

# PRIVACY BY DESIGN SEARCH

B/S/H/

The Path to Empathy:  
A Commerce Search Journey



empathy.co

# CONTENTS



# KEY METRICS

*With Empathy Platform, BSH has seen:*

**+11%**

FINDABILITY



**+13%**

SEARCH SESSIONS



**+44%**

ADD TO CART



A woman with shoulder-length brown hair is looking down at a tablet computer. She is wearing a light-colored blazer. The background is a blurred cityscape with blue and green tones.

01

BACKGROUND

# PRIORITISING CUSTOMER- CENTRED SOLUTIONS

It's undeniable. Search transforms the user experience, by connecting people to brands, keeping them engaged and inspired through a personalised, enjoyable journey that **earns their loyalty and trust.**

With superior home appliances and standout customer service, **BSH Hausgeräte GmbH** leads their industry as the largest manufacturer of household appliances in Europe.

In 2020, BSH embarked on a mission to **revamp its onsite search and merchandising solution.**

BSH approached **Empathy.co** with a clear goal: to provide a seamless, personalised shopping experience to serve their customers better. After putting together a Proof of Concept based on their needs, **it was love at first search.**

A person wearing a pink beanie and a pink puffer jacket with a grey hood is seen from behind, looking through binoculars. They are standing on a log or branch over a calm lake. The background is a dense forest with trees showing autumn foliage in shades of yellow and orange. The scene is brightly lit, suggesting a sunny day.

02  
ANALYSIS AND  
INSIGHTS

# STREAMLINING THE SEARCH PROCESS

During the selection process, **Empathy.co**, aided by its partner **foryouandyourcustomers**, presented how the performance and response time would be for BSH's global websites, which was crucial for a successful partnership.

**With an expansive, diverse catalogue, BSH offers shoppers not only a vast range of appliances but also FAQs, manuals and customer support. Their new Search & Discovery platform needed to connect shoppers to all these products and services.**



**Empathy.co's** customised solution tackled this and other **critical pain points**:



A diagram consisting of six overlapping circles of various shades of grey and pink. Each circle contains a text label representing a 'critical pain point'. The circles are arranged in a cluster, with some overlapping others. The text is in a clean, sans-serif font, with some labels in white and others in pink or dark grey to contrast with the background of the circles.

NO RELEVANCE  
OR EXPLAINABILITY  
IN THEIR SEARCH  
RESULTS

NO  
PRE-SEARCH  
SCENARIO

POOR  
PERFORMANCE  
& RESPONSE  
TIME

LACK OF  
CUSTOMER  
INTENT  
VISIBILITY

NO BACK  
OFFICE  
TOOLING

NO  
SEARCH  
INSIGHTS



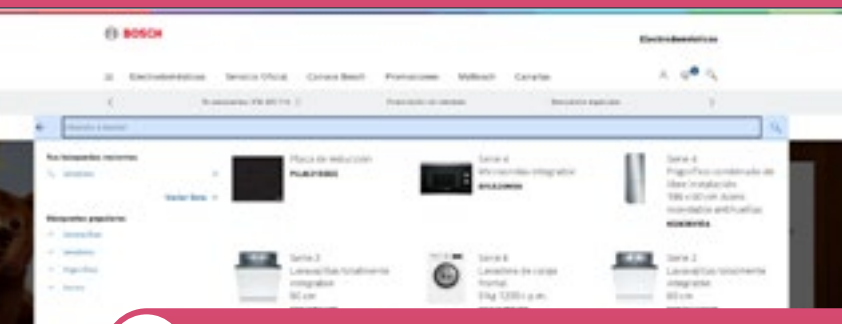
“The needs of our consumers are at the heart of BSH as a business. We are always putting ourselves in consumers’ shoes to embrace their personal needs and offer solutions that make life at home easier and more enjoyable. Empathy Platform’s merchant-centric design was paramount to our decision as it allows our retail brands to truly create a meaningful privacy-based search experience for consumers.”

**Tomasz Glinicki,**  
eBusiness Manager at **BSH Home Appliances Group.**

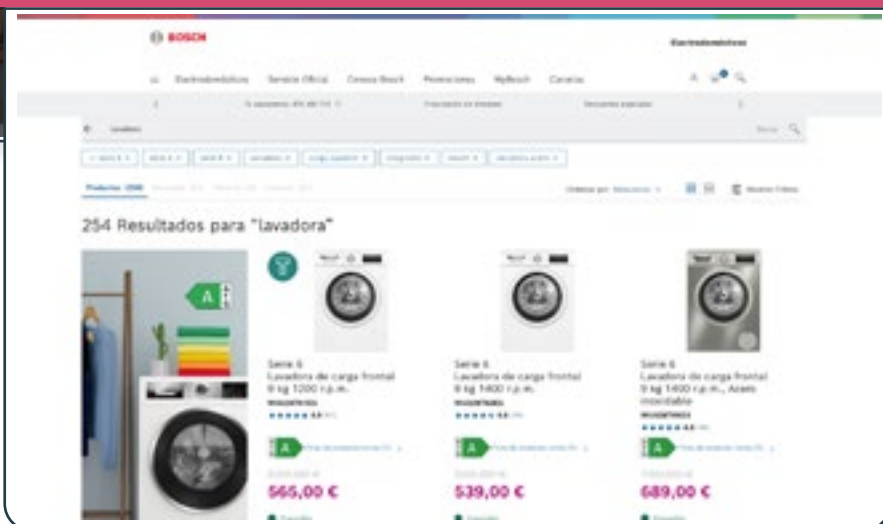
After analysing site metrics and customer search behaviour, it was clear the search experience needed greater functionality.

