



With the multi-channel configuration of FactFinder, we have a feature that is really worth its weight in gold.

Katja Sallie

eCommerce Product Owner

Berner's 20% search spike with FactFinder

The Berner Group, a leading force of industry 4.0 solutions - central in B2B trade for construction, maintenance and mobility - has transitioned from an open-source solution to FactFinder's multi-channel platform, managing 20+ online shops and a 230,000-item product range in various languages. This digital enhancement has not only expanded their online presence but also optimized performance, ensuring rapid product access and uniformity across international shops. Bolstered by a team of over 8,500 employees and operations across 25 European locations, the Group's digital pivot reflects its industry leadership and commitment to innovation, with an annual revenue that reached €1.174 billion in the financial year 2022/2023, an increase of 8.4% from the previous year.



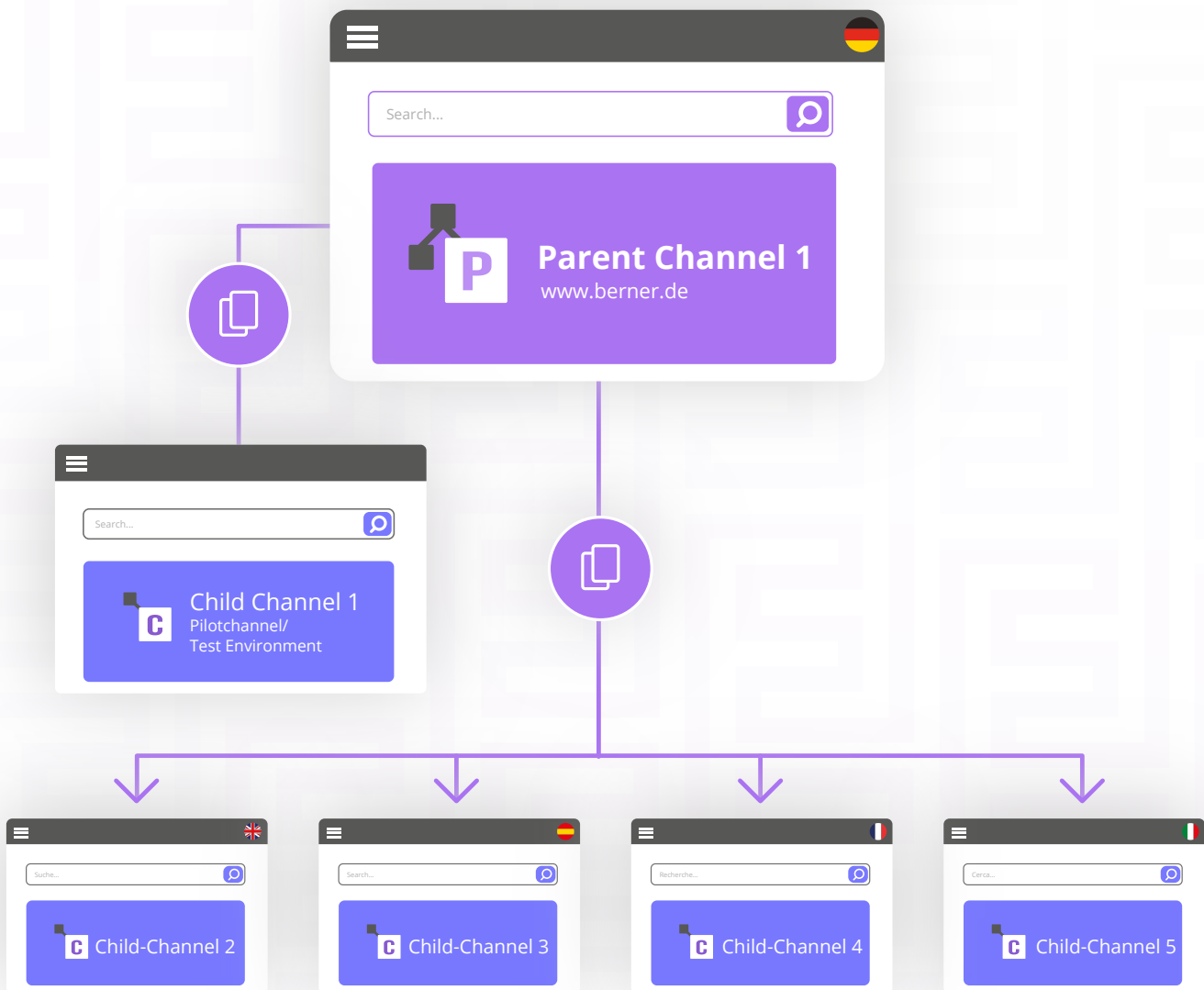
The challenge: a quest for speed and accuracy

Berner Group's previous open-source search solution was insufficient in meeting the demands for a fast and accurate search function, crucial for enhancing the digital purchase process and maintaining the brand's strong image.

Katja sums it up with, "Before we started working with FactFinder, shop visitors often found irrelevant products or no products at all. This was not only unfavorable for our conversion rate but also for our image – after all, the main entry point for us is the search."

The criticality of a reliable search function is also highlighted by IBI research, which points out that 85% of customers consider it the most important tool in the online purchasing process.

Additionally, customers frequently struggled to find the right products due to the complexity of technical terms and product specifications, a challenge that the open-source search could not adequately address.



Thanks to the multi-level rights system, Berner can quickly roll-out corporate guidelines across international channels with just one click. If needed, local eCommerce managers can then make fine adjustments to their shop.

Decision point: selecting FactFinder

The Berner Group's decision to implement FactFinder was a strategic response to several core requirements:

- **Precision in multilingual search:** FactFinder was chosen for its adept handling of complex, multilingual queries, crucial for serving Berner's diverse customer base across various languages and regions.

