

EMPATHY.CO

ANALYSIS AND

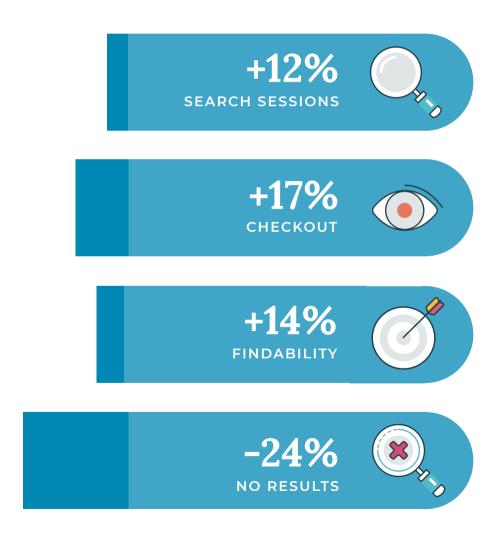
STRATEGY AND

RESULTS

SUMMARY

KEY METRICS

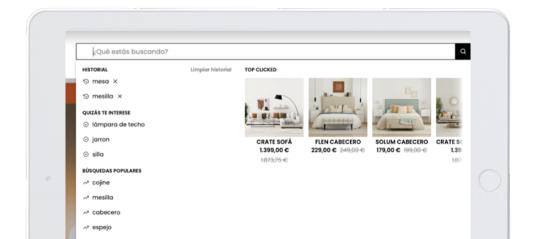
In July 2022, Kenay Home's migration to Empathy Platform went live and the positive impact on the search experience began immediately.





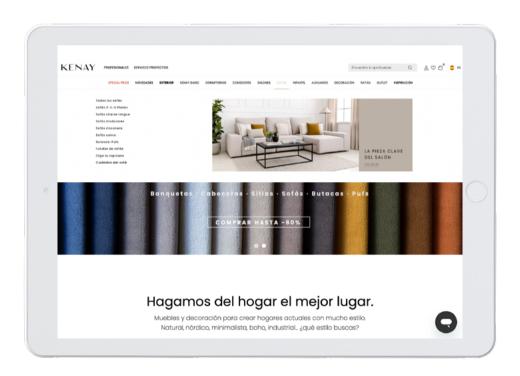
Kenay Home came to Empathy.co with the objective of **enhancing their search experience** and creating an ecommerce environment that inspires shoppers, while also **strengthening the merchandising experience**. The Nordicinspired home furnishings retailer needed streamlined tooling to be able to hone search configurations and allow customers to **filter products with more detail**.

With an extensive catalogue of customisable furniture and coordinated decor, **Kenay Home was looking to spark shoppers' vision** and help them find exactly what they need to make their house a home.



During 2022, Kenay Home wanted to redesign its online store and to create a customercentric experience that was inspirational.

The brand's choice was clear: migrate from Doofinder and collaborate with Empathy.co for an ecommerce Search & Discovery solution that was both insightful for shoppers and merchandisers

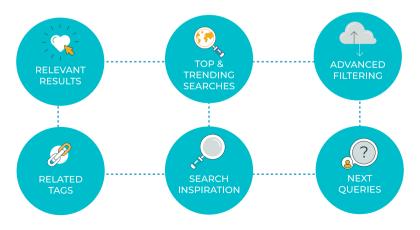




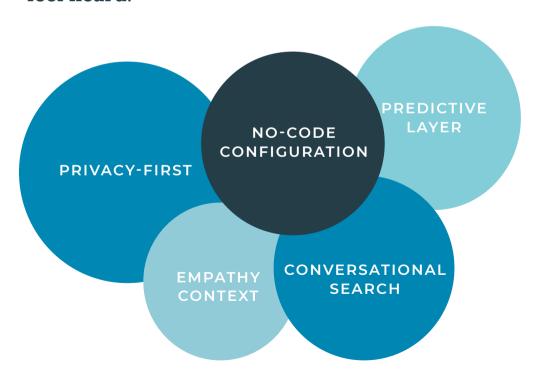
As furniture and decor purchasing is a significant investment, potential customers look for brands whose online shopping experience is conversational and trustworthy. Kenay Home wanted to **improve three major aspects** of their ecommerce experience:

- · Their large catalogue was not being discovered.
- · Results were taking too long to load.
- · Shoppers were abandoning sessions as a result.

Empathy.co offered the solution with an experience that would be intuitive, inspiring, and ethically personalised to keep shoppers engaged.



The process required tagging products within the catalogue to swiftly load, display, filter and categorise results. Increasing performance and relevance was key to helping shoppers find what they wanted, faster. Then, by establishing the configuration of Empathy.co elements, Kenay Home would be able to maximise their Search & Discovery experience and ensure shoppers feel heard:



Privacy-First

Interacting with shoppers to understand their needs and protect their privacy was paramount for Kenay Home. Similarly to visiting the brand's retail stores in person, customers are met with a welcoming

experience that asks them what they need,

not intrusive personal data collection - a key factor in setting Empathy.co Search & Discovery apart from other solutions.





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.