The primary objective:

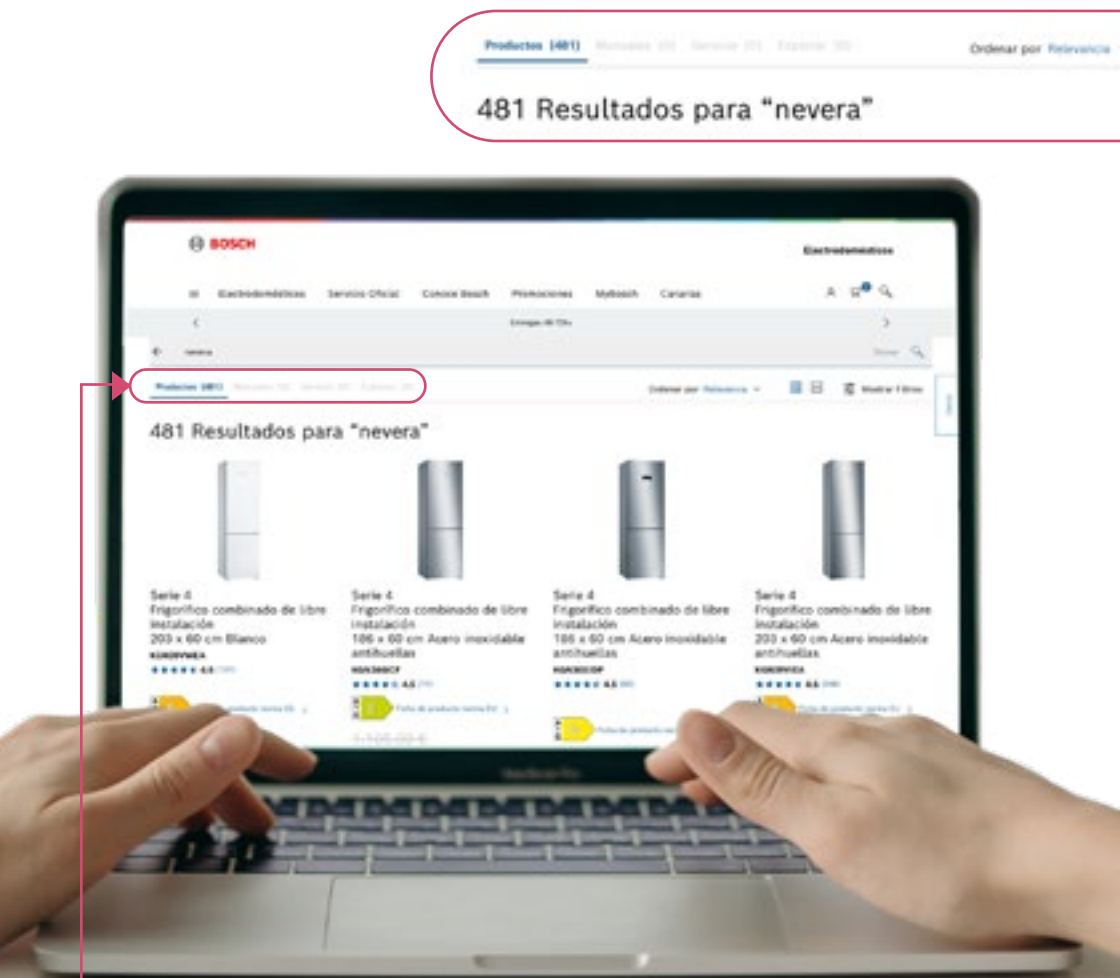
## ADDING PRE-SEARCH EXPERIENCE



## STRENGTHENING RELEVANCE IN RESULTS



BSH's offerings extend beyond retail, providing valuable content on product information and customer support. Their search function needs to cater equally to these needs.



Four feeds were created to organise search results, depending on the content types: Products, Manuals, Services, Explore.

