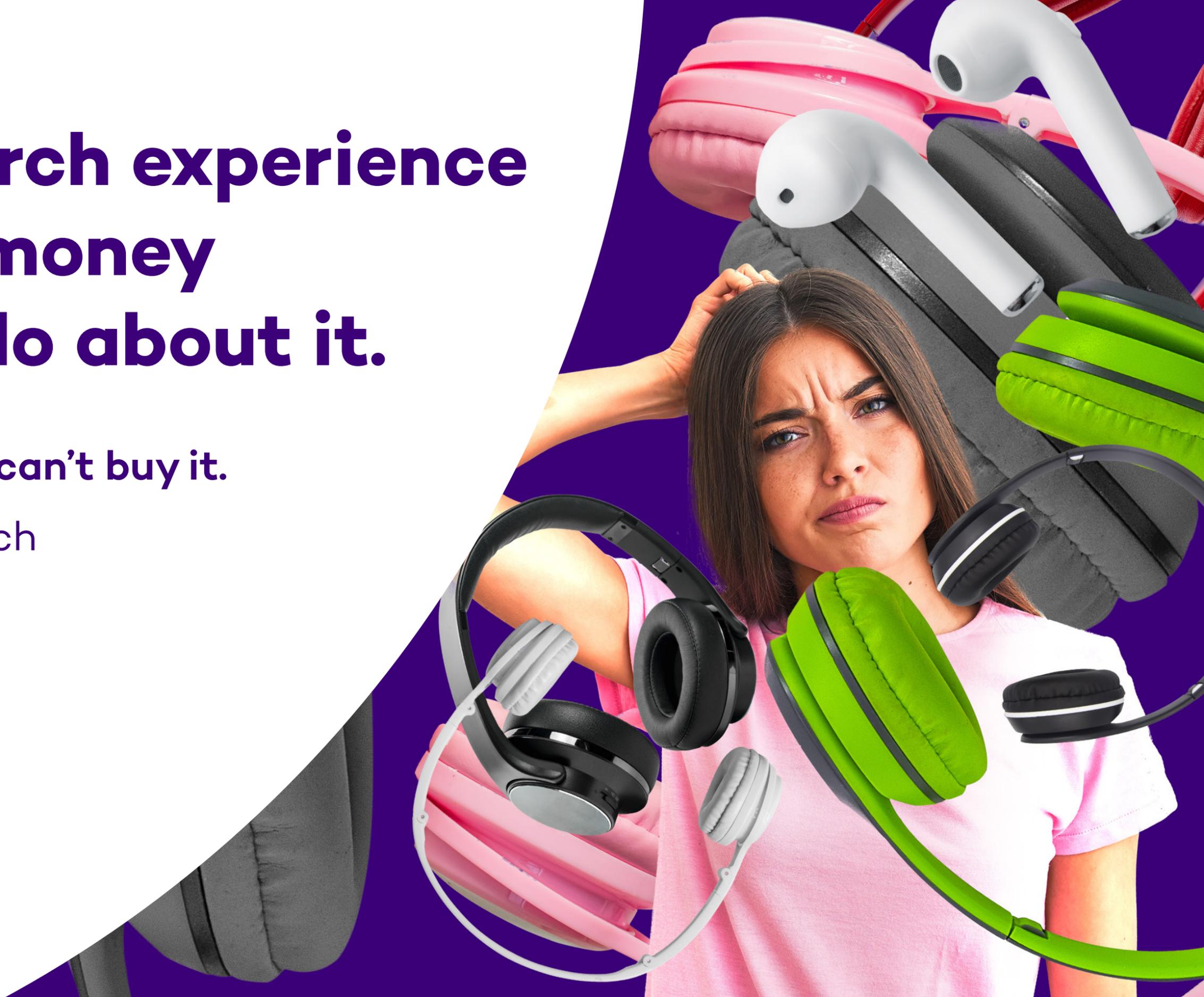


Why your search experience is losing you money and what to do about it.

If they can't find it, they can't buy it.

