



EMPATHY.CO

A FOUNDING MEMBER OF
ETHICALALLIANCE.CO

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BUILDING AND EVOLVING AI SEARCH & DISCOVERY IN PARTNERSHIP WITH EMPATHY.CO

An Open-Innovation Case Study

“Because the truly
imaginative innovation that
retail necessitates comes
forth from places that are
not in the middle of the
mainstream.”

Dear Reader,

Thank you for taking a moment to discover this story. My name is Angel and I am the founder and CEO of Empathy.co.

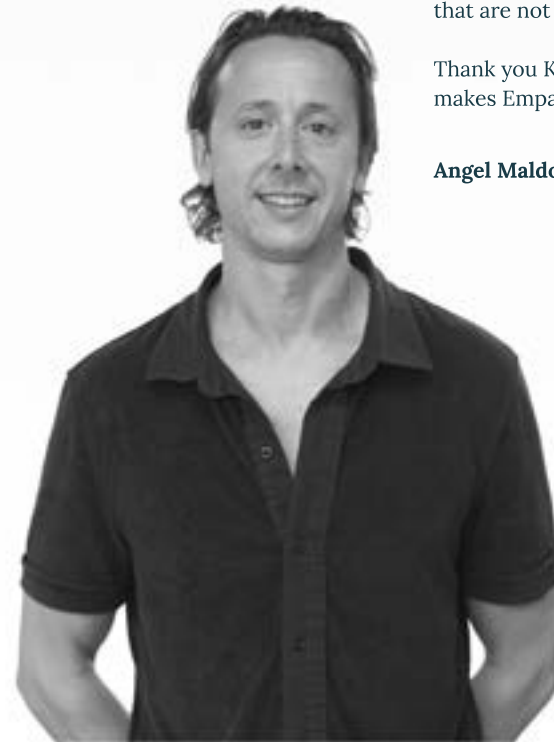
At Empathy.co, we'd like to think that we are a Search & Discovery company that escaped from domestication. Focused on delivering value to our partners so they can grow, own, and shape their platforms to their vision.

This is why Empathy.co supports both SaaS and PaaS (Platform as a Service) search solutions that you can modify, replicate, and trust.

I believe that this important case study is a testimony of this commitment. A partnering approach that enables the really interesting ideas. Because the truly imaginative innovation that retail necessitates comes forth from places that are not in the middle of the mainstream.

Thank you Kroger and thank you everyone who makes Empathy.co possible.

Angel Maldonado



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*PaaS: Platform as a Service.
Where micro-services and ready-made
components are deployed, operated,
extended, and managed by the customer
(Kroger) within their preferred cloud.

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KROGER DIGITAL: AI SEARCH, PaaS & READY-MADE COMPONENTS

Analysis & Insights

Kroger has collaborated with Empathy.co since early 2020. A partnership designed to empower Kroger to own, extend, and innovate with **Search across all Kroger banners**.

Search & Discovery across all Kroger sites and mobile apps is supported by a collection of **ready-made components facilitated and supported by Empathy.co** that Kroger owns, extends, and modifies at will.

