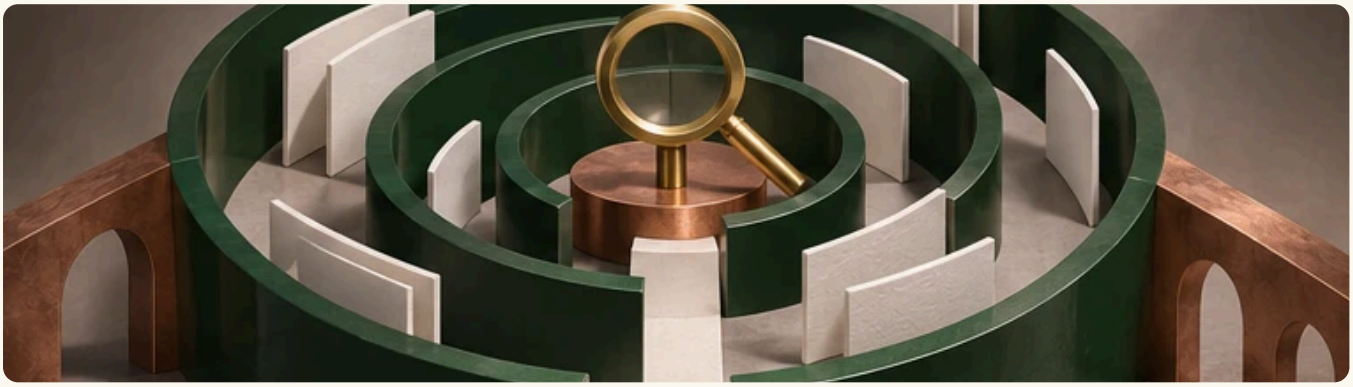
BUSINESS CASE WHITEPAPER · COM-014

Store search improvement plan

Help customers using everyday search terms find the right products.



The decision

Common customer terms return poor matches despite relevant products being in stock.

What the fee buys

We review 30 search terms and supply synonym, redirect and zero-result recommendations.

When to commission

Commission when a sample of actual searches and a catalogue owner are available.

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SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

A frequent search term uses everyday language while the catalogue uses a trade term.

In this illustrative case

Check the relevant products and add a synonym recommendation. Record a separate path for retired items.

Inputs and ownership

Supply 30 shop search terms and the destination or product family for known matches.

1. Review thirty search terms
2. Identify weak or empty results
3. Recommend refinements

Using the handover

Use the recommendations to check synonyms and destinations with the same queries after you make changes.

An alternative to buying

Add a single known synonym internally if it resolves the observed problem.

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INVESTMENT AND EVALUATION

Test the case before approving spend

£399 GBP · one-time catalogue fee excluding applicable VAT

Full cost to the buyer

Subscriptions, platform fees, advertising and fulfilment charges are separate. Include the cost of preparing inputs, reviewing the output and implementing any subsequent changes.

A time-only comparison

At an illustrative £40 per staff hour, the fee alone equals 9.97 hours. Replace £40 with your own fully loaded hourly cost. Divide the full incremental cost by that rate to find your break-even hours. Count only effort you can reasonably avoid. This illustration predicts no saving.

What to measure

Compare zero-result and relevant-result counts for the same thirty terms after changes are implemented. Record a baseline before work begins. Use the same scope and definition at follow-up, and note changes outside this service.

Timing and dependencies

Pay upfront at the external checkout. You can prepare immediately. We track clearance and start intake when payment clears, which can take up to seven business days depending on the payment system. The estimate after start and receipt of complete inputs is 3–7 working days.

Approval test

Commission when a sample of actual searches and a catalogue owner are available. Assign an owner for the handover and a date for checking the measure. If the inputs or owner are missing, defer the purchase.

Basis: Routine Works service specification COM-014, GBP catalogue fee and an illustrative working case. View service scope.

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