How conversational search converts more shoppers.

zoovü



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Introduction

93%

of all online experiences start with a search.¹

Search is an integral part of any digital platform, yet most ecommerce sites deliver low quality search experiences that repel consumers.

75%

of consumers leave a site if they get undesirable results.²

Every second businesses are losing millions of dollars because their search capabilities are not helping consumers find what they want.

Elevating the search experience is your game changer this decade.

Businesses need to evaluate how their success on digital channels with revenue metrics like conversion rate, cart size, and revenue per visitor are directly linked to the ease and speed that consumers can find the right products.

If they can't find it, they can't buy it. It's as simple as that.

In this eBook, we look at how conversational search helps you convert more shoppers with AI driven conversations that predict how they will respond and help businesses ascertain behavioral data about product performance, buyer profiles, and channel efficiency.

1. <https://www.imforza.com/blog/8-seo-stats-that-are-hard-to-ignore/>

2. <https://zoovu.com/blog/humanizing-digital-2020-report/>

Search experiences have not changed in nearly a century

Search tools were made for scientists and librarians

How do you locate a book or a study done by a colleague? This is the question scientists and librarians asked in 1933, and in turn, search tools were created.³

That's right: the search experience we are accustomed to, filling out a box or selecting specifications from a filter feature, is nearly a century old. It was not built with consumer satisfaction in mind nor has it transformed with our increasingly digital world.

As the internet continues to expand with new brands, products, and channels launching across the world every day—consumers are forced to navigate a search experience based on keywords and product filters.

In an era where consumer convenience is paramount to their purchasing decisions, businesses must consider two critical factors impacting their success on digital channels: how to remove the guesswork and alleviate the effort consumers exert over their buyer's journey, and how the search experience currently does not reflect the intuitive search behavior of the modern shopper.

If they can't find it, they can't buy it!

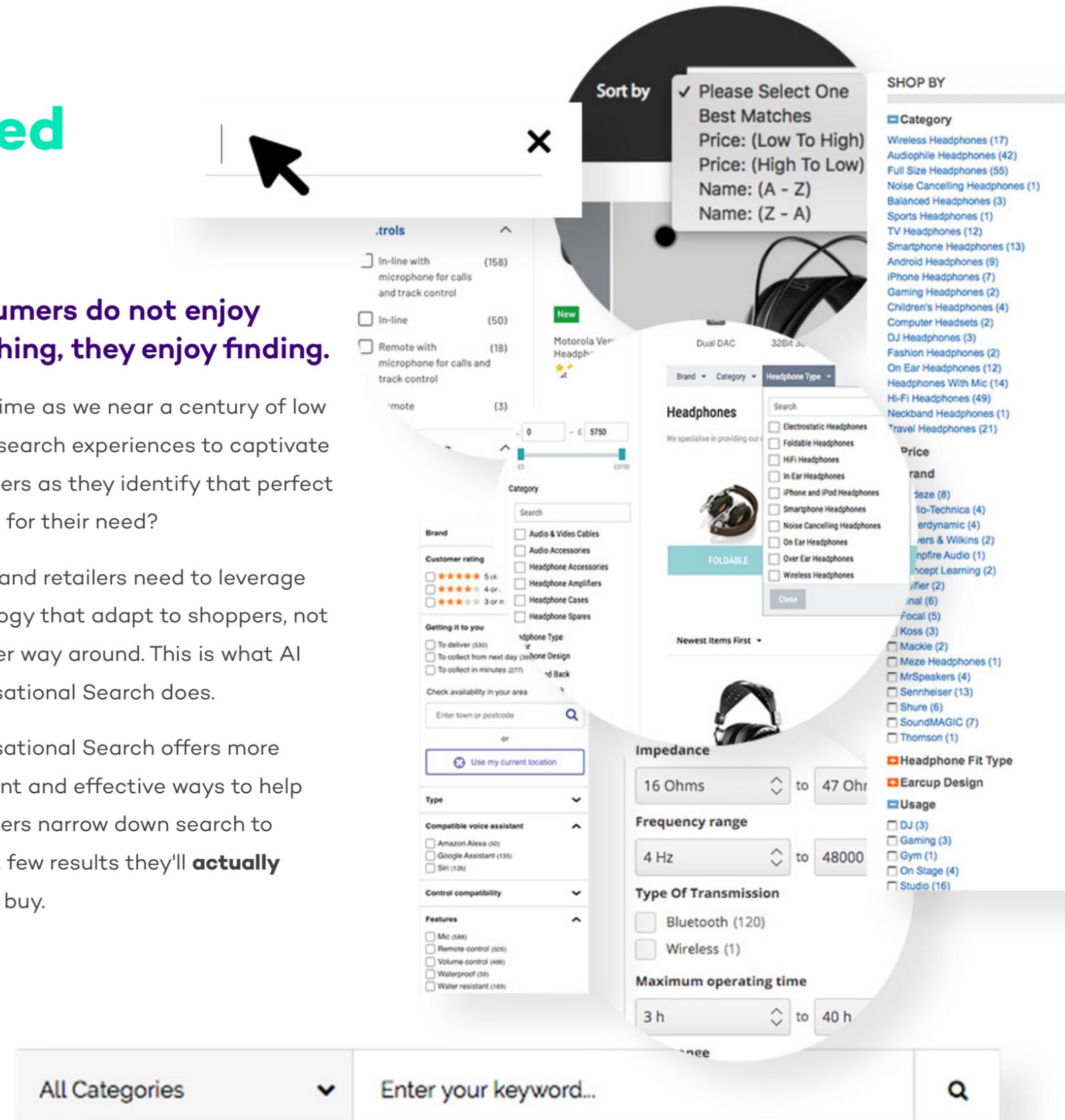
3. <http://www.lisbdnet.com/colon-classification/>