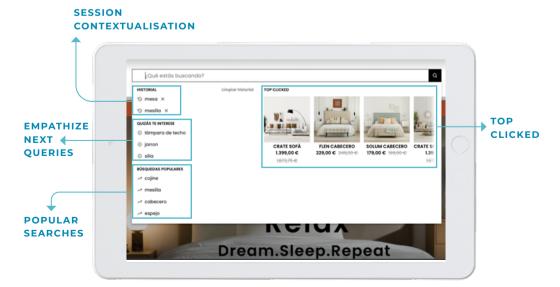
Zero-party data:

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

Predictive Layer

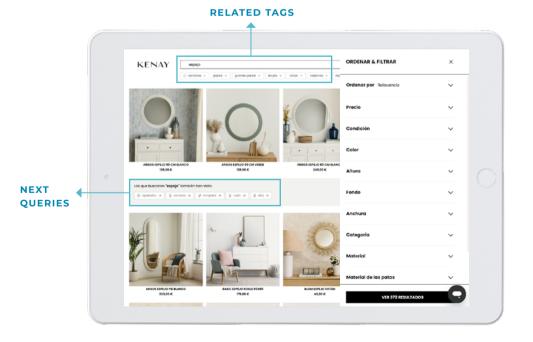
To put emphasis on the search experience intuitively, Kenay Home implemented Empathy.co's **Predictive Layer**. Using wisdom of the crowd, trending products and type-ahead suggestions, the Predictive Layer presents **customised recommendations and results even before any search takes place**, and without the use of any personal information.

Displaying Popular Searches and Top Clicked products right within the Search Box entices shoppers to delve into the product catalogue, prior to typing, effortlessly engaging them in Kenay Home's search experience.



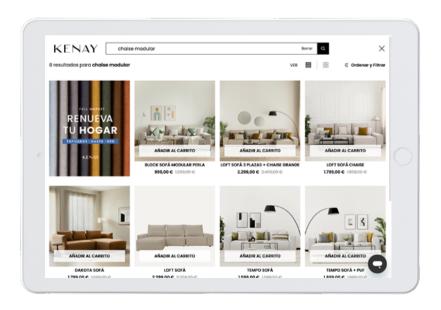
Conversational Search

Kenay Home wanted a conversational approach that inspired customers while putting privacy at the forefront. Related Tags and Dynamic Filters give shoppers the ability to narrow and refine what they see on the Search Engine Results Page (SERP) with tags and filters that are specifically tailored to their query. Tagging and filtering were exponentially improved, giving shoppers the opportunity to talk to the retailer and identify the elements important to them, putting them in control of the conversation.



Curating Results with Empathy Context

Another key element in Kenay Home's search experience is the use of **Empathy Context to ethically enhance the shopping journey**. Using **AI to anonymously analyse queries for search patterns** means that the furniture and decor retailer can present shoppers with relevant results by gathering intelligence from previous queries.



The combination of key term recommendations and complete anonymisation of behaviour patterns ensures that customers' privacy is protected, all while guaranteeing the most pertinent results are easily found. **Improved Findability has increased brand confidence** because shoppers know that Kenay Home has an ecommerce experience that will guide them to precisely what they need for their home.

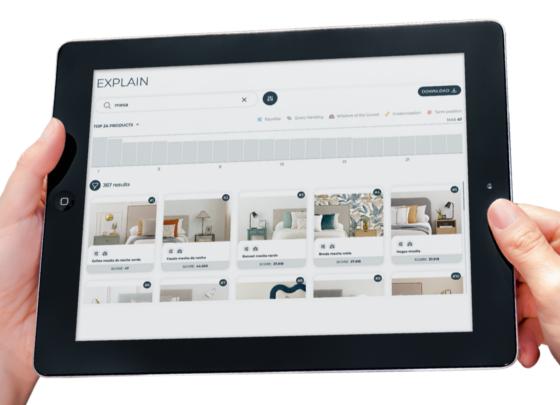


No-Code Controls for On-The-Spot Configuration

Empathy.co's Search & Discovery solution gives ecommerce merchandisers and managers the flexibility to make changes whenever they deem necessary, thanks to its API-first, headless setup and extensible microservices. Since no coding is required, brands have the ability to be extremely agile and modify search configurations in an instant, independent of technical support and regardless of their IT experience, and understand the effect of their changes using the Explain tool.



Adapting the online shopping experience in real time gives Kenay Home the power to quickly adjust to trends, demands, align branded suggestions with business objectives and preferences, and **understand the how and why behind results**.





In July 2022, Kenay Home's migration to Empathy.co went live and the positive impact on the search experience began immediately.

The drop in No Results and peaked increase in Checkouts made it evident that shoppers were finding the furniture and decor they were looking for:





Kenay Home's choice to implement Empathy.co Search & Discovery has given their shoppers an inviting, intuitive experience that encourages them to explore. As a result, the brand has seen a **boost in search success and buying**, and a drop in dead-end queries.

Shoppers are inspired, engaged and entertained, and know that Kenay Home is the place to go when they need guidance for their next design endeavour.

"Migrating to Empathy.co has provided a much better frontend experience for our shoppers and the backoffice tooling in the Playboard has greatly improved our visibility of search success."

Juan HidalgoHead of UX and CRO
KENAY HOME



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