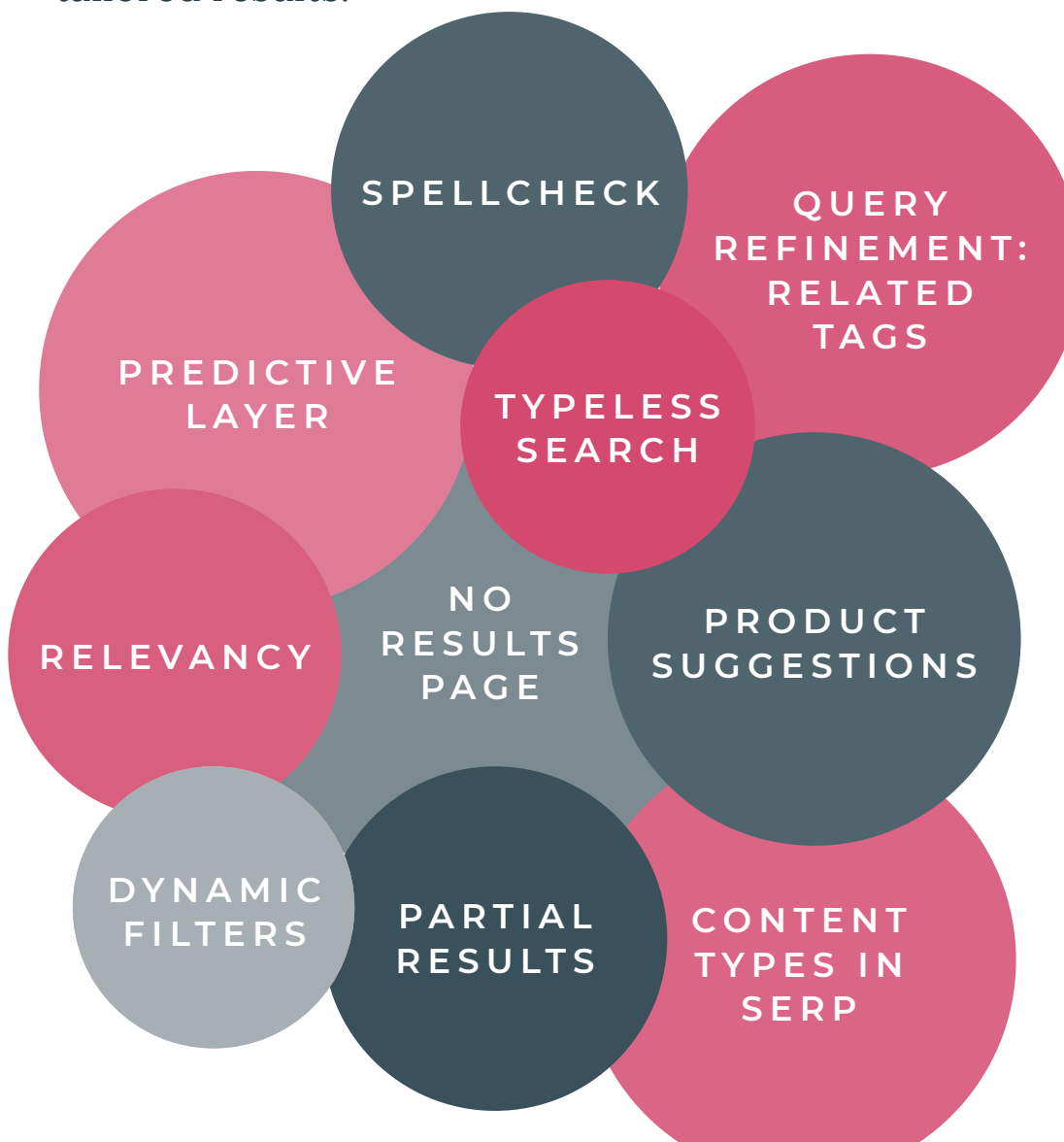


03  
STRATEGY AND  
IMPLEMENTATION

# ANALYSE AND DEVELOP A UNIFIED SOLUTION

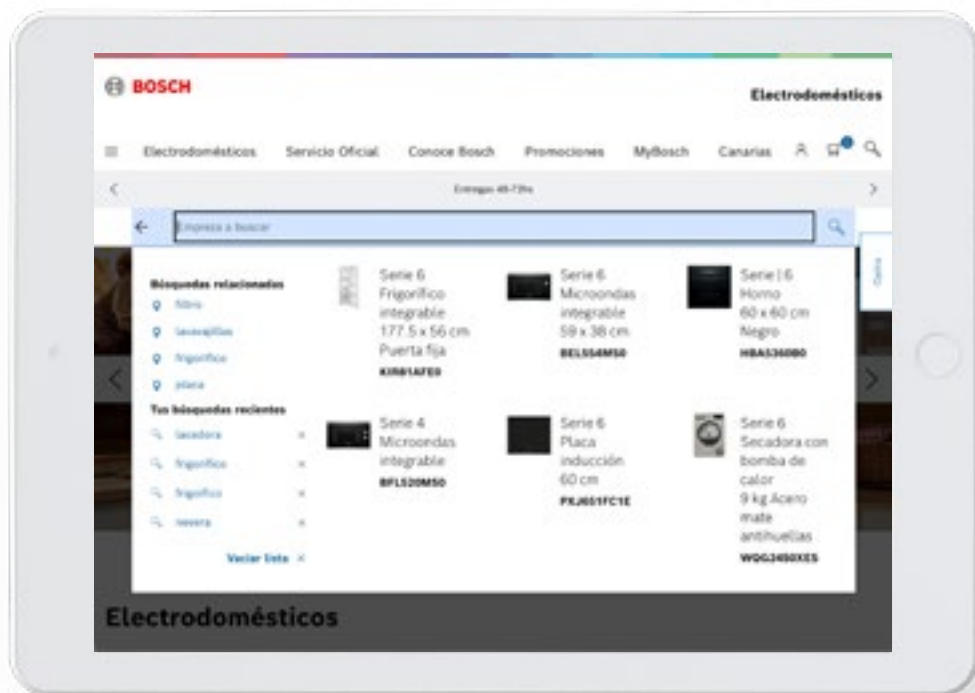
For an **all-in-one solution**, Empathy created a Proof of Concept (POC) for specific BSH websites where the search experience showed major improvements.

