

- Damen
- Herren
- Kinder
- Baby
- Schuhe
- Kosmetik
- Zuhause



## Objectives:

- Improve search quality
- Enhance usability
- Creation of reporting utilities

## Solution:

- Error-tolerant search
- After Search Navigation
- Comprehensive reporting module

## Results:

- More satisfied customers
- Successful USA market entry
- Low maintenance

# hessnatur.com

Selling clothing made from all-natural materials

## FACT-Finder enhances the usability of hessnatur's online shops

The search and navigation platform made by Omikron Data Quality is also used in the new hessnatur shop in America.

When a webshop's on-site search doesn't perform correctly, even the best e-Commerce strategies will not achieve the desired results. This is exactly what hessnatur discovered, which is why the German market leader for all-natural textiles switched from a self-made search solution to FACT-Finder. Since then they have profited from precise search results, enhanced customer satisfaction, and increasing e-Commerce sales. Recently hessnatur added a new online store for the American market.

*"For us, the FACT-Finder name means competent advice, quick reaction times from their employees, an uncomplicated and excellent implementation, as well as comprehensive support."*

Ingo Bittner, Director of Marketing & Sales for hessnatur

## Home-grown search had weaknesses

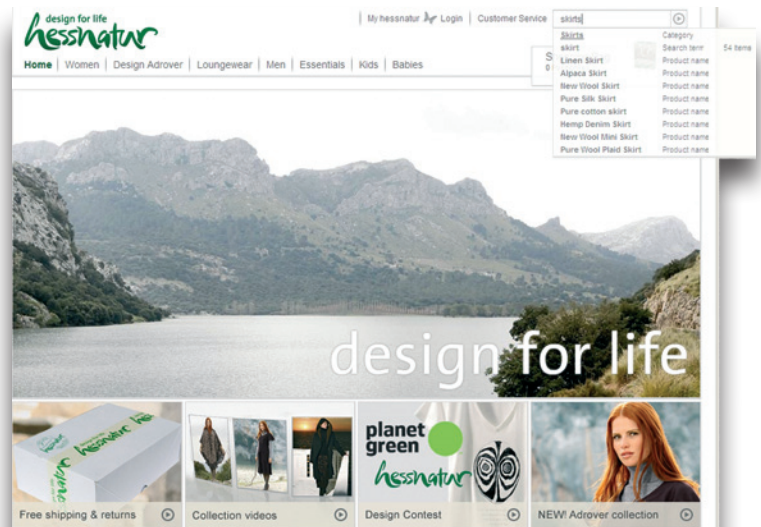
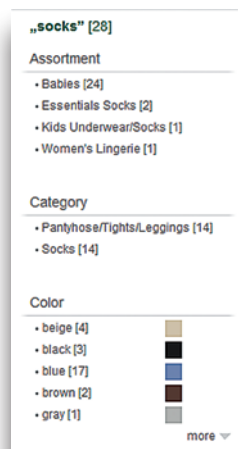
Kornelia Hejduk, the E-Commerce Shop & Project Manager for hessnatur, recalls: "for six years we had been using a search system that we developed for our German-language online shops, which really wasn't satisfactory. First of all, the quality of the results was deficient, and second, the long load times bothered us. In addition, we wanted a search solution that could provide detailed evaluations. The presentation made by the FACT-Finder team aroused our curiosity right away."

## The new search tolerates typographical errors

hessnatur did not wait long to decide to use FACT-Finder. The speed of the implementation was assisted by practical experience with existing clothing stores such as Esprit, QVCuk.com, and Heine, so that the new search system was placed online in just a few days. The trick is that the search is now error-tolerant: this means that FACT-Finder navigates customers to the proper goal, even when they make typing or spelling mistakes in the search entry field, such as "cahsmere caridgan" instead of "cashmere cardigan". This reduces the rate of cancelled purchases, and increases sales.

## Enhanced usability

In addition to the intelligent search, FACT-Finder also handles all navigation (including After Search Navigation) for hessnatur, allowing users to sensibly manage a large number of product matches. If a user types a general word such as "socks", FACT-Finder offers options to limit the results according to category, color, or price. The correct items appear after the very next click: an immediate step forward in usability.



## Language-independent technology

FACT-Finder operates independent of language and does not need any predetermined (and maintenance-intensive) lists of words in its thesaurus. This permitted the search system to be integrated in hessnatur's American store virtually without any adjustments. Adaptations for additional languages such as French, Polish, and Swedish, or even for alternate alphabets such as Cyrillic are ready "right out of the box" with FACT-Finder. Over 10% of FACT-Finder clients are already taking advantage of this capability.

*"We have been enthusiastic customers of FACT-Finder for many years."*

Ingo Bittner, Director of Marketing & Sales for hessnatur

## The bottom line is satisfied customers

At hessnatur they are very happy with the high performance search solution: "The search algorithm and utilities that FACT-Finder has provided ensure the best possible search results and thus guarantee a high degree of satisfaction from our customers."

[www.hessnatur.com](http://www.hessnatur.com)  
[www.fact-finder.com](http://www.fact-finder.com)