without acquiring information intrusively or unjustly.

Empathy.co proved to be the **trust-based solution** offering a customised Search & Discovery journey, without compromising on personalisation.



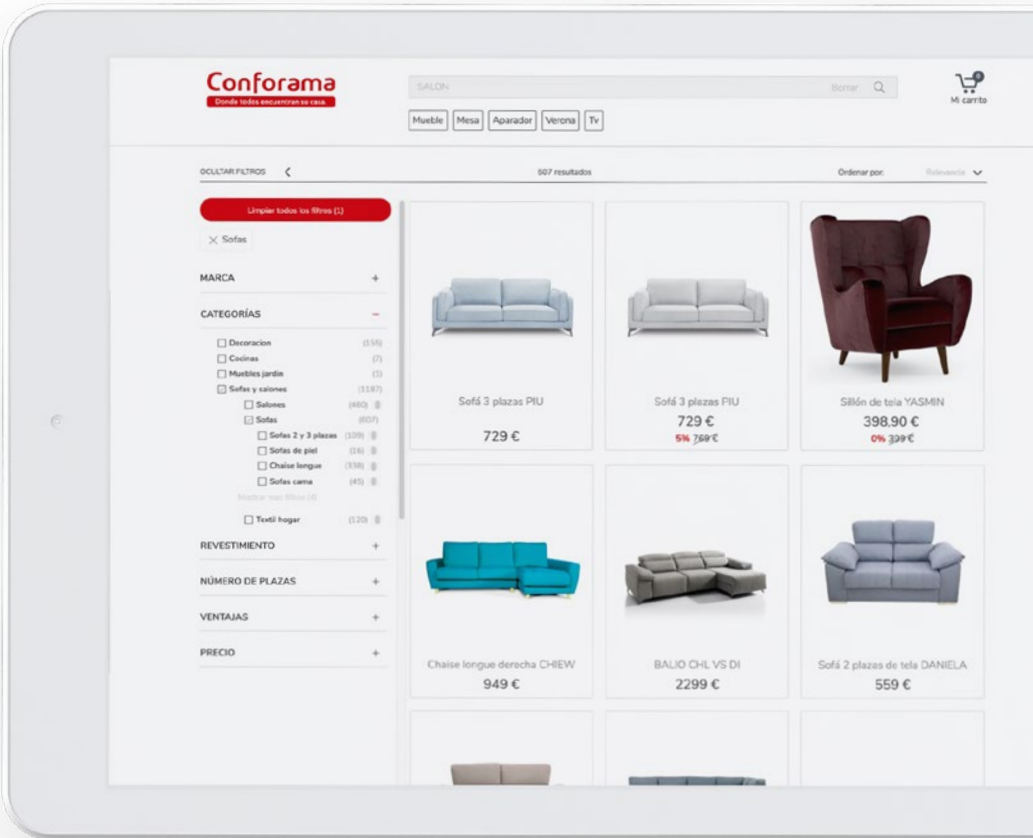
# Predictive Layer

Conforama was able to implement personalisation while ensuring shoppers' privacy remained protected and respected, thanks to Empathy.co's **Predictive Layer**, which begins working prior to any search being executed.

Using wisdom of the crowd, trending products and type-ahead suggestions, customers receive **customised recommendations and results**, without relinquishing control of their personal information.



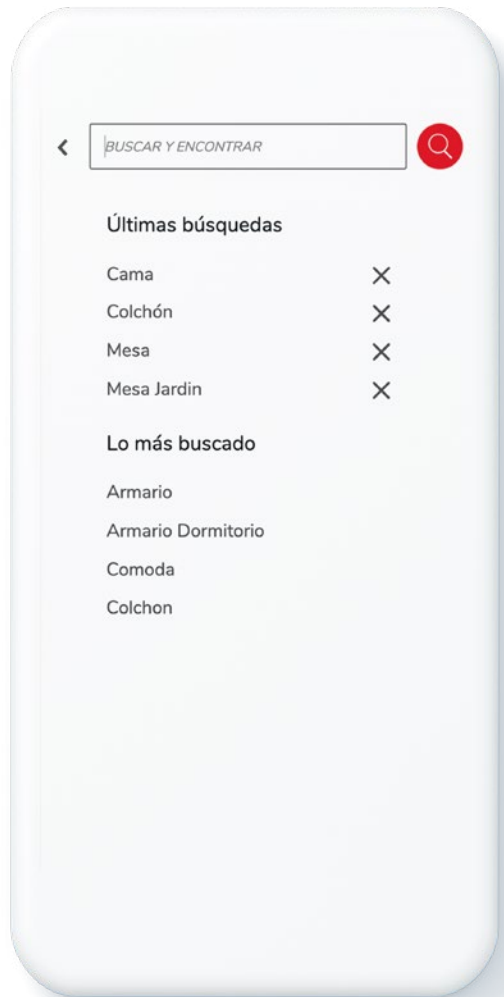
By utilising Vertical Search to narrow down query results based on category, i.e., *Living Room Furniture* and then *Sofas*, shoppers are swiftly shown precisely what they are looking for.