Empathy Platform gives BSH the unified tools, insights and additional features needed to understand customers' journeys better, anticipate their needs and serve accurate, tailored results.



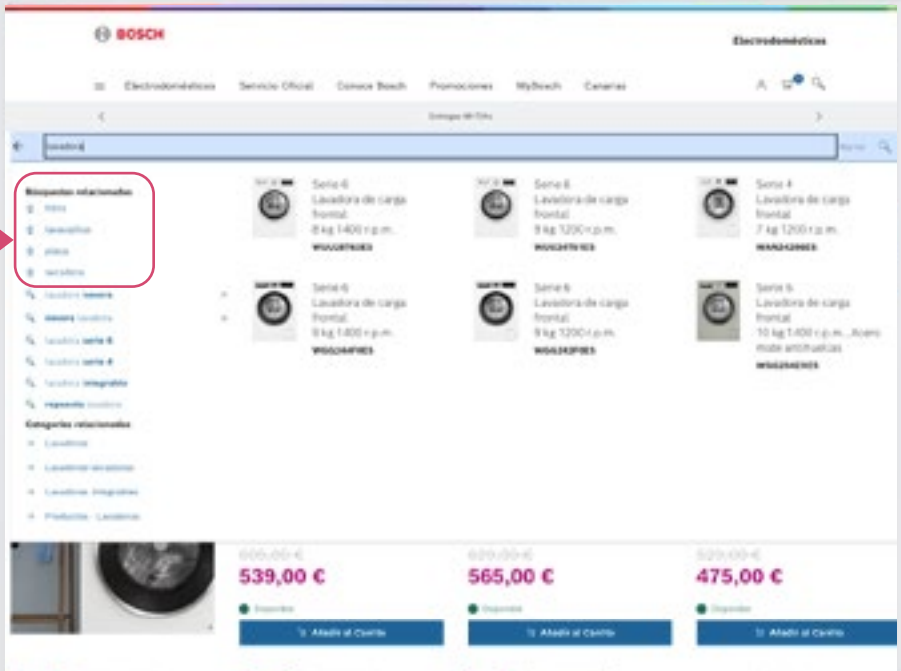
# Optimise the search journey

## PREDICTIVE LAYER



## NEXT QUERIES

Suggestions given to shoppers as ideas on what to look for next.

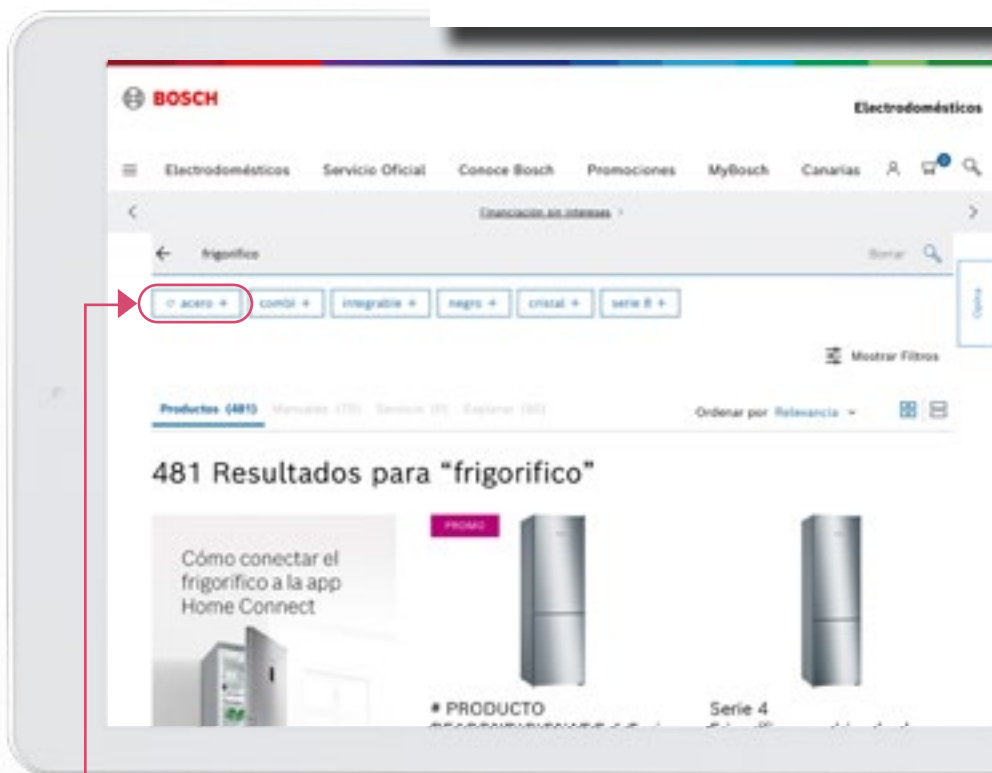


Next Queries



## RELATED TAGS

Keywords that help shoppers fine-tune their query.



