



**DeOnlineDrogist.nl
increases conversion rate
from search by 12 percent
with Loop54**



About DeOnlineDrogist.nl

DeOnlineDrogist.nl was founded in 2007 in the Netherlands as an online-only pharmacy, which sold a small specialist range of goods. Since then the company has grown into the largest online drugstore in the Netherlands, recognised with several awards for its customer support and service.

Today DeOnlineDrogist.nl offers over 35,000 products, ranging from care products to medicines, supplements and dietary aids to perfumes. Speed and great customer service are of the essence for the company. If a customer orders before 9.30 pm, they will receive their goods the very next day.

Background

Since inception, DeOnlineDrogist.nl has been operating online exclusively, and over that time it has nurtured a reputation as a truly trustworthy digital vendor, with a wide product inventory and high quality of service.

However, the sector is fiercely competitive, which spurs the company to continually strive to improve all aspects of its offering. Speed and efficiency are key, as part of a smooth customer experience. Customers expect to be able to find exactly what they are looking for, quickly.

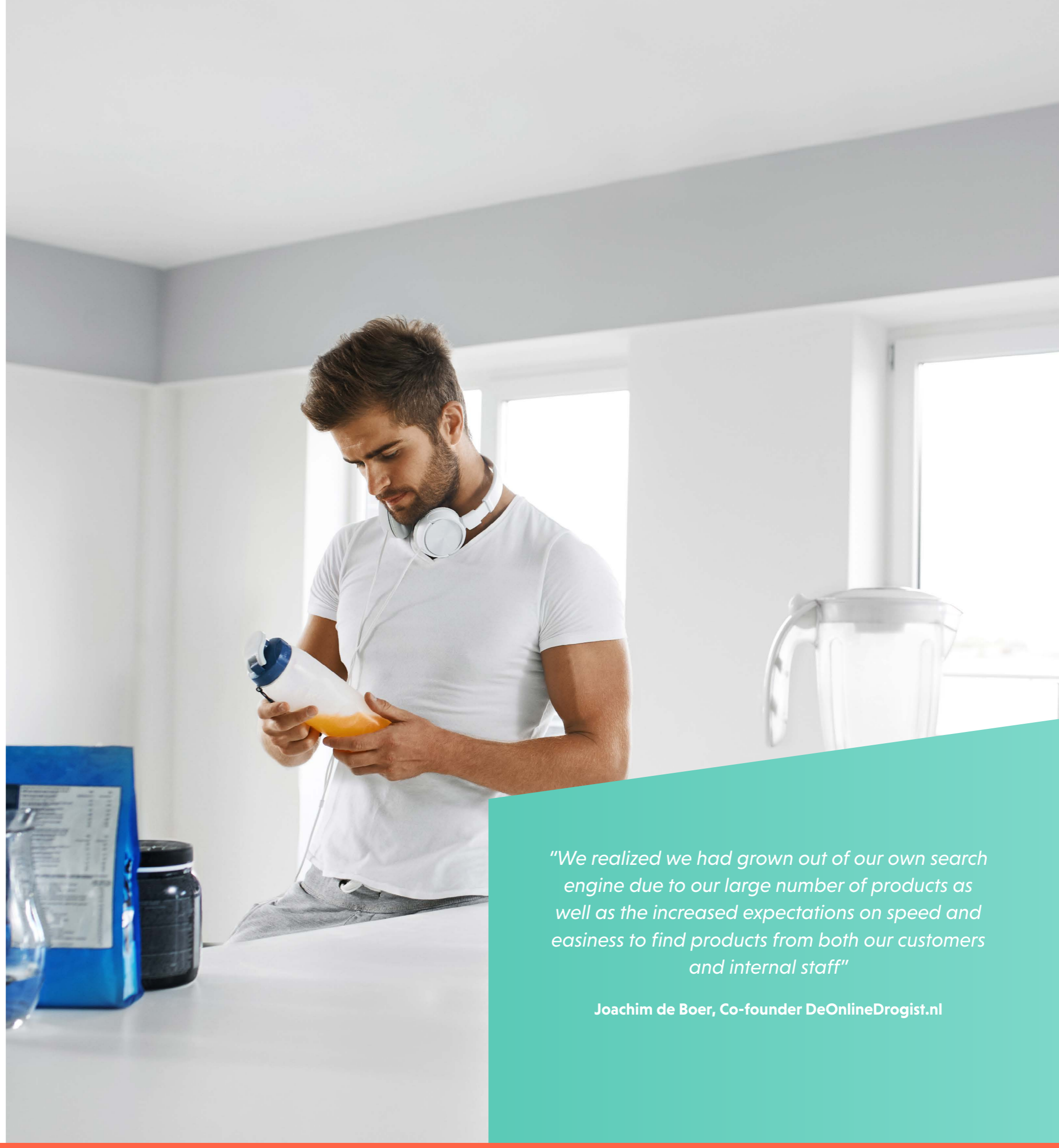
DeOnlineDrogist.nl has grown quickly and explosively over its years of operation, with an ever-expanding product range to match. Ensuring the website has been able to grow and adapt to handle and promote this impressive inventory has been highly challenging. It became increasingly clear that the team lacked the time, resources, and expertise to improve the search function, which was essential to enable users to navigate the available products and maintain the impressive user experience customers had come to expect from the site.