Offering suggestions beneath the Search Box entices online shoppers to engage in the search process even before they begin typing.

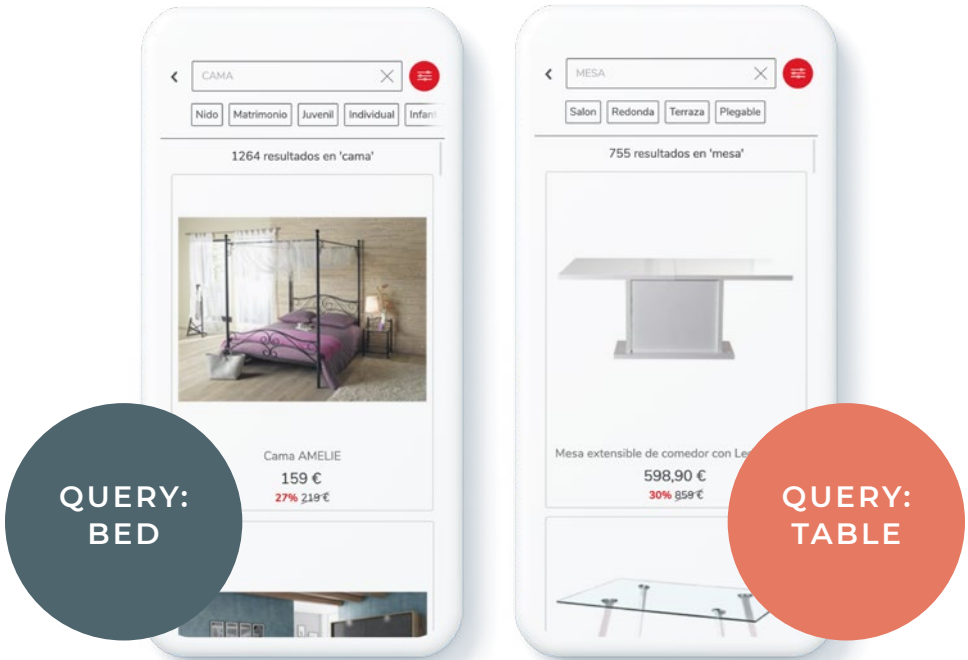
**Popular Searches and Recommendations are displayed to all site visitors**, and for those that are returning, they can pick up right where they left off. From anticipating needs to reminding customers what they were looking for, the Predictive Layer serves as a crucial element in Conforama's online shopping experience.



# Conversational Results Page

Once shoppers start exploring Conforama's product offering using the Search Box, the Search Engine Results Page (SERP) comes into play.

Empathy.co's **innovative Dynamic Filters show customers associated terms based on the query entered**, allowing them to further refine results without the need to type or dig through a long list of options that do not correlate. Suggestions of commonly applied related filters also appear, **saving people time and effort**. For example, if a shopper searches for *bed*, Dynamic Filters would include terms such as *queen*, *king*, *twin*, *crib*, *protector* and *pad* — products that would not appear if the search term were *table*.



Shoppers can also easily narrow their search with a selection of filters and Related Tags, helping them discover products they may not have encountered otherwise. The benefits are twofold: building trust and also fostering discovery. Giving customers the ability to adapt the SERP to their needs **boosts confidence, creates brand trust and encourages catalogue exploration.**

# Empathy Context: Reading the Room for Results

To bring customers precise, relevant results, Conforama uses **Empathy Context to analyse queries for search patterns with the help of AI.** Behaviour patterns are completely anonymised and operate based on the intelligence gathered from previous queries, allowing the retrieval and presentation of accurate results.



By offering recommended key terms, customers experience an expedited journey that meets their needs, with the most relevant results on the first SERP.

**Increasing Findability** has boosted brand **confidence** and streamlined the overall shopping experience for Conforama's shoppers.





# Redefining Search in Real Time with Headless Architecture

With Empathy.co, no coding is necessary to manage and alter the Search configuration.

The **freedom of the no-code solution** ensures ecommerce merchandisers and managers alike are able to implement changes at a moment's notice, without the need for technical assistance.

**Agility is key** for adapting and controlling Search. It's the way to ensure the shopping experience aligns with market trends, consumer demands, business preferences and branded suggestions.