### Curated Related Tag

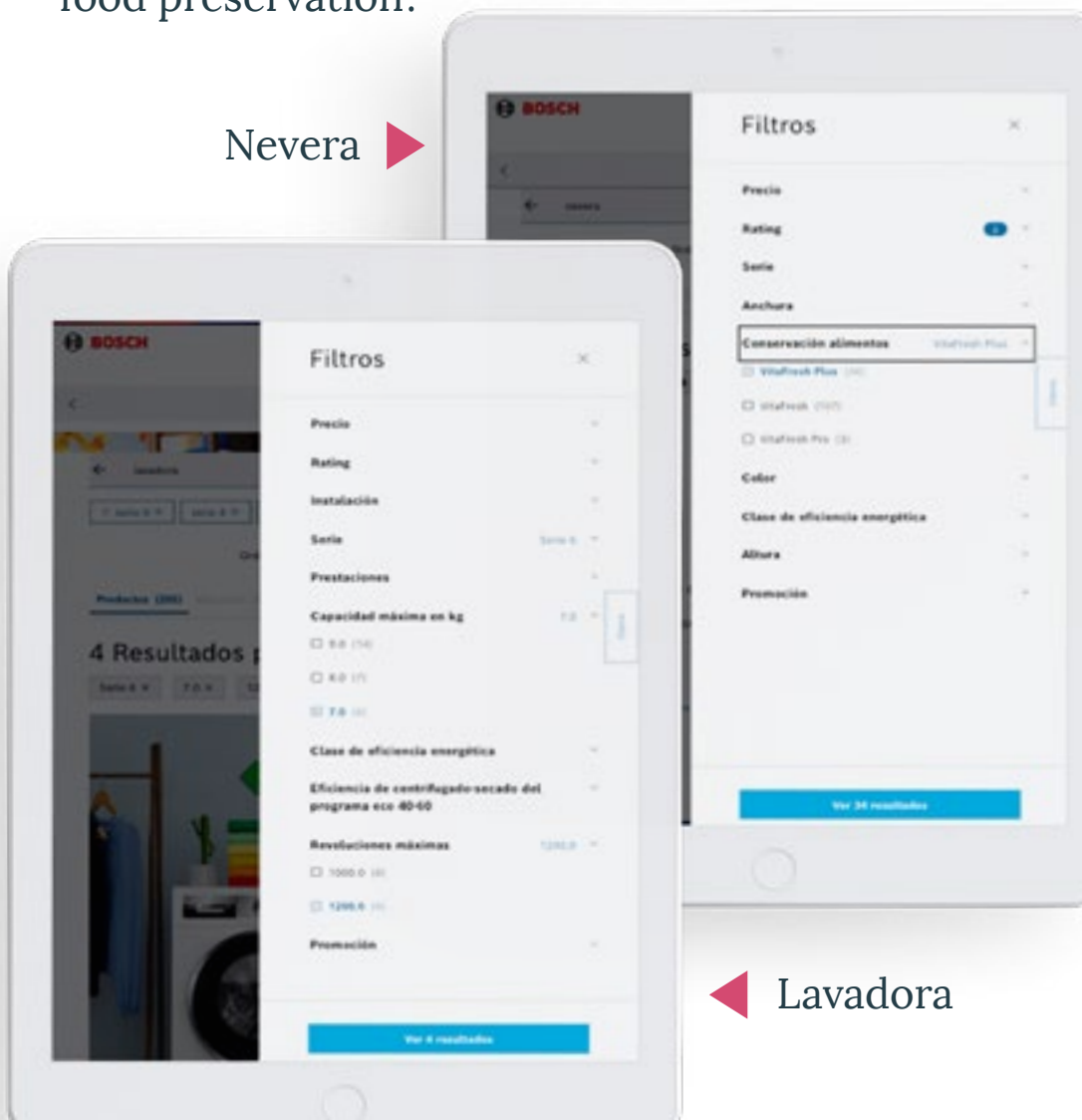
*\*Both of these tools can be curated directly by BSH to fulfil their needs at any given time. Enhancing site usability, findability and discoverability across the catalogue.*



## DYNAMIC FILTERS

Relevant filters are shown based on search.  
i.e. Searching for a washer reveals 'max load size' filter, while the refrigerator search shows 'food preservation'.

Nevera



Lavadora

## THE NO RESULTS STRATEGY

Streamlines the BSH shopping experience by providing effortless and accurate product discovery for customers, regardless of misspelt words or missing terms in the catalogue.



Partial Results

No Results Carousel

## SYNONYMS

serve as alternative search terms shoppers can use to find the same results.

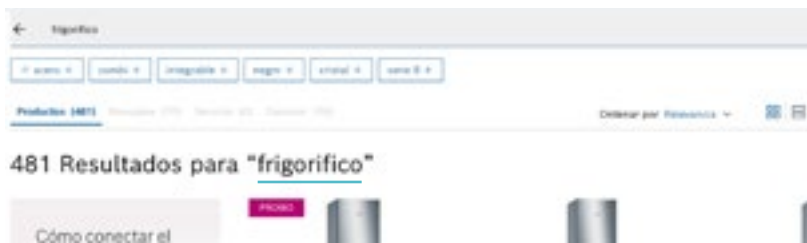
Refrigerador  
Frigorífico  
Nevera



## SPELLCHECK COMPONENT

informs shoppers of a possible misspelling in their search with a friendly message.