Consumers do not enjoy searching, they enjoy finding.

Isn't it time as we near a century of low quality search experiences to captivate consumers as they identify that perfect product for their need?

Brands and retailers need to leverage technology that adapt to shoppers, not the other way around. This is what AI Conversational Search does.

Conversational Search offers more intelligent and effective ways to help consumers narrow down search to a select few results they'll **actually** want to buy.



All Categories

Enter your keyword...

What is conversational search?

Conversational search is the ultimate way to convert searchers into buyers by leveraging AI to optimize every step of the buyer's journey. Using AI to understand and predict what the customer needs to increase conversion and customer satisfaction. Brand and retailers gain insights about their customers and product performance across channels, regions, and languages.

AI is the only way to deliver magical search experiences to engage any buyer persona on any channel.

What is Conversational Search?

From keyword search to intent-based assistance

Picture this:

You walk into a store looking for a laptop, a sales associate approaches you and you start blurting out keywords to them, “laptop, light weight, big screen, gaming...”

You could be asked to leave that store. Yet this is what brands and retailers deliver to consumers with their outdated search experiences everyday.

What actually happens: A sales associate asks you several questions to better understand what kind of laptop you need, then they show you options that meet your requirements and help you make a decision.

It's a conversation.

Digitizing the traditional search experience requires replacing search boxes and product filters by prompting the shopper to answer a few needs-oriented questions, and results presented to you reflect what you're looking for.

That's conversational search!



Why Conversational Search?

The 3-minute window of opportunity

Chances are you've heard internet users leave a site if it doesn't load within 5 seconds —our attention spans expect and anticipate immediate engagement. If a site satisfies this initial test, there is a 3-minute window to engage and convince them to buy.

But it's not that simple, there are four types of shoppers and to succeed online adapting your approach requires catering to each of their needs.

Based on their behavior, these four types of shoppers are classified as:



Browsers
50-70%

Consumer who relies on visual cues to find what they like.



Searchers
25-35%

Consumer who relies on effective search experiences to find what they are looking for.



Hunters
2-4%

Consumer who already knows what they want and return to check out new products or buy their favorites.



