SEARCH AS A HUMAN CONVERSATION

Trust by Design Commerce Search
Powered by Empathy Platform

eMPATHY.CO

THE FUTURE
OF SEARCH
IS TYPELESS

As humans, we are constantly searching for connections, conversation and inspiration. This goes for our online interactions, as well as our offline ones. However, it is not always easily achieved.

SEARCH HAS CHANGED

Consumers expect retailers to know what they want and immediately provide it, while offering an intuitive experience that feels as natural as being helped by a human. With search experiences becoming increasingly invasive, there's a growing demand for trust-based discovery combined with digital dialogue.

Search needs to provoke and nurture a rich contextual dialogue between a brand and its customers. Empathy.co makes this happen with our product guiding customers in a conversational experience, based on:

Creating **context-awareness.**

Relating and interacting with customers.
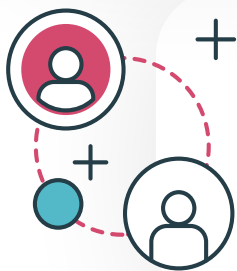
Responding to incoming signals in a relevant, meaningful, and conversational way.

WHAT IS TYPELESS SEARCH?

Instead of being guided by what customers type, their intelligence leads the way. We can still understand shoppers' intent while respecting their privacy. Empathy.co achieves this through mapping queries collectively and anonymously, **never tracking shoppers nor storing personally identifiable information**.

This privacy-first approach uses **wisdom of the crowd** to help customers effortlessly explore and discover new products.

Above all, **shoppers feel understood and gain quick product access**. Goodbye to endless typing, hello to an inspiring conversation!

THE TYPELESS EXPERIENCE BEGINS WITH THE SEARCH BOX

How can brands maximise their search experience and help shoppers find what they're looking for, without having to scroll or ask more than once? The answer lies in guiding through:

TRENDING SUGGESTIONS
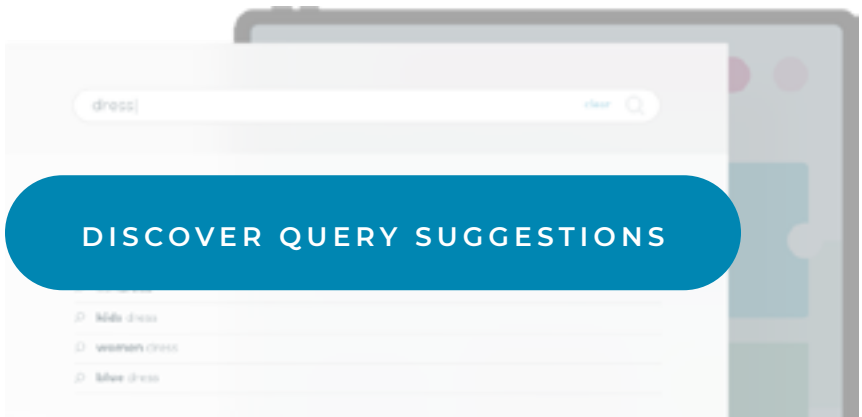
RELATED TAGS

TYPE-AHEAD SUGGESTIONS

VISUAL FILTERS

OTHER MOTION-BASED MICRO-ITERATIONS

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TYPE-AHEAD SUGGESTIONS

Imagine a shopper wants to buy some new jeans. As they start typing in the search box, **trending searches appear as suggestions**. After selecting an item, tags displaying a list of trends emerge in the results to **signal the initial intention further**. They select the 'High waist' style, and new items appear.

These tags continue to emerge, displaying different options and possibilities, helping the shopper find what they want without needing to search for it directly.

DISCOVER QUERY SUGGESTIONS

Natural interactions make shoppers feel like they are at the store, with relevant suggestions that speak their language and provide results **with minimum effort**.

WHAT ARE RELATED TAGS?

Related Tags are descriptive keywords that enhance search by complementing the query, making it easier for shoppers to **find what they're looking for in just one click**.