481  
RESULTS  
"frigorifico"



481  
RESULTS  
"frigoifico"



A person is seen from the side, sitting in a yellow armchair and working on a laptop. The background features large indoor plants and a modern office environment. The text is overlaid on the top half of the image.

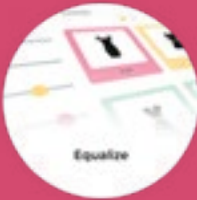
ENABLING SUCCESS WITH NO-CODE TOOLS

# Implement ethical personalisation, recommendations & privacy protections

Empathy Platform empowered BSH to make data-driven decisions to **enhance customers' experiences** and control their recommendations with precision and accuracy.

By leveraging the tools, BSH gained valuable insights into their customers' behaviour and journey while maintaining **full transparency and explainability**.

# Enabling success with no-code tools



## **Equalize**

Manage the search ranking criteria for your product catalogue with no-code controls.



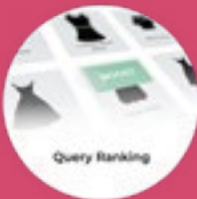
## **Synonymize**

Enrich shoppers' search queries with more results that may be relevant to their search.



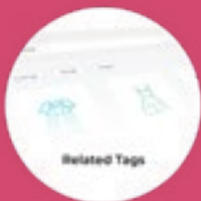
## **Redirection**

Enhance the shopper experience. Bring shoppers directly to what they're looking for.



## **Query Ranking**

Feature key products on the first page of your product page according to business goals.



## Related Tags

Improve findability. Guide shoppers to the right products through descriptive keywords..



## Next Queries

Anticipate shoppers' intent with new search suggestions that support your strategy.



## Promotions

Redirect shoppers to special product listing pages that contain specific product attributes.

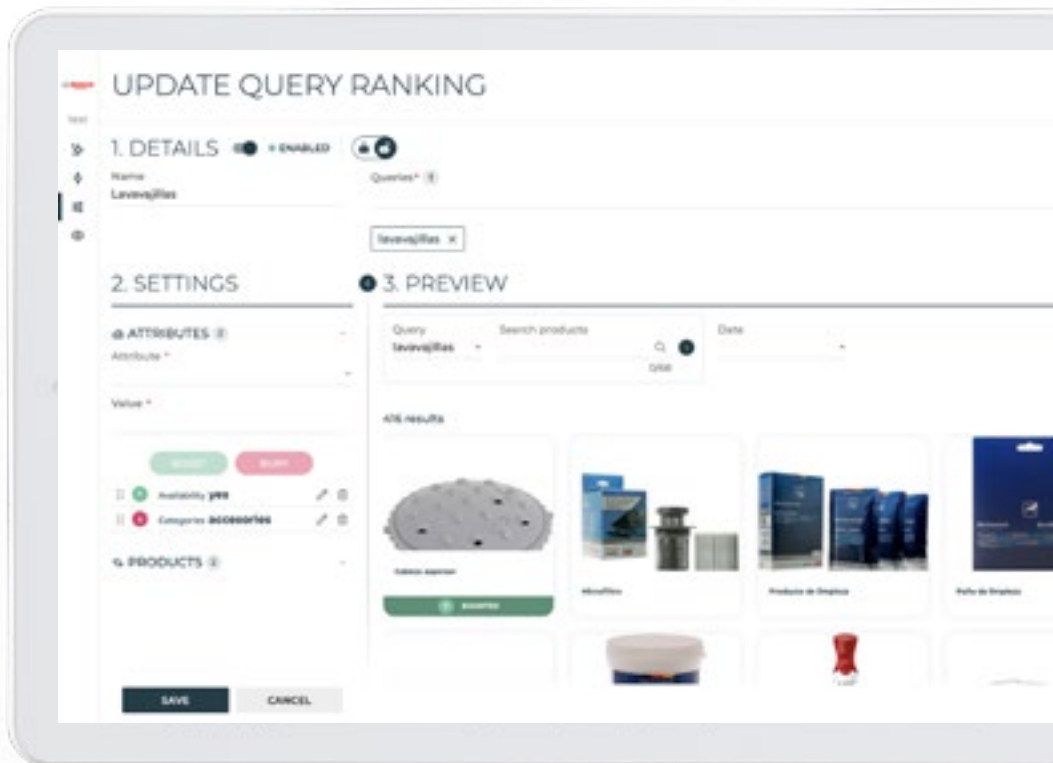


## Blacklist

Stop undesired search terms from appearing as search suggestions, related tags, or next queries.

## MULTIPLE RANKING ATTRIBUTES

The Attribute Ranking feature allows BSH to **promote or demote product groups** in search engine results pages (SERP) and product category pages (PCP). **Boosting** a product attribute moves relevant products up the results page while **burying** the attribute sends those products deeper into the results pages.