Followers
5-15%

Consumer who follows external links to your sites and wants to find out how you can be relevant to them quickly.

Who should you focus on?

Browsers, searchers and followers, because they make up 95% of those landing on your site. They don't know what they want and need personalized guidance to convert.

Traditional approaches to search don't help these consumers as it fails to provide them with an engaging, informative and tailored experience that will get them to buy. Consumers feel confident in a purchase when they are educated on the relevant options they are provided with.

Conversational search leverages needs-based questions driven by data to create a highly personalized experience to increase search to conversion ratio.

Why Conversational Search?

Choice overload



A simple search for “Bluetooth headphones” on Amazon results in over 40,000 options. Even with an attempt at narrowing down options with a filter like “over-ear headphones” there are still 2,000 results. How can anyone find what they want when there is that volume of choice?

Such levels of information overkill result in choice overload leaving the consumer unable to determine how to go about identifying the right product. There is a thing as too much choice, and the internet delivers it every time we open a browser to shop.

Unguided experiences render shoppers helpless with no support to find exactly what they want and end up frustrated.

Consumers have been sold on the notion that online shopping delivers convenience and speed, but how much of is that about not having to enter a store rather than the ease of their search experience?

Solving information overkill is possible, but it requires current search tools to incorporate intelligence to manage the search process more effectively and present relevant information. Conversational search offers a simplified, personalized approach in this digital economy where consumers are overwhelmed with an unprecedented trove of products at their fingertips and a maze of different specs, SKUs and features.

Why Conversational Search?

FOBO

After narrowing down the initial 40,000 Bluetooth headphone results through filters—customer reviews, price, brand, color—what if there is a better product? How can a consumer be positive that is the right product for you?

This phenomenon is aptly named FOBO, “Fear of Better Options”, which is just like FOMO but for product choices.⁵ For those not familiar with FOMO’s consumer cousin, it’s the name to that spiral consumers fall into when they obsessively research every possible option when faced with a decision. They fear they’ll miss out on the “best one” because they just haven’t stumbled upon it in their research process.

It’s easy to dismiss shopping as a simple activity, but decision-making, a central part of shopping, is a complex mental process that involves planning to managing impulses at a psychological level. Simply displaying results is not an effective way to empower consumers to make a purchase with confidence.

Conversational search solves the problem of choice overload and choice paralysis through an increased level of assistance and personalization throughout the consumer’s shopping journey.

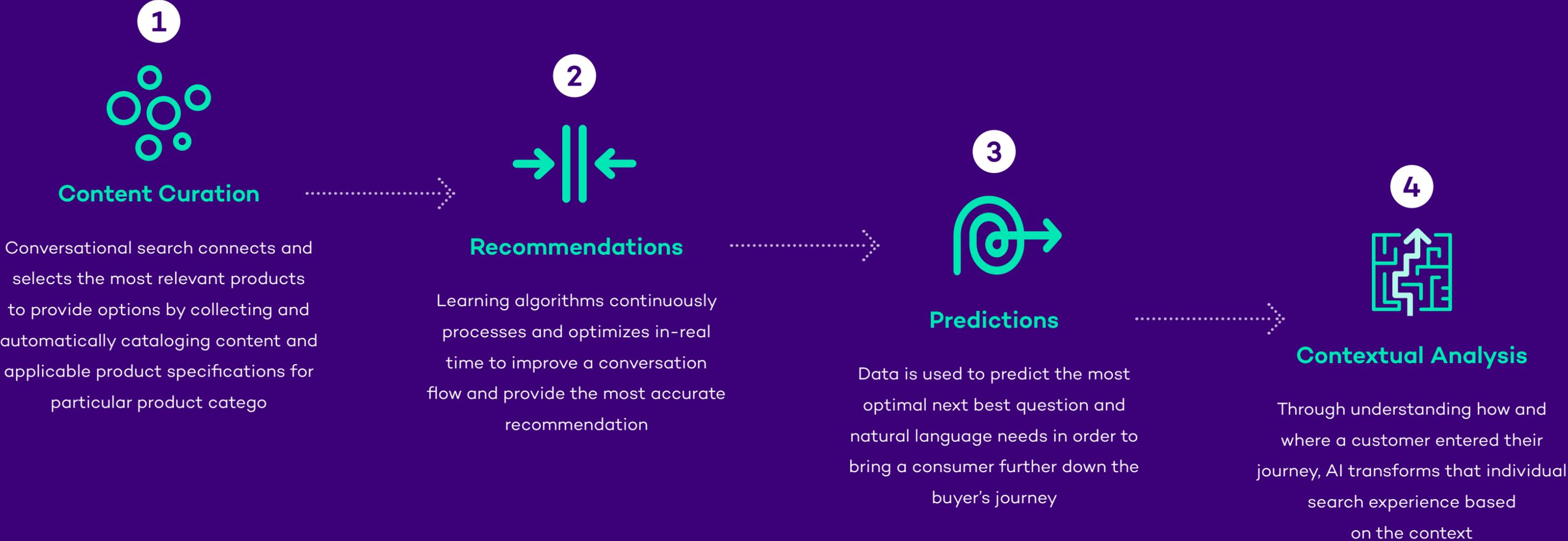
What if I buy and they release a new, better version right after?”

