

javelin group

THE JAVELIN GROUP CASE STUDY

PARTNER

Javelin Group, the United Kingdom's leading specialist retail consultancy.

PROBLEM

How to differentiate consulting skills and messaging in an increasingly price-competitive market. For Javelin Group this means helping their existing large retail and e-commerce customers deliver a superior customer experience that delivers higher conversion rates and boosts average order value.

SOLUTION

Combining retail and eCommerce expertise with proven best-of-breed search, navigation, and merchandising capabilities to improve site usability, attract new business, and drive new revenue consulting services

Javelin Group is renowned for its deep multi-channel retail expertise and consulting services, having built a successful business by delivering clear, measurable results for the best-known merchants in the United Kingdom. When it comes to selling online, the Javelin Group's seasoned team of professionals and the best-of-breed technology solutions they provide stand head and shoulders above the competition — a hard-fought position that Javelin Group maintains by recruiting the best talent and performing meticulous due diligence when it comes to selecting new technology partners. The criteria: Any technology solution must be proven to deliver substantial, repeatable results in the most demanding retail environments.

So as the retail consultancy looked for new ways to enhance the online customer experience and bolster both browser-to-buyers conversion rates and average order size, they looked for solutions that were working in Europe and around the world. The answer: Endeca for Online Retail, a next-generation search, navigation and merchandising solution already delivering remarkable results for retailers like Littlewoods, Barnes & Noble, Wal-Mart, Comet and many others.

Shortly after striking an alliance, Javelin Group and Endeca teamed to overhaul one of the most highly trafficked eCommerce sites in the United Kingdom, Tesco.com. The timeline was demanding — the site had to be ready in time for the Christmas shopping rush. And the goal was clear: Create a customer experience that gives shoppers the freedom to shop by what's most important to them. And ensure that the each and every shopper is connected with the right products.

"Beyond great search technology, Endeca brings a high level of expertise and professionalism to our mutual activities — both complementing and mirroring our team's dedication to client service," said Richard Wolff, COO of Javelin Group. "This understanding and respect for our clients, combined with real results, translates directly into repeat business and new opportunities."

In late October 2004, Tesco.com launched their new Javelin Group-built, Endeca-powered site. For Javelin Group, the results were immediate: One extremely happy, referenceable client, hundreds of thousands of pounds in new revenue, and a next-generation solution that will help attract new and repeat business, alike.

Wolff adds: "We compete with a lot of strategic consultants and systems integrators. Price always factors into our customers' decisions — and we have a fiduciary responsibility with our clients: to constantly scan and evaluate the best new technology that can drive their competitive advantage. With Endeca, we can offer cost-effective, consumer-friendly solutions that quickly deliver real results."

Contact us

ENDECA
101 Main Street
Cambridge, MA 02142 USA
T 617.674.6000
F 617.674.6001

endeca.com
info@endeca.com