# Build explainable AI at the service of the brand

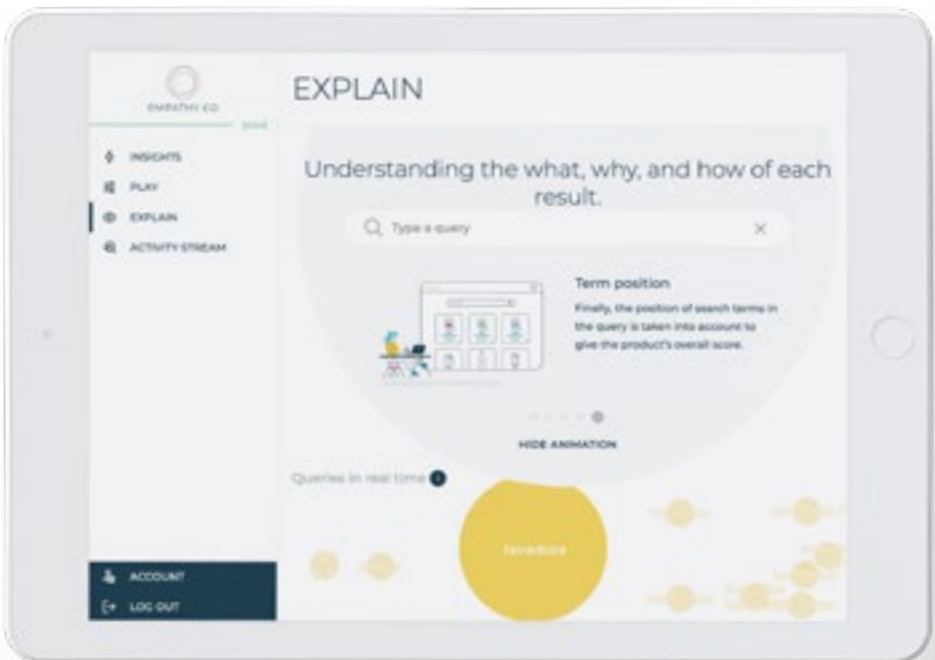
BSH has gained deeper **insight into product scoring and positioning**, while having all the data they need in one place.

Thanks to the Explain tool, they can visualise real-time SERP product ranking while ensuring shoppers' privacy is anonymised, respected and protected.