Building upon the dialogue with shoppers started in the search box, these tags fine-tune the search to **get highly relevant results**, only appearing after the search process is complete and the results are shown.

For example, people usually start searching with simple, broad queries, such as *skirt*. When they get loads of results, they realise they want a specific style.

That's when Related Tags come into play, **providing extra and relevant information for a more precise search**, like *long*, *mini*, or *maxi*

Consider tags as **noise reducers in search**, combining wisdom of the crowd, AI and retailer guidance so you can **shop smarter** with a better customer experience and discoverability. With Empathy.co advanced tooling, merchandisers can **customise tags**, which can be **generated from search trends and popular products**.

LEARN MORE ABOUT THE INNER
WORKINGS OF RELATED TAGS

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According to Empathy.co customer data, **one out of three shoppers** who don't see what they're looking for at first glance **choose Related Tags** to narrow the search and the total number of results. Overall, shoppers turn to tags **twice as often as filters** to refine their search.

VISUAL FILTERS THAT INSPIRE AND GUIDE

The search experience needs a reminder of **the human impact behind each purchase**. Visual filters provide additional resources for shoppers such as icons representing colours, shapes, categories, etc.

By combining search type-ahead and refined suggestions with visual filters, we **inspire customers and visually contextualise** the catalogue and latest trends.

OPTIMISING THE SEARCH JOURNEY WITH YOUR CUSTOMER'S DIALOGUES

Your shop's search journey needs to entertain the shopper like a shopping assistant would do in your store.

How? Through **navigational aids** that take customers on an emotional journey.

Examples are:
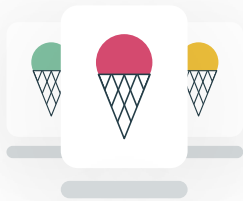
PRODUCT SUGGESTIONS

CATEGORY BUTTONS

TREND TAGS WITH SUGGESTIVE VISUAL CUES

Their placement prioritises product trends and bestsellers based on actual shopping experiences.

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DESIGNING TYPELESS SEARCH EXPERIENCES FOR DISCOVERABILITY

Findability and discoverability can be told apart by **the declaration of intent**, or lack thereof.

Findability: Satisfies an existing need. Shoppers can find what they already know exists.

Discoverability: Inspiring people to discover and encounter new products they were unaware of.

How can we make the search experience understand what shoppers don't yet consciously know about themselves, while **respecting and preserving their privacy and anonymity?**

ANTICIPATING THE NEXT INTENT

Search journeys are genuinely insightful. When shoppers arrive in your shop, they each have different intentions. Do they want something specific, inspiration for an upcoming event, or to find the newest trends? You can determine the **intent-purchase relationship** by analysing the shopping practices with anonymous, combined information.

By mapping these relationships, **we can predict intent behaviour while respecting shoppers' privacy**.

Items searched for and bought together. In any order, during a shopping session.

The order in which shoppers added certain items to the cart and completed a purchase.

LOOKING TO THE PAST (SEARCHES)

Building on this understanding of the intent-purchase relationship is **Empathy's feature, My History** – created to help shoppers access their previous intents and searches while addressing user privacy.

By giving users control of their search history through an understandable, accessible and seamless interface, it serves as an extension of the user's memory during their shopping experience, locally storing History Queries on their device.

Through clear and concise operability, the My History feature enables shoppers to access and take action on their queries, **giving them complete control over their data**. Customers have the power to delete one or more specific searches or disable the feature altogether.

These possibilities give people peace of mind and guarantee that when they delete a query, it is deleted for good. Through this Empathy.co tool, retailers provide a completely consentless search experience.

LEARN MORE ABOUT THE MY HISTORY FEATURE

AN EMPATHETIC AND EFFICIENT SEARCH EXPERIENCE

Search is a dialogue based on peoples' **needs, wants and inspirations**, and the approach to fulfil these desires.

