

CASE STUDY

Halfords Boosts RPV through Smart Site Search and Merchandising

Company Profile

halfords.com

Halfords is the UK's leading retailer of motoring and cycling products, and a leading independent operator in garage servicing and auto repair. The Halfords Retail division owns over 460 stores and a total of circa 165,000 product lines available online.

Application

BloomReach Search and Merchandising

Impact

- 5% RPV uplift across all devices
- 100 business decisions a week informed by BloomReach data
- Maximised search opportunity with AI-driven tools

Business Challenge

Halfords, already the UK's no.1 choice for many product categories, is an ambitious company striving to serve its customers even better. Halfords' goal is to become not only the leading retailer, but also the leading specialist in biking and motoring.

Halfords partnered with BloomReach to optimise its site search, merchandising and customer insights. With this combination, Halfords aimed to transform into a digitally-led business, which would improve both business success and encourage an effective data-driven company culture.

The Value of Search

From the beginning, Halfords realised the power of site search and understood:

20% of its online sessions included search usage which, in turn, drove 40% of its online sales.

Before BloomReach, the constantly changing product inventory, consisting of thousands of products, required manual optimisation and rule writing to give customers relevant search results. Halfords was looking for a way to optimise this hugely time-consuming process and create personalised search results for each website visitor.

Distinguishing factors, such as high relevancy and AI, made BloomReach Search Halfords' first choice for site search. BloomReach Search algorithms continually improve and optimise search results for Halfords' visitors 24/7, cutting the tedious task of manual rule writing. By providing every customer with relevant search results, Halfords increased its average revenue per site visitor significantly. Notably, there was a large uplift on mobile devices, where relevant search results are key to grabbing customers on the go.

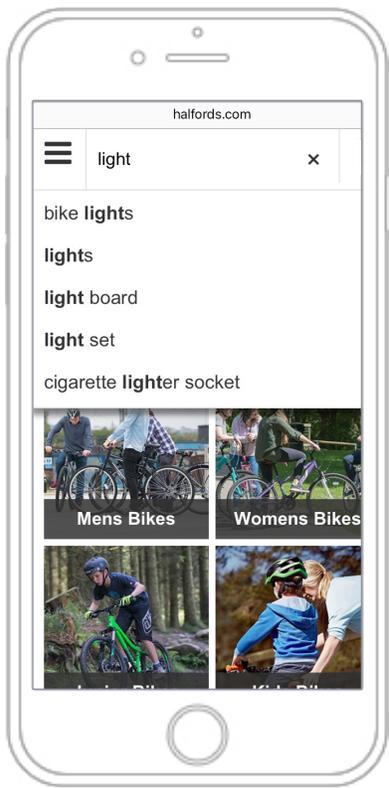
Cranking It Up A Notch with Insights

Halfords combined BloomReach Search with BloomReach Insights for maximum impact. With these tools together, Halfords could not only recommend the right search results to customers, but also learn what,

"One of the key differentiators between BloomReach and others is the AI - the more listening it does over time, the more it improves."

Louise Ford

Head of Digital Product & Portfolio, Halfords



The combination of BloomReach Search, Merchandising and Insights allowed Halfords to:

- *Understand its customers better,*
- *Ease up on manual rule writing while providing better results for search,*
- *Make data-informed decisions.*

These improvements paid off with a notable 5% increase in RPV.

how, and how often site visitors were searching. Armed with this incredibly valuable data, Halfords can learn directly about its customers' needs and behaviour.

Receiving live data meant Halfords could make changes and decisions on the fly, backed up by data. Decisions driven by customer data are essential to a customer centric strategy.

From Reactive to Proactive Merchandising

Inspired by the success of site search, Halfords made its next move and shifted its attention to online merchandising. Before implementing BloomReach Merchandising, Halfords was juggling multiple systems and reports to gather insights. In addition to this extra hassle and complication, the insights were often delayed up to 48 hours. After consolidating the various information sources, an additional, separate system was used to make site changes. The disconnection between insights and the CMS meant there was no way to measure the effect of the website changes on the customer journey.

Halfords' merchandisers realised the amalgamation of these scattered systems was not the most effective way to optimise their website for their customers. They wanted a more granular understanding of their customers' needs through one single system that allowed them to see insights instantly.

Equipped with BloomReach Merchandising and the real time data it provides, Halfords can improve its merchandising sooner and measure the effects immediately. This data allows Halfords to put the customer at the heart of its merchandising strategy and anticipate trends and behaviours earlier.

Halfords Timeline



BloomReach Search

Showing each customer personalised search results based on exactly what they're looking for.

BloomReach Insights

To highlight the best opportunities to optimise conversion and improve the customer journey further.

BloomReach Merchandising

Dynamically changing the browse experience on site so that each visitor is shown the products they're most likely to buy.

Combined, the BloomReach Search and Merchandising toolkit is helping Halfords transform with maximum impact from a reactive to proactive business, enabling Halfords' merchandisers to give customers a more relevant shopping experience.

What's next for Halfords?

Halfords realises customer centricity is key for business success. Collecting data from website search and merchandising was only the first step as Halfords continues to adapt to its customers' needs. The company wants to take it to the next level by understanding its customers' behaviour further by improving and collecting data from its CMS and eCommerce tooling.

About BloomReach

BloomReach is a Silicon Valley firm that brings businesses the first open and intelligent Digital Experience Platform (DXP). BloomReach drives customer experience to accelerate the path to conversion, increase revenue, and build customer loyalty.

Learn more:

[bloomreach.com](https://www.bloomreach.com)