SINCE
2020



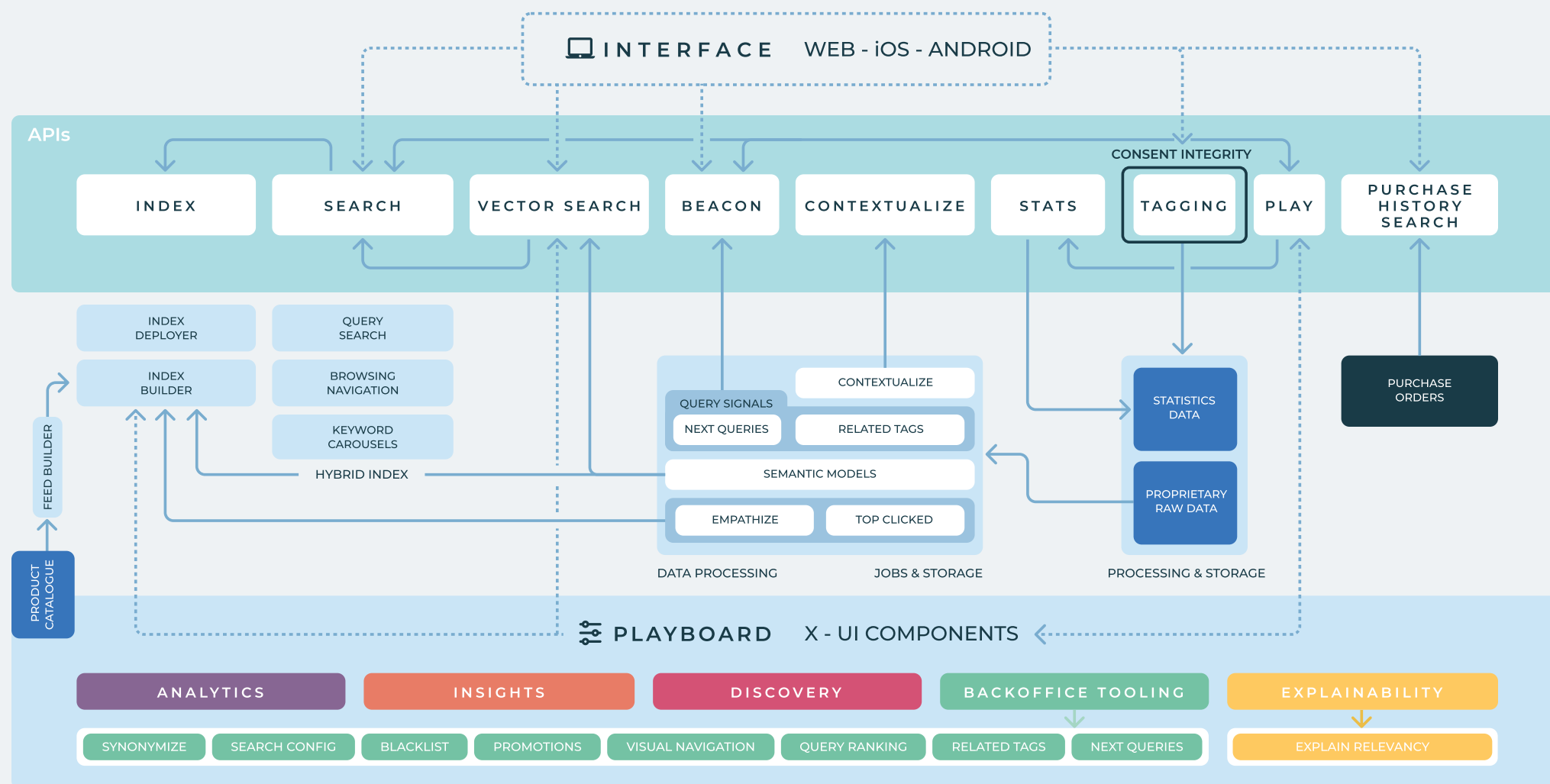
EMPATHY.CO

A **Platform as a Service** approach that serves Kroger's vision while benefiting from Empathy.co's innovation capacity as Search & Discovery-focused player.

The emphasis that Empathy.co places on **Responsible, Transparent, Accountable, and Explainable Search**, enables ownership and control while empowering merchandisers, analysts, and developers to evolve a platform in close partnership between Kroger and Empathy.co.



COMPOSABLE PLATFORM AS A SERVICE STANDARD EMPATHY PLATFORM COMPONENTS*



*A standard Empathy Platform architecture not representative of a customer architecture.



KROGER'S PERFORMANCE INDICATORS

Results & Key Metrics

Kroger's collaboration with Empathy.co has proven **extremely productive and beneficial**, with a clearly positive evolution of the retailer's Key Performance Indicators from both a service and experience perspective.

Kroger saw a jump in Queries, Clicks, Success Counts and Add-to-Carts, while No Results dropped significantly.

All of this meant a corresponding significant increase in revenue from search. Considering 2020 was a time when online shopping was experiencing a massive boom, **the 2023 data shows a huge improvement in performance**, even compared with the pandemic.