Our Next Queries feature emerged to give the shopper a **discovery experience that flows** rather than a static, dull interaction.

After the first search is performed, a collection of queries is automatically generated through **collaborative filtering and machine learning** processes launching new search possibilities without needing to type.

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With Empathy Platform, organic and curated next queries are available for your commerce store.

Although Next Queries and Related Tags are suggestions closely related to the initial search, Next Queries prompts a new query in the search box and launches an entirely new search. On the other hand, Related Tags refines the current search without changing the query syntax in the search box.
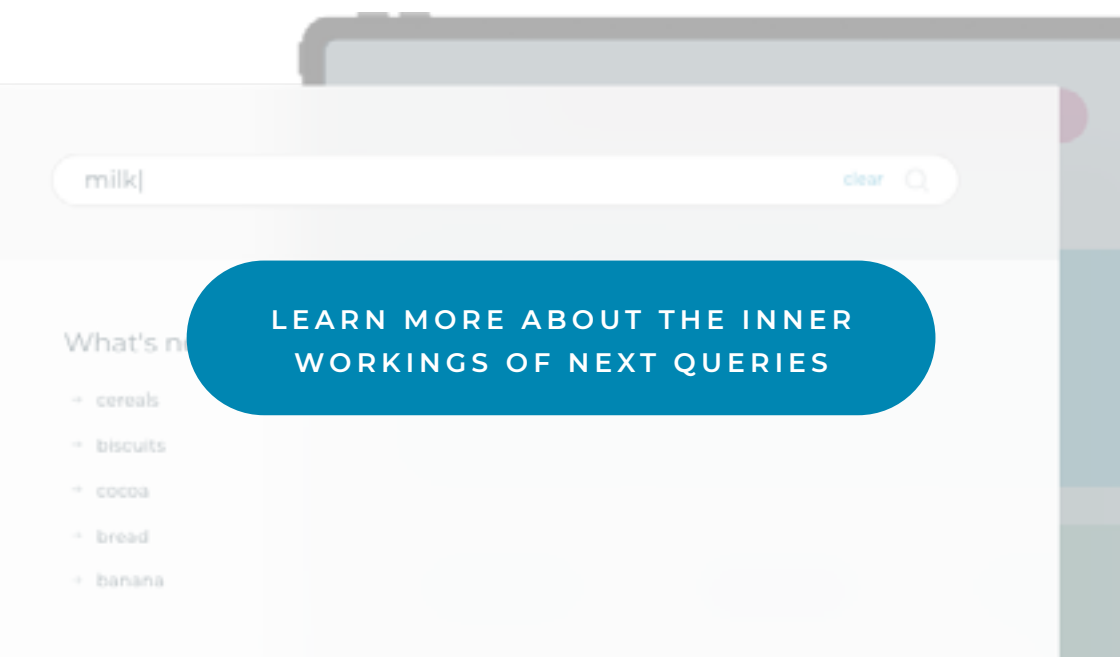
TYPES OF NEXT QUERIES

ORGANIC NEXT QUERIES

These are automatically generated and based on collective behavioural information. They offer the most common searches other shoppers perform after the initial search.

CURATED NEXT QUERIES

A curated search experience and search suggestions to guide shoppers after their initial search towards a purchase as part of a branded campaign.

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By using the **Next Queries curation tool** in the Empathy.co Platform Playboard, you can review the organic next queries generated and choose whether you wish to show or hide them. You can also create curated next queries that respond to marketing strategies and change the order in which these appear.