Challenge

DeOnlineDrogist.nl's search function was powered by a search engine developed in-house. The company placed a great deal of value on this personal search software, as the team understood how it worked and could adjust as they wanted. However, more and more feedback was pouring in, from both customers and staff, that the search didn't meet user needs or expectations. Searches were often returning poor results and the business was beginning to lose customers.


The company realised its own engine couldn't handle issues like misspellings and specific searches as quickly as needed. Making the necessary tweaks and updates to improve these issues consumed huge amounts of employee time, and the results were rarely as successful as hoped. The team didn't have the deep knowledge of search software and best-practice to understand why the results were not meeting their expectations. For instance, they knew that adding personalisation would be a key driver of improved customer experience, but no one in the team had the ability to implement the necessary personalisation layer to the incumbent search software.

It was time to find a vendor that could help them reach their goals and drive future success.



"We realized we had grown out of our own search engine due to our large number of products as well as the increased expectations on speed and easiness to find products from both our customers and internal staff"

Joachim de Boer, Co-founder DeOnlineDrogist.nl



*"It is great to see the actual business results
that we have been able to achieve with
Loop54's intelligent solution"*

**Joachim de Boer,
Co-founder DeOnlineDrogist.nl**

Why Loop54?

All business-critical decisions for the company are made based upon data and expert insight – every change should be the result of a clear and powerful business case, with a foundation of hard facts to back up projected ROI and results.

Potential search engine partners needed to meet the following criteria:

- **PROOF POINTS** – show how a better search leads to increased revenues
- **RESPONSIVENESS AND FLEXIBILITY** – act with a sense of urgency and strong collaboration skills
- **INNOVATION** – constantly look to improve and develop for future needs

In addition to meeting all the essential criteria, Loop54 was chosen as a partner due to our:

- **PRODUCT** – innovative, powerful software that meets the needs of DeOnlineDrogist.nl
- **AGILE TEAM** – who listen to the company's needs and wishes and helps them efficiently implement and realise their ideas
- **CONVERSION RATES** – proof that our search works and improves customer experience, creating an easy business case

The results

After a quick and pain-free implementation, DeOnlineDrogist.nl went live with its new Loop54 search engine at the beginning of February 2018. Just three months after this, the company could see an increase in conversion rate from search by 12 percent, compared to the same period the previous year.

Running the largest online pharmacy in the Netherlands means there is always plenty to do. Freeing up the staff previously bogged down working on search improvement to act more proactively and less reactively, on high-value projects across the business, has been another great benefit of implementing Loop54.

DeOnlineDrogist.nl now plans for further improvement and personalisation of their search function in collaboration with Loop54. We can't wait to get started!

"Prior to partnering with Loop54, we spent about 30 hours a month on keeping our search up to date. Now we spend max four hours a month on that, collaborating with the team at Loop54. It is a great improvement for us, freeing up time and resources for other parts of the business"

Joachim de Boer,
Co-founder DeOnlineDrogist.nl

+12%
increase in conversion rate
from search in 3 months



Loop54 offers true personalised on-site product search.

Shoppers expect the same level of relevance and personalisation online as they experience in-store. Powered by Machine Learning and built exclusively for e-commerce, Loop54 delivers that exceptional online shopping experience.

- **Automated:** Automatically learns words and merchandises search and category listing
- **Relevant:** Interprets search intent to deliver truly relevant results
- **Personalised:** Sorts results according to popularity and personal taste

DeOnlineDrogist.nl is just one of the clients who has seen conversion rate soar after implementing our exceptional site-search. Book a demo to see what we could do for you.

SEE WHAT LOOP54 CAN DO

