



Case Study – EasyAsk Search and Navigation for NetSuite

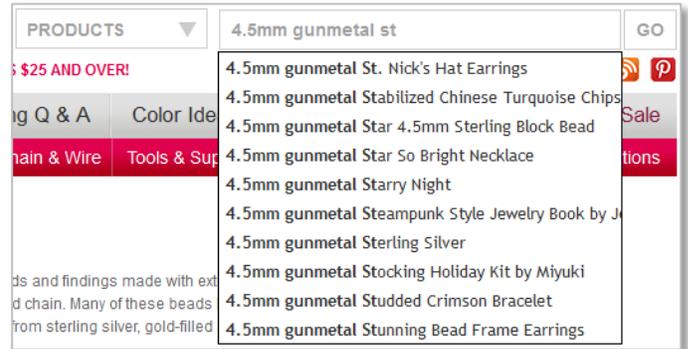
Background: [Fusion Beads'](#) mission is to bring you a well-organized and easy-to-use site filled with information, inspiration, and high-quality, fairly priced products. With tens of thousands of products and thousands of pages of informational content Fusion Beads needed a system that would handle their highly attribute rich items and deliver them in an intuitive, easy to find way to their customers

[EasyAsk](#) is a market leader in search and navigation specializing in natural language search and integration with the NetSuite web store. Companies such as Coldwater Creek, Lands End, and Lillian Vernon utilize EasyAsk to improve customer experience and conversion.

Issue: Companies today want to offer their customers a broad selection of choices, but finding the product you want among 50,000 items can be a daunting task without the right tools. A wide variety of product attributes and features can make an intuitive customer experience difficult to deliver and manage.

Solution: Explore Consulting worked with EasyAsk to provide an advanced search and navigation interface for Fusion Beads' customers. EasyAsk's NetSuite integration works from within the NetSuite pages ensuring that page content is search engine friendly and utilizes the item records in your NetSuite account maintaining centralization of data. Item attributes are configured in NetSuite and the EasyAsk Business Studio is used to configure search and navigation rules based on the attributes you want to use.

Fusion Beads not only has a lot of products, but they also catalog a tremendous amount of product data to ensure their customers are getting what they need. Fusion Beads can configure down to the item level the



product attributes that should be used for search and navigation from over 600 custom item fields they currently use. Rules set at the category level ensure they show only the navigation refinements they feel best suit their customer's experience for that category. For example, a top level category may contain many disparate product types and showing a navigational refinement that is only applicable to some of the products and won't provide the best user experience. Instead, they save the granular refinement options until further in the refinement process so their customers aren't overloaded with options that may not be relevant to their search.

Explore Consulting enhanced the standard EasyAsk implementation by enabling a split search which allows customers to search specifically for products or informational content. Additionally, visual filters were added to product list pages so that customers could rely on visual cues to help them find the products they want faster.

Key features include:

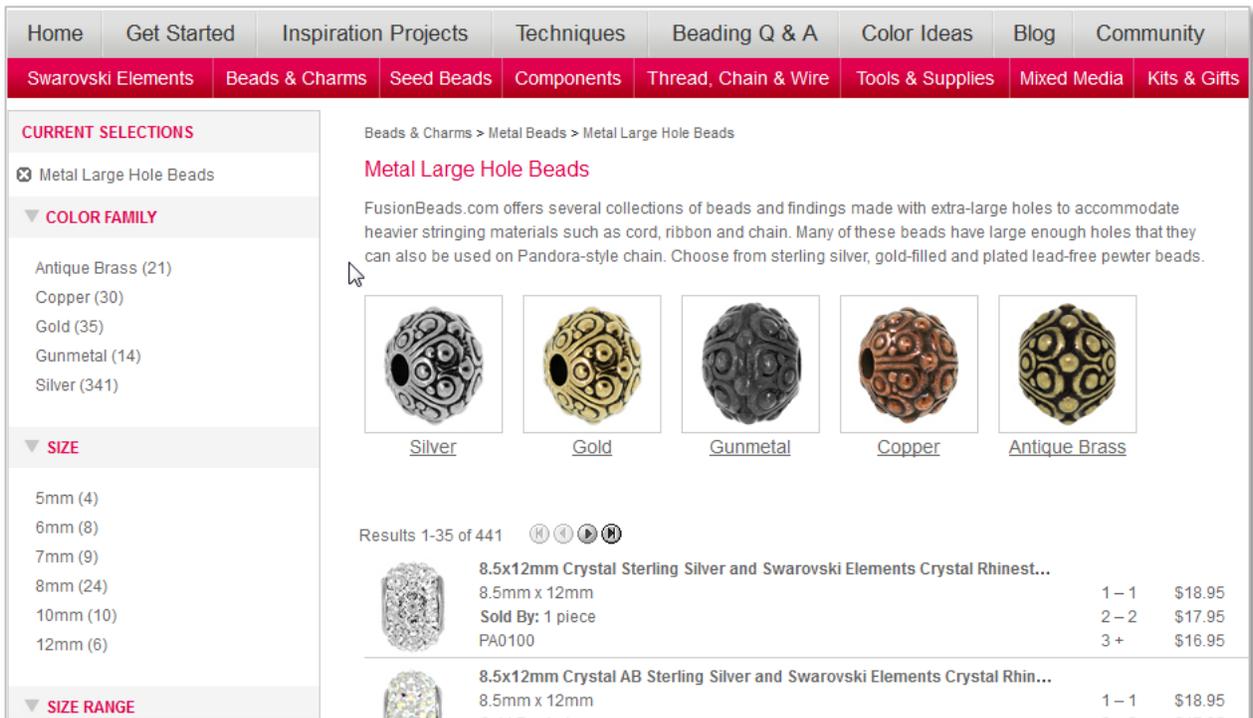
- Transform industry-specific attribute data into customer-friendly search and refinement options
- Increase conversions by shortening the path to the products your customers want
- Ability to specify product attributes used on an item by item basis



- Specify the navigational refinements available on a category by category basis
- Type ahead search auto-matching
- Natural language search (for example, “red round beads under \$3”)
- Advanced search features such as stemming, spelling correction, synonyms, customizable dictionary
- Easily handle hundreds of attributes across tens of thousands of products

Results: Fusion Beads has a powerful search and navigation tool built into their NetSuite web site which improves their customer’s experience and web site conversion rates.

Using the EasyAsk Business Studio Fusion Beads is able to analyze their customer’s search habits and continually improve their site search and navigation.



About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers’ database and IT systems needs. Having specialized in SaaS solutions for more than 11 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States. Whether you are looking for assistance with your NetSuite purchase and implementation or needing to integrate your NetSuite account to an external data source, Explore is your one stop

NetSuite service provider. Explore Consulting is well-known as a leader in NetSuite customization, integration and extensibility, and was recently included on the Inc. 5000 list of fastest growing privately owned companies in the U.S. for the fourth year in a row as well as the Puget Sound Business Journal’s 100 Fastest Growing Private Companies. Explore has also been a 7-time NetSuite Star Performer and was recently named as 2011 NetSuite Partner of the Year, Americas. For more information, visit www.exploreconsulting.com.