- **Complex query handling:** FactFinder's intelligent search technology accurately interprets complex searches, including multi-word terms and those with potential spelling errors, ensuring users are led to the right products.

- **Streamlined searches with product IDs:** FactFinder has particularly improved the search experience for customers who use product IDs. This direct search method is essential for B2B transactions, as it allows for quick and precise navigation to desired products, enhancing the efficiency and satisfaction of Berner's professional clientele.

"Most of our customers already know how many of each item they intend to order," says Katja Sallie. "With FactFinder, we are able to support this customer group in various ways. For example, the software allows search by product IDs and complex multi-terms." This capability is crucial in B2B transactions, where time efficiency and accuracy are essential.

25

locations in Europe

8,500

employees

5,500

field service employees

50

companies

€1 bil.

annual revenue

The Berner Group is the central B2B trading partner for all materials in the construction, building maintenance and mobility sectors and a leading force of industry 4.0 solutions.

With FactFinder, Berner reimagines eCommerce possibilities:

The Berner Group's adoption of FactFinder brought about significant enhancements to the online shopping experience:

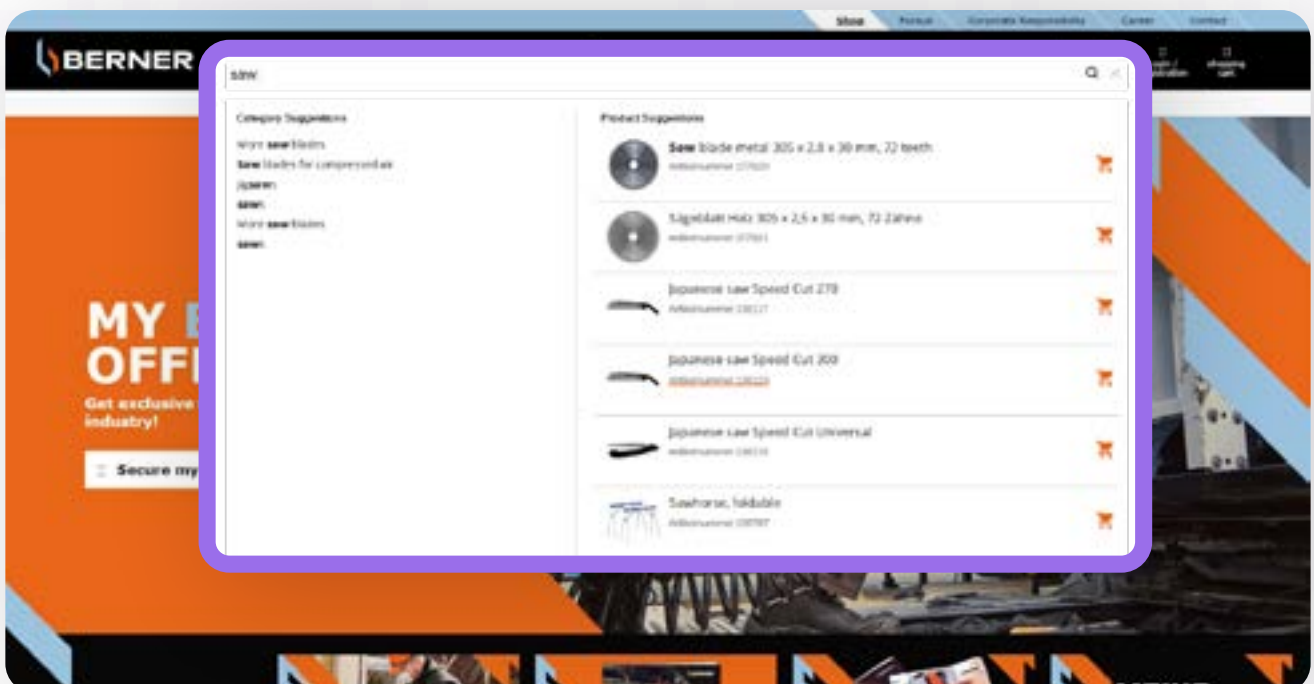
- **Uplift in search performance:** following FactFinder's integration, Berner's online shops saw a 20% increase in search usage, illustrating a significant boost in customer interaction. This growth reflects the platform's robustness, particularly through features like the multi-term search capability and error tolerance that FactFinder introduced. Such improvements directly contribute to a more engaging and efficient search experience, crucial for Berner's clientele who rely on the swift procurement of products.
- **Pinpoint search accuracy:** the enhanced functionality of FactFinder has substantially reduced instances of zero-result searches, especially in the German and French-speaking shops. The platform's self-learning capabilities and the ability to create synonym entries for colloquial terms have streamlined the search process. Customers now enjoy a search experience that not only understands their queries but also guides them to the exact products they seek, regardless of language barriers or the complexity of the terms used.



In terms of the quality of search results, we have taken a big step forward since the introduction of FactFinder. Our analyses in the German and French-speaking shops show, for example, that significantly fewer zero results pages appear.



Katja Sallie
eCommerce Product Owner



The suggest function on Berner's online shops helps buyers conveniently add items their shopping cart and quickly proceed to their next search request.

About FactFinder

FactFinder is the European leader in eCommerce product discovery and search. We help over 2,000 online shops worldwide like MyTheresa, Intersport, OBI, Stihl and Elkjöp Nordic increase revenue by 20-33% with outstanding shopping experiences.

By combining human and artificial intelligence, we understand every shopper's intent from the first click. We call that authentic intelligence. Smarter algorithms and human expertise create a union that will always give a competitive edge.

Every day millions of B2C and B2B shoppers find what they are looking for with FactFinder – fast, personalized and with joy.



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Trusted by **2,000+** online shops
worldwide



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