searchHub

SLV LIGHTING THE DARKNESS

Open Commerce Search Stack and searchHub Add-on truly enlightening



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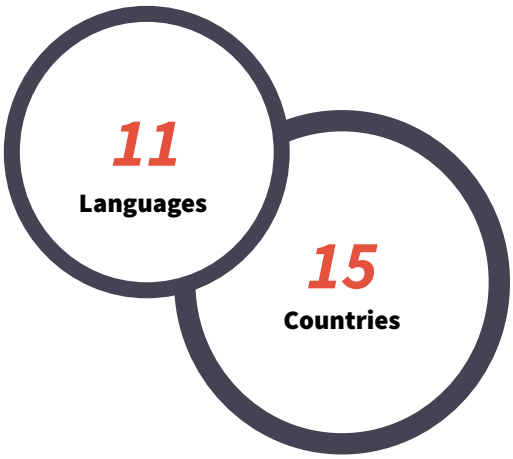
SLV

SUCCESS STORY

THE CHALLENGE

SLV GmbH, a top lighting solutions provider, struggled to meet their B2B client search needs effectively. The Elasticsearch solution integrated into the Spryker platform didn't meet all client expectations.

With operations in 15 countries and 11 languages, they needed a solution that could meet high demands while aligning closely with Spryker shop-system standards.





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EXECUTIVE SUMMARY

THE CUSTOMER

SLV stands out as a top global supplier of future-proof lighting solutions. This leading B2B brand emphasizes a balance between innovative technology, modern design, and an optimal price-performance ratio. SLV offers its customers first-class service and high quality.

THE REQUIREMENTS

Remain close to the built-in Elasticsearch solution in the Spryker shop system while meeting the demands of 15 countries and 11 languages.



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THE SOLUTION

The open source project OCSS (Open Commerce Search Stack), paired with the AI add-on searchHub, are used to compensate for the weaknesses of Elasticsearch and to automatically optimize spelling and typing errors of search terms. This leads to better results and reduced maintenance effort.

THE RESULTS

searchHub optimizes thousands of SLV customer queries daily by grouping long-tail searches into clusters of equal intent. From these, the matching result with the highest sales is selected.

- **An optimal search experience in 11 languages and 15 countries**
- **A perfect variant search**
- **Continuous search result optimization**

THE CUSTOMER:
SLV streamlines search & optimization processes to offer customers the best value for money.

FOR 40 YEARS

Innovative lighting-solutions
for indoors and outdoors

5 LIGHTING GROUP BRANDS

for constant growth

DISTRIBUTED IN OVER 100 COUNTRIES

Headquarters in
Übach-Palenberg, Germany

NUMBER OF EMPLOYEES

670 Employees in 15 Country Subsidiaries

Inspired by German engineering, SLV quickly expanded from its German roots in Übach-Palenberg to 15 subsidiaries and today, supplies professional fixtures to over 100 countries around the world.



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THE SOLUTION:
with Open Commerce Search Stack (OCSS) and searchHub



Elasticsearch is nearly the industry search engine standard. However, its e-commerce search environment has a number of weaknesses, which are compensated by the open-source project OCSS. More on that later. As before, Elasticsearch runs in the background, but a large part of the complexity is shifted to the OCSS component. In particular, the handling of different variants of the same product (color, material, size, etc.) are greatly simplified. The flexible configuration of facets and search strategies with powerful presets simplifies project and operation.

To ensure the best possible search from a linguistic perspective as well, OCSS is supplemented by the specialist software searchHub. searchHub orchestrates the most varied spellings and typos of search terms in a data-driven manner and optimizes them automatically.

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RESULTS

Recipe for success site search optimization OCSS + searchHub

"A varitable recipe for success. We will use OCSS + searchHub for several other existing search optimization projects"



Christoph Batik
Co-Founder & CCO
at best-it

The project was successfully implemented in just a few weeks. Owing in large part to the excellent cooperation with the team at SLV as well as the agency in charge, bestIT (https://www.bestit.de/).

"We were able to complete the project quickly due to the close cooperation with the searchHub team and their search expertise. We're already looking forward to optimizing further setups with the OCSS + searchHub combination in other projects."

By using the Open Commerce Search Stack with the searchHub optimization add-on, SLV can now offer its customers an optimal search experience. The flawless variant search allows customers to quickly and easily find the product they are looking for - whether by using free text entry or facets. By continuously optimizing search results, the searchHub add-on can further improve SLV's user experience on the fly.

"Open Commerce Search Stack is like a tuning kit for the Elasticsearch engine. We are thrilled with the number of open search issues we could address in one fell swoop. The interaction between searchHub, OCSS and Elasticsearch seems like an ideal combination - especially within the Spryker framework."

"Open Commerce Search Stack is like a tuning kit for Spryker Search. We're thrilled with how many open issues were checked off in one fell swoop."



Gunther Hahn
Head of Digital
at SLV GmbH

searchHub PRODUCTS USED BY SLV

searchHub smartQuery

smartQuery's AI optimizes any onsite search by grouping longtail keywords into intent-based clusters. The top-performing keyword in each cluster, representing the best match to customer intent, is sent to your search engine. This boosts revenue per search as more visitors find products aligned with their intent. Search managers maintain complete control.

searchHub searchInsights

searchInsights offers detailed onsite search analysis. With it, search managers can assess how each search query variation performs. It's designed for in-depth query analysis and comes with pre-made reports and customizable sorting options to make analysis easier.

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OPEN COMMERCE SEARCH STACK WHAT IS IT?

OCSS is elasticsearch for e-commerce. With a focus on optimized indexing, variant handling, relevance optimization, filtering & faceting as well as search management.

