+66.58% in revenue
*Within the first 4 months YOY
About

Established since 2010, Bathroom Takeaway® Limited is a UK company which sells a wide range of bathroom products. The company trades in the UK, Ireland, France, Germany and Italy.

Company Overview

Platform/ Industry Domain/ No. Stores/ Store Views
- Magento 1.9
- Bathroom / Kitchen / Homeware / Home and Garden
- 8 domains / 4 languages / 2 stores
  (within the UK - Manchester & B’ham)
- 8 store views

“Implementing Klevu as a search tool has vastly improved our user experience. Its intelligence and learnings help our users find the desired product without any pain.”

Mark Harding
UX | CRO Manager at Bathroom Takeaway
What pain points did you have with search prior to Klevu?

Before implementing Klevu, we were using Magento's native search functionality which only uses keywords to generate search results. Customers could not find the products they were looking for which was a major pain point for our users. Some users abandoned their attempts to search and used the menu to navigate the catalog while others would exit the site as they could not find what they were looking for.

What were you looking for from a provider?

We looked for a provider who was forward thinking, innovative and constantly evolving to meet trends. As a fairly young company, we felt the pricing structure and offering was fair across all packages. This gives us the reassurance and flexibility to upgrade as we grow.

"We have had Klevu live for a few months and we can already see extremely positive results across all our brands. It is really exciting as we’ve only touched the surface of the tool. With all the additional features and functionality available within Klevu, we look to optimise our search offering even further."

Mark Harding
UX | CRO Manager at Bathroom Takeaway
What made Klevu stand out against competitors?

Klevu is a market leading on-site search technology. As a business, we always aim to implement the best and innovative practices. With Klevu's roadmap, we saw that we would form a great partnership. Since integration, we have experienced a 115% uplift in mobile search sessions which has improved average order value by 1.7%.

How has Klevu helped improve search at Bathroom Takeaway?

From the first day going live with Klevu, we have realised the massive value and impact on shopping experience! There was an immediate UX improvement to our search console and an impressive uplift in search. As an online bathroom company with a vast range of products, we found Klevu’s engine to be extremely powerful and intelligent. It has helped to reduce user’s keystrokes due to its ability to predict potential searches, as we have rather long product names.
How was the installation process?

It took our Development team an hour to install the Magento extension and within a couple of hours we were up and running. It was really simple and easy!

How have your team responded to Klevu?

Everyone in the company loves Klevu! It’s widely used and proving useful to multiple teams at Bathroom Takeaway. The merchandising team uses Klevu statistics to contribute to our Product Roadmap by seeing the product demands we need to fulfill. While our Marketing Team is able to take data from AdWords accounts in conjunction with Klevu’s synonym functionality, to make sure we are guiding customers to the right products. Lastly, our Customer Service team utilise search by means of navigating from product to product, along with assisting customers while on a call.

“On the occasions when I’ve contacted support it’s been amazing. We couldn’t fault the service we have received... super helpful!”
### Results

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>+66.58%</td>
</tr>
<tr>
<td>Conversion rate</td>
<td>+18%</td>
</tr>
<tr>
<td>Onsite search</td>
<td>+42%</td>
</tr>
<tr>
<td>Mobile search sessions</td>
<td>+115%</td>
</tr>
<tr>
<td>AOV</td>
<td>+1.7%</td>
</tr>
</tbody>
</table>

*Within the first 4 months YOY

> Everyone within the company loves the tool, it’s widely used throughout and is proving to be useful for all the teams at Bathroom Takeaway.
Klevu started with the challenge to provide online retailers with a world-class search technology that connects shoppers to the exact products and information they are looking for. We want online stores of all shapes and sizes to have the most advanced, yet flexible and affordable on-site search.

FINLAND | UNITED KINGDOM | USA | INDIA