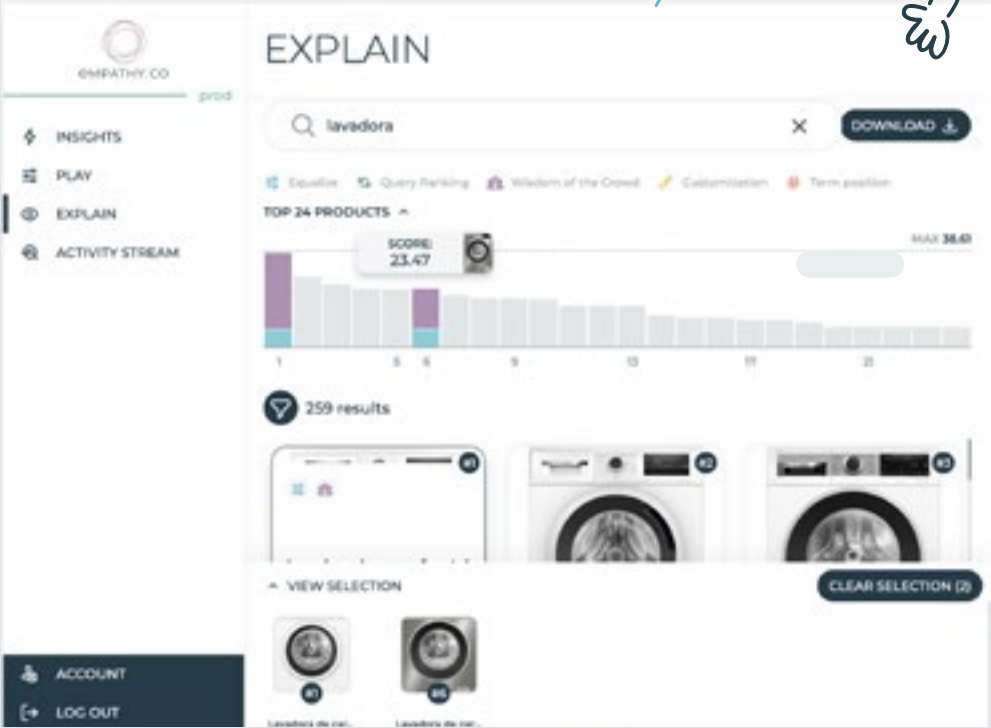




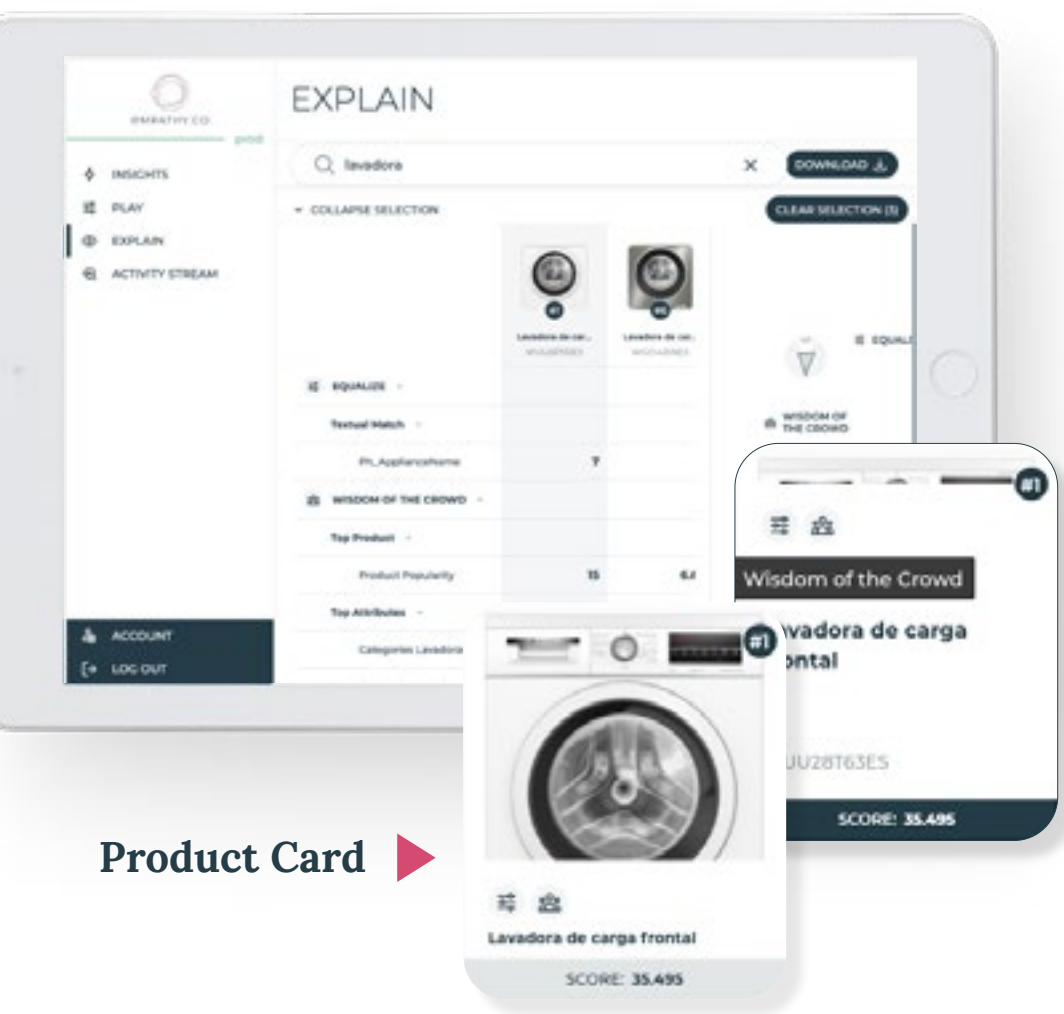
Empathy Platform's Playboard offers powerful back-office tooling that **transformed BSH's business operations and enhanced customer satisfaction**, with insights into what was happening within the shopping journey wherever it was applied.



With the Explain tool, **Search Managers** can compare similar products through the **product score panel**, with each scoring criteria side by side.



The tool also allows BSH to check tiebreakers for each product in the panel **to understand the reasoning behind the ranking**, ensuring that the most relevant products always appear first.



Product Card ▶



04  
RESULTS

# IMPACT OVER AN EXTENSIVE CATALOGUE

BSH Spain's new Search & Discovery POC went live with a clear before and after on Search Analytics.

BSH's search experience now offers a specific space for each content type within the results page. **The Predictive Layer** makes it possible to present query, category and result suggestions simultaneously, offering a holistic experience with the help of **Typeless Search**.

While creating a joyful journey for their shoppers, a process supported by the partnership between **Empathy.co** and **Neteleven**, BSH merchandisers have intuitive tooling controls within the ever-evolving Empathy Platform Playboard.



# KEY METRICS

*With Empathy Platform, BSH has seen:*

**+13%**

SEARCH SESSIONS



**+11%**

CTR



**+7%**

QUERIES



**+11%**

FINDABILITY



**+44%**

ADD TO CART



One of Empathy Platform's key strengths is handling diverse search queries, from broad categories like “washers” to specific terms such as “user manuals”. **Aligned with BSH's new Click-Through-Rate (CTR) and Findability, shoppers can readily find what they need** on the first page of results, despite the extensive product catalogue.





05  
SUMMARY

# A DISCOVERY BEYOND PRODUCTS



**BSH's** new search and discovery extends beyond the impressive metrics, having successfully improved and personalised the customer experience, all while making privacy a top priority.

**Empathy.co** helped **BSH** address the pain point of providing a seamless search experience that goes beyond a standard eCommerce catalogue. Empathy Platform's ability to solve customer support through search is a significant achievement, and we are proud to contribute to this success.

This was made possible thanks to the support and fruitful collaboration of two **Empathy.co** partners, **foryouandyourcustomers** and **Neteleven**.

foryouandyourcustomers





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



EMPATHY.CO

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