5. <http://patrickmcginnis.com/blog/meet-fobo-the-evil-brother-of-fomo-that-can-ruin-your-life/>

How AI drives conversational search

4 key components of an AI conversational search platform:

The ability to deliver more effective ways to communicate and engage with consumers is only one part of the benefits of conversational search. Search experiences require Artificial Intelligence to enable businesses to stand out as fierce competitors across channels.



Implementing conversational search unlocks invaluable data

The digital revolution requires businesses to have an AI-first mindset to uncover and utilize the power of data to better serve consumers and transform their approach to core operations like research & development as well as marketing and advertising. Consider the bluetooth headphone search experience we discussed earlier. The manufacturer of headphones recognized the need to improve their search experience and implements conversational search.



Their criteria included:

- The possibility of easily distributing conversational search experiences on 3 retail sites in 2 countries and languages.
- The ability to transform complicated specifications into simplified, consumer-centric language
- Intuitive back-end with powerful data insights

Within 2 months, they learned:

Consumers in region A prefer bluetooth headphones with an AUX cord, whereas consumers in region B prefer earbud only headphones

Consumers convert 4x higher when they enter through Google vs Amazon

Consumers abandon the search experience after 3 guided questions



The impact:

R&D develops additional styles with AUX cords for region A

Marketing shifts advertising spend heavily towards Google Ads

AI suggests how to optimize this and automatically fixes the problem for them

How to select the right conversational search platform for your business

Implementing a new technology solution can be a daunting task, but selecting the right conversational search platform is as simple as identifying the solution with 5 critical components for to drive success:

1. Scalability

Ensure your business can deploy conversational search across any channel partner and language that your business distributes into.

2. Flexibility

It must connect to your existing technology stack with ease.

3. Quick time to market

The right conversational search platform should have out-the-box solutions that can be launched and optimized within days of purchase.

4. Power of AI insights

It is crucial the platform your business works with provides in-depth insight into consumer behavior, interaction patterns, sales data and product preferences.

5. AI driven conversations that drive conversion

Without AI optimizing the buyer's journey, conversational search is not effective. The right conversational search platform leverages AI across all aspects of the platform, from transforming product specs into human language to identifying why products perform better with certain audiences.

Zoovu is the only AI conversational search platform that will transform your search experience from the moment its implemented.

Why Zoovu

Zoovu is the ultimate AI-driven conversational search platform helping customers find the things they're looking for by having a conversation. We turn every search into a conversation that leads to an engaging and tailored shopping experience for the customer, the brand, and the retailer!

More than 2,500 brands and retailers use Zoovu to have conversations that convert including Amazon, Coty, Whirlpool and Canon. Zoovu operates worldwide in 500+ product categories, across all languages.

www.zoovu.com



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