Goals for OCSS:

Improve Upon What Already Exists: We use Elasticsearch and best practices to close gaps.

Ease of use: Our simple API makes complex searches effortless.

Customizable and ready to use: a configurable stack, with a solid default configuration.

Expandability: Planned implementation for custom code plug-ins.

Flexibility: Our API-first approach enables integration with various search solutions, including proprietary systems.

OCSS
Open Commerce Search Stack

On Github!

https://github.com/CommerceExperts/open-commerce-search

Architecture Overview:

Indexer Service: Uses the configuration to convert standard key-value data into the most appropriate structure. This prepares them properly for the search service, complete with data cleansing logic.

Search service: The simple search API hides a complex result logic. Using search term analysis, different techniques can be used to scan the indexed data according to its characteristics. In addition, "fallback queries" apply query relaxation if the first attempt is unsuccessful.

Auto-Suggest: A data-driven approach that ensures independence from Elasticsearch while maintaining scalability. Our smartSuggest module was developed using the same services, albeit with cleaned and enriched searchHub data.

Configuration service: For configuration distribution, we use Spring Cloud Config. This REST-API, enabling configuration changes, is continually enhanced.

ABOUT US

searchHub

searchHub, is your e-commerce search optimization autopilot.

Navigating e-commerce onsite search can be a complex and daunting task, akin to finding a needle in a haystack. This AI add-on transforms buyer's queries into optimal search requests, consolidating valuable traffic and directing it to your search engine. Simultaneously, it offers a comprehensive view of all search activities, continuously enhancing every relevant onsite search metric.

The beauty of searchHub lies in its independence from existing search technology, allowing direct control through an intuitive user interface. With searchHub, there's no need to replace your current onsite search; instead, you harness its power to uncover untapped search potential and transparently optimize your site search at every step of the way.

best-it

As a digital experience partner on fire for growth, we create data-driven customer experiences that delight and put customers first.
More than 100 passionate e-commerce specialists combine strategies, data, technologies and designs across the complete customer journey to create a forward-looking architecture. In doing so, our Customer Experience Framework systematically advances companies to CX leadership. For over 22 years, we have focused on the digitization of retail models and unique shopping experiences.

Through early collaborations with today's top vendors, such as commercetools, Spryker, and Shopware, our experts have pioneered the continuous digitization of sales processes in B2B and B2C companies. Through the opening of our Berlin office in 2015 and subsequent mergers of partner agencies in Germany and Austria, we are steadily growing.Today, bestIT is one of the top partners for Digital Experience & Commerce in the German-speaking region.

SLV

As a company and brand of the SLV Lighting Group, SLV GmbH is a leading provider of light fixtures and lighting solutions. The products are used in private homes, hotels and restaurants, as well as in offices and commercial premises. The central warehouse, with a total area of 18,500 m^2 is located in Übach-Palenberg near Aachen, from where quality fittings and lamps are shipped all over the world every day. SLV is a strong partner in the electrical industry and offers customized, innovative solutions for electricians, lighting designers and architects. Every year, the BIG WHITE® is published, an impressive and comprehensive catalog that serves as the industry standard.

OMR REVIEWS

searchhub

"Great tool and excellent support"

★★★★★

T

In den letzten 12 Monaten

Tim

Verifizierter Reviewer

Product Owner bei

Lidl Digital

"Awesome tool made by a cool team for complete language-independent query optimization."

★★★★★

F

In den letzten 6 Monaten

Florian

Verifizierter Reviewer

Experte OnSite Search bei

Witt Gruppe

"A sensibel add-on for every onsite search."

★★★★★

J

In den letzten 6 Monaten

Jens

Verifizierter Reviewer

Webanalyst bei

POCO Einrichtungsmärkte GmbH

"The bouncer for the shop search."

★★★★★

R

In den letzten 30 Tagen

Rick

Verifizierter Reviewer

Product Owner bei

Decathlon Deutschland SE & Co. KG

"Excellent tool for search optimization."

★★★★★

D

In den letzten 12 Monaten

Daniel

Verifizierter Reviewer

Senior eCommerce Manager bei

ROLLER GmbH

"A quick-win for search optimization"

★★★★½

P

In den letzten 12 Monaten

Phillip

Verifizierter Reviewer

Webentwickler bei

COLONS GmbH & Co. KG

Scan for more OMR Reviews!

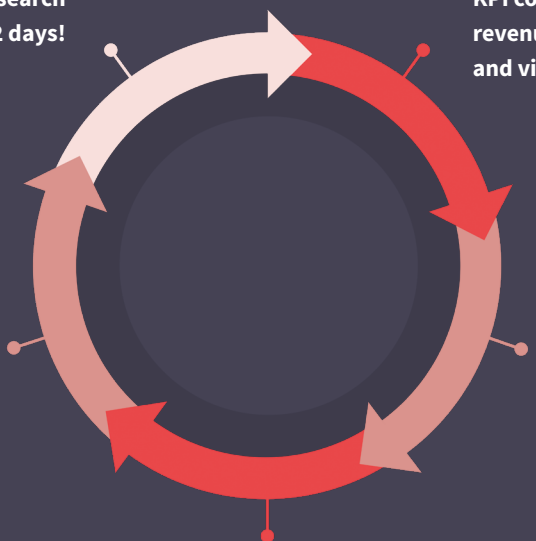
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Revolutionize Your Commerce Search

Quick integration with any commerce search in 1 to 2 days!

Increases search KPI conversion rates, revenue per search, and visitors to landing-pages.



Clusters similar search queries to benefit from untapped longtail.

Generates more traffic for Retail-Media-Ads and marketing campaigns

Saves time otherwise spent on manual search maintenance.

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