This **headless, API-first approach** separates the frontend from the backend and is supported and sustained by applying a series of microservices for brands to choose from. Because it is extensible and adaptable, Empathy.co is **ideal for facilitating and optimising catalogue and query control**, no matter each team member's level of IT experience. Thanks to the flexible architecture setup, Conforama was able to successfully:



Customise their Search & Discovery journey



Benefit from flexible implementation and agile updates



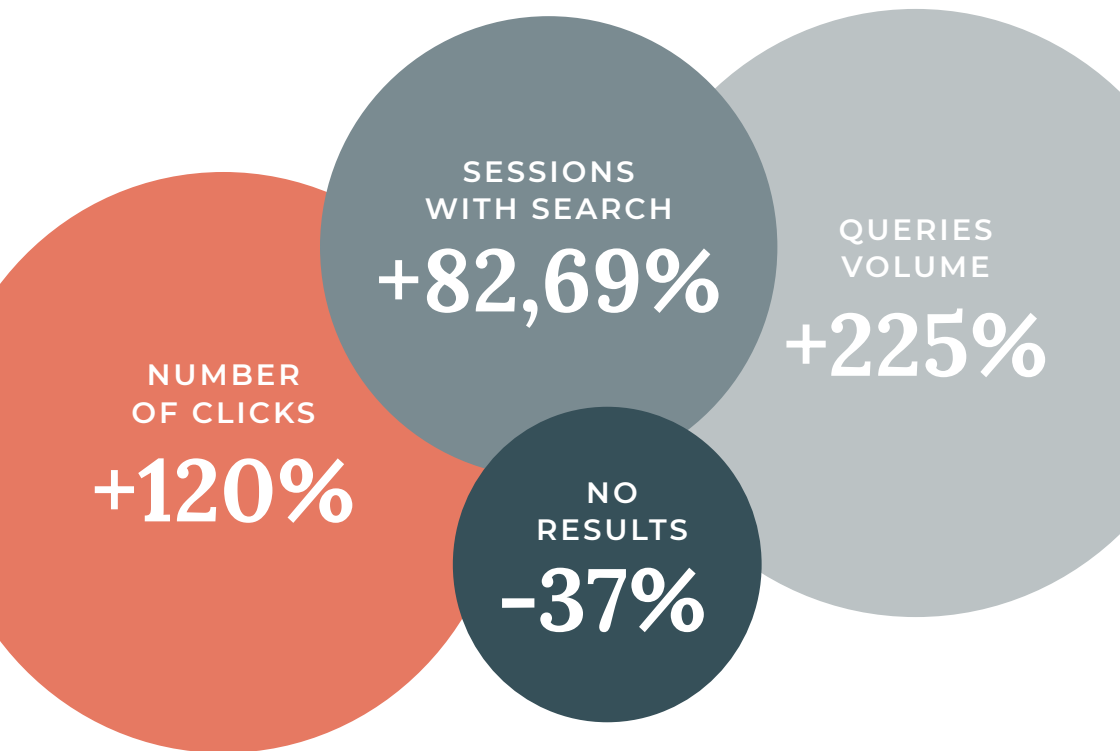
Impart a sense of proximity and transparency to their clients

A photograph of two children having a pillow fight. The child on the left is a girl with red hair, wearing a black t-shirt and blue jeans, laughing as she swings a large black pillow. The child on the right is a boy with short brown hair, wearing a white t-shirt and dark pants with a white floral pattern, also smiling and swinging a pillow. The air is filled with many white feathers. In the background, a red anchor is mounted on a light-colored wall.

03  
RESULTS

COMFORTABLE  
& CAPTIVATING  
SEARCH

Conforama's migration to Empathy.co went live in November 2021, bringing with it an overwhelmingly positive night-and-day difference in Search Performance & Engagement. A massive increase in Queries and Clicks was evident, along with an incredibly accurate Search experience and a critical drop in terms with No Results:



A photograph of two women sitting on a bed, smiling and petting two dogs. The woman on the left has dark curly hair and is wearing a white shirt. The woman on the right has long blonde hair and glasses, also wearing a white shirt. There is a light-colored dog and a brown dog. The background is a plain wall with a window on the left.

04  
SUMMARY

INDISPENSABLE  
DISCOVERY  
DESIGNED FOR  
HOME, DECOR  
& MORE



Thanks to Conforama's decision to migrate their Search & Discovery to Empathy.co, their customers are now receiving products that more accurately pertain to their queries, while encountering fewer empty results pages. Shoppers are enjoying **an improved and engaging experience** that puts them in control of their data, as well as their Search & Discovery journey.

SEARCH &  
EXPLORE



DESIGN &  
DISCOVER



“Migrating our commerce search to Empathy.co has given our shoppers a streamlined, engaging experience that encourages discovery without raising concerns about data privacy.”

**Raúl Regalado**

Ecommerce Manager  
CONFORAMA



How can we improve your brand's Search & Discovery?

[Get in touch and let's see!](#)



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