**Data from June 2020 compared to June 2023*

+17% ↗
RELEVANCY
OF RESULTS

+18% 🛒
PRODUCTS
ADDED
TO CART

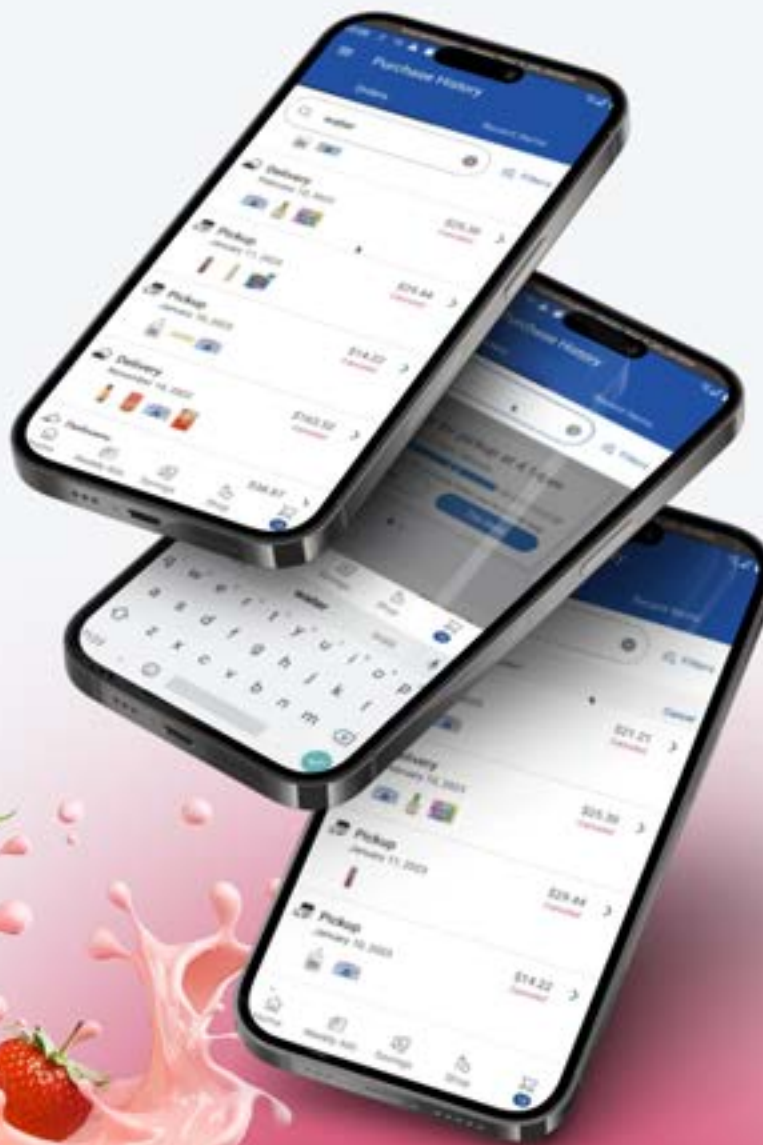
+12% ✓
FINDABILITY



DEDICATED TEAMS
FOR COMMITTED
COLLABORATION

03 DEDICATED TEAMS FOR COMMITTED COLLABORATION

From the start of Empathy.co's collaboration with Kroger, dedicated teams were assigned to work directly with the retailer, offering a trustworthy, hand-in-hand experience. Having teams from Empathy.co designated to work specifically with the grocer gave them the agility necessary to serve their customers as their online store continued to grow.



PURCHASE HISTORY

The introduction of the Purchase History tool is a good example of strong collaboration with the customer problem at the forefront.



AN EVOLVING RELATIONSHIP OF INNOVATION

Conclusion

A truly collaborative effort, the relationship between Empathy.co and Kroger led to numerous innovations as a result of developing customized solutions for the grocery giant. By adapting and crafting technology to fit a multitude of needs and requirements, Empathy.co began a journey of client-led Open Innovation.

Working to create product features that solved the retailer's needs brought about the development of groundbreaking, innovative solutions that had never before been present in ecommerce.



“Partnering with Empathy.co for our Search & Discovery needs has set our ecommerce operation apart and exponentially improved the experience, both for our merchandising team and for our customers. Their dedication and innovative thinking have made a lasting impact, and will continue to do so for years to come.”

Sriram Samu - VP of Engineering at Kroger

