

Lucidworks

Oriflame's Digital Makeover: Beautifying Ecommerce Search with Lucidworks



Oriflame, a leading global beauty and wellness company, needed to optimize search functionality to serve its diverse and expansive international market.

Overview

With a presence in over 60 markets and support for 50+ languages, Oriflame needed a search solution that could deliver highly relevant results to its customers, with reliable stability across disparate regions. Partnering with Lucidworks, Oriflame transformed its ecommerce search experience with a robust, AI-powered platform resulting in a 150% increase in usage of popular search terms since deployment.

The Challenge

Oriflame's search functionality was crucial to its ecommerce and direct-selling model, which drives a substantial portion of its business. On the path to improve on-site search, Oriflame needed to overcome several challenges.

Multiple languages, multiple customer segments

With operations in over 60 countries and support for more than 50 languages, Oriflame needed a search solution that could seamlessly handle a vast array of languages and cope with the multitude of synonyms and search queries presented.

In addition, the search functionality needed to serve both experienced cosmetics resellers and general consumers looking for relevant products across the different markets. For resellers, who know what they are looking for, results should be precise. Consumers, on the other hand, frequently do not know exactly what they need and typically like to explore a number of alternative best matched products before selecting one or more products.

Search relevancy

Previously, the Solr-based search solution used a strict AND query operator that led to many zero-result searches, causing frustration for customers, high search exit rates and noticeably impacted conversion rates.

System stability and mobile optimization

With so many international markets served, and the significant seasonal variations in traffic, it was critical that the search solution remained stable and could handle heavy traffic from multiple markets simultaneously.

Oriflame was also in the early stages of developing its mobile app and required a search solution that could be integrated effectively to enhance the mobile experience across its global footprint.

“Lucidworks AI-powered search will be a game changer for us, providing personalized experiences for different customer groups and delivering more relevant results by understanding intent.”

– Jan Forisch, Technical Analyst, Oriflame

The Lucidworks Solution

Lucidworks, with its in-region Technical and Customer Success teams, worked closely with Oriflame to understand their unique needs and data ecosystem. Together, they developed a tailored strategy:

Multi-language and mobile support

A key requirement was to provide effective multi-language support. Lucidworks’ platform efficiently manages search across multiple languages, ensuring users in different regions receive accurate and relevant search results.

Lucidworks search functionality seamlessly integrated into Oriflame’s newly developed mobile app, accommodating the specific needs of mobile users and enhancing their overall experience.

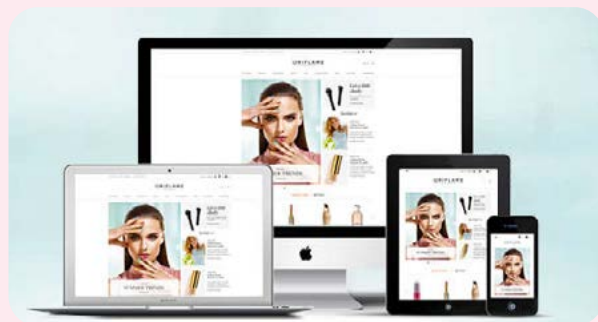
Search relevancy and performance

Critical to the success of the project was to help Oriflame improve search relevancy and increase conversions.

By adjusting the search operator parameters within Lucidworks, the no-results problem was improved and product relevancy issues caused by the change were solved.

Oriflame is now using Lucidworks algorithms to drive relevancy across its website and mobile app. Lucidworks has already significantly improved relevancy with better understanding of query intent and contextual meaning. This resulted in a 150% increase in clicks on popular search terms within just one quarter.

The platform’s flexibility also addressed the challenges of differing customer segments, each with precise search requirements. The result is an improved customer journey with accurate results.



Results

The impact of Lucidworks on Oriflame's search functionality and the customer journey has been profound:

- + Since implementing the Lucidworks search platform, search usage of popular terms on Oriflame's website increased by 150% as customers using search find an optimized and accelerated buying journey
- + Increased relevancy of search results
- + In Q3 2023 alone, over 800,000 users interacted with the search functionality, highlighting its critical role in Oriflame's online strategy

"We've been delighted by the impact of Lucidworks AI-powered search; usage of popular search terms is up 150% and customers using search find an optimized and accelerated buying journey."

– Jan Forisch, Technical Analyst, Oriflame



150% increase
in search usage on Oriflame's
website

Over **800,000**
visitors using search, in Q3 alone

Increased relevancy
of search results

Optimised, accelerated
buying journey

Get Started >

To learn how Lucidworks can help your customers discover all your company has to offer, contact us at lucidworks.com/contact or give us a call at **415-329-6515**.

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