milk| clear 🔍

LEARN MORE ABOUT THE INNER WORKINGS OF NEXT QUERIES

What's n

› cereals

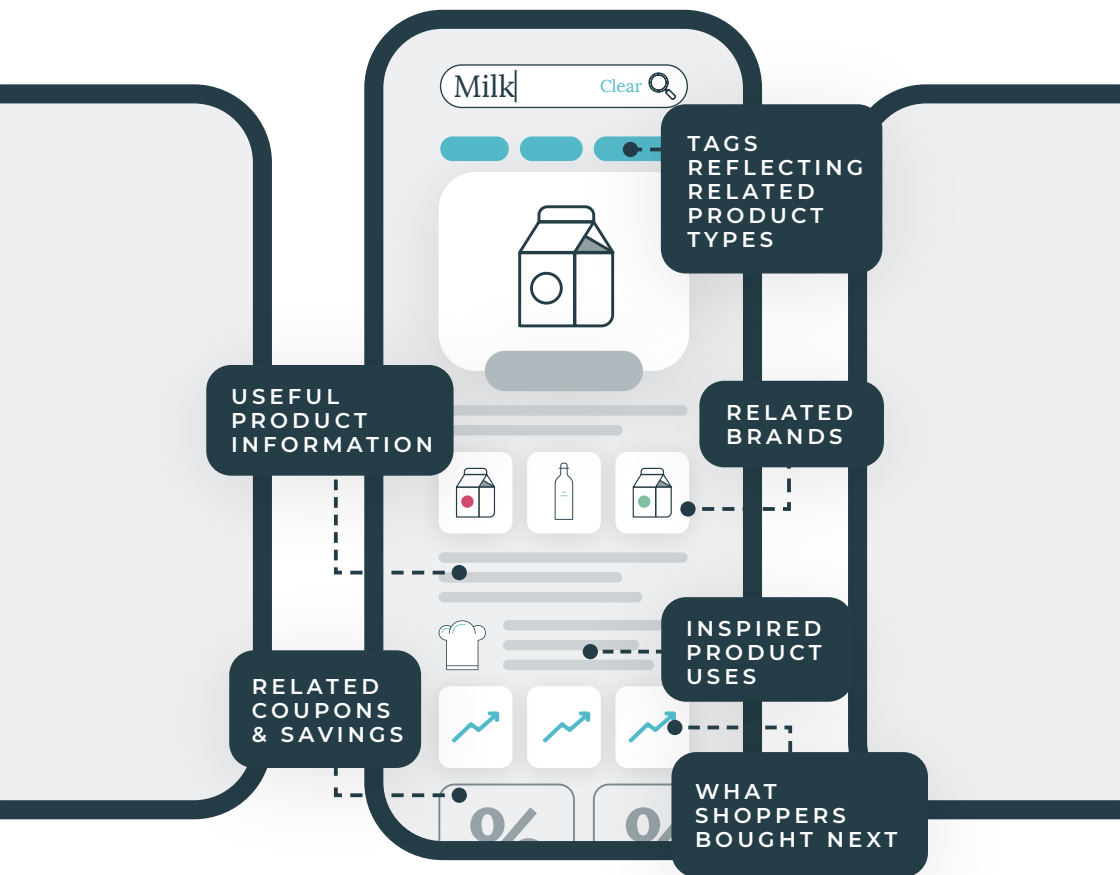› biscuits

› cocoa

› bread

› banana

FUTURE USE CASES FOR TYPELESS SEARCH

Of course, this is just a preview of the possibilities with a typeless dialogue-oriented shopping journey.

Let's say you're buying milk. The search engine also recommends getting some cheese – maybe some gouda; it's on sale! Not sure what to do this ingredient? The search engine is on it and provides the perfect recipe.

Without confusing the shopper, a typeless dialogue makes for a relaxed journey with **intuitive and seamless decision-making**.

Milk | Clear 🔍

TAGS REFLECTING RELATED PRODUCT TYPES

USEFUL PRODUCT INFORMATION

RELATED BRANDS

INSPIRED PRODUCT USES

RELATED COUPONS & SAVINGS

WHAT SHOPPERS BOUGHT NEXT

These elements keep the shopper entertained and informed, plus feeling they're understood.

Overall, typeless search experiences **make the discovery process more human**. Clicking on inspirational pathways creates a conversation and builds trust and joy in the shopper to brand connection.

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

Get in touch and let's see!

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