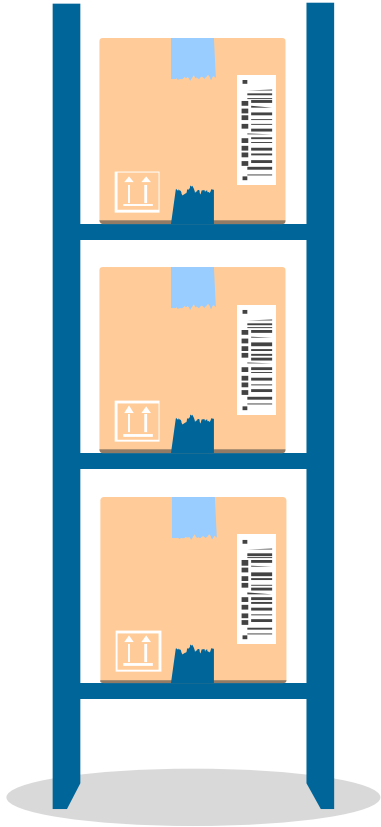Group Category: Recommendations

EasyFind

A powerful and innovative solution for enhancing the search functionality of e-commerce sites

Savvy Synapses

Black Badger

Pitty

Godson Ntungi

Nancy

Mwesiga

PROBLEM

- Language barriers limit customers' ability to search for products on ecommerce sites.

- This can lead to frustration and a negative customer experience.

- Keyword-based searches can be inaccurate, leading to irrelevant results and further frustration.

- Inaccurate search results can result in missed sales opportunities.

- Without solution: A customer from Tanzania searches for "gauni nyekundu" and gets products with the label "gauni nyekundu" only.

SOLUTION

- Our multilingual semantic search engine removes language barriers and improves search accuracy.

- This enhances the customer experience, increasing satisfaction and driving more sales.

- Our search engine uses natural language processing (NLP) for better context understanding.

- Our system learns from customer search behavior, continuously improving accuracy.

- Example use case: A customer from Tanzania searches for "gauni nyekundu" (red dress) and gets results relating to "gauni nyekundu" regardless of the language.
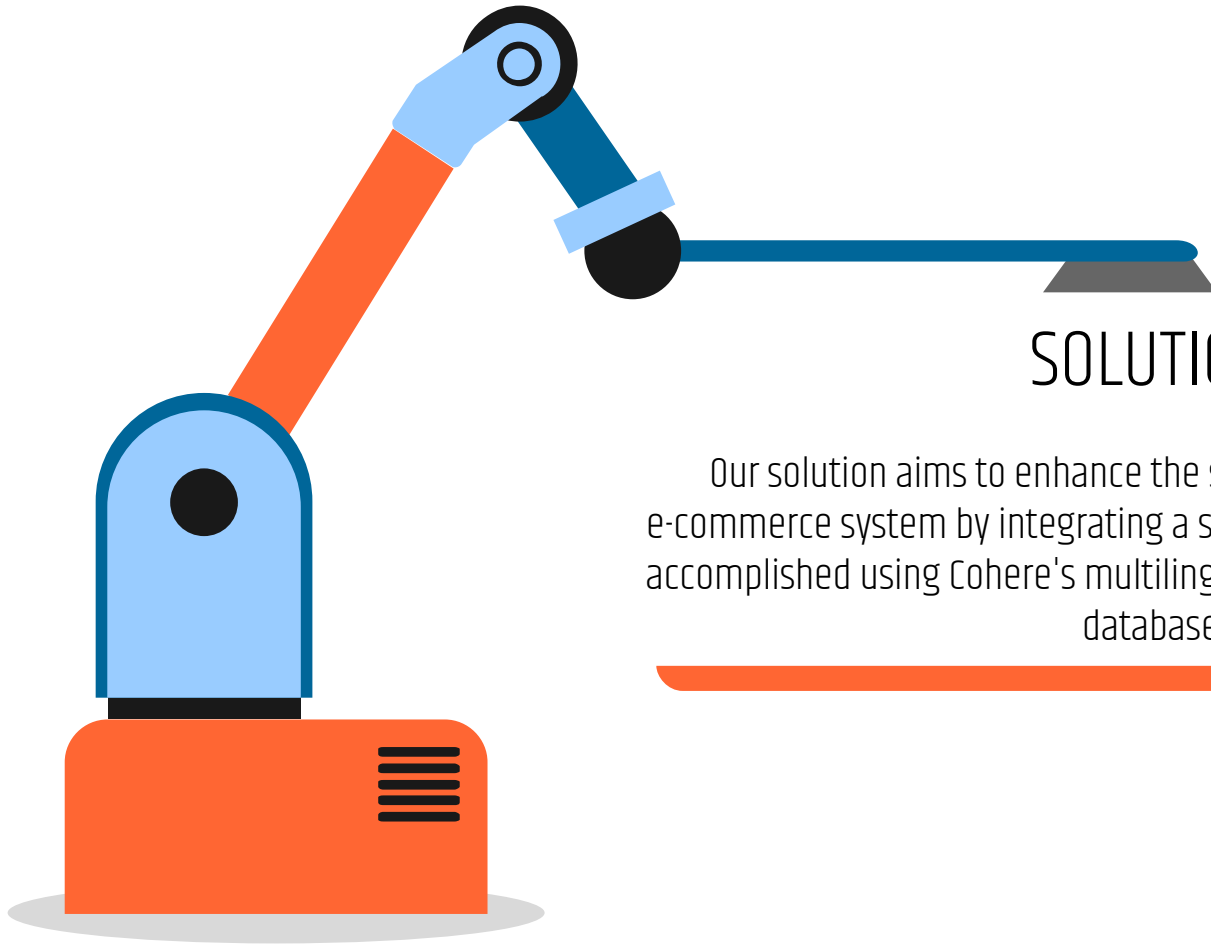
SOLUTION

Our solution aims to enhance the search functionality of our e-commerce system by integrating a semantic search feature. This is accomplished using Cohere's multilingual model and Qdrant's vector database.
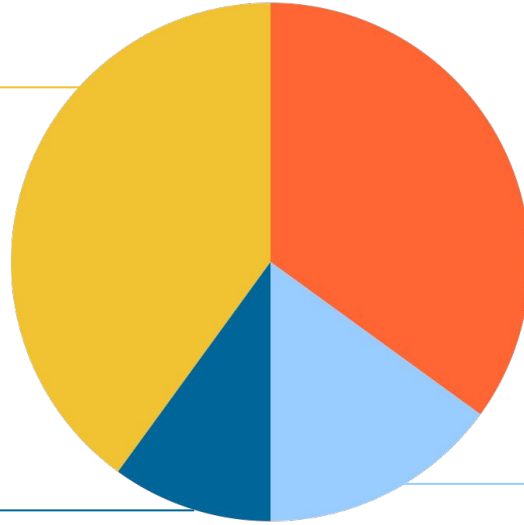
Customer bounce rate

Lower customer bounce rate because of removed language barriers and accurate searches.

Customer Satisfaction Rate

Higher customer satisfaction and more repeat customers with improved search and a better customer experience

METRICS

Conversion Rate

Improved conversion rate due to easier product discovery with a multilingual semantic search.

International Revenue

Increased international revenue potential with the ability to expand reach to different regions and countries

How we Made it
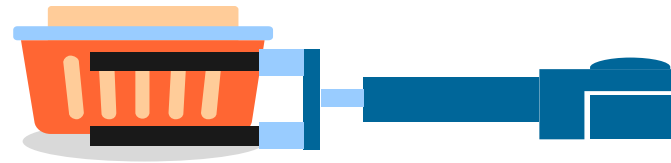
- Implemented Cohere's multilingual model and Qdrant's vector database to enhance e-commerce search functionality
- Each item in the database is assigned an ID and category for payload
- User search queries are converted into embeddings and used as query vectors in the Qdrant database
- Query filters are used to narrow search results to specific categories on the e-commerce site
- Implemented an API to integrate the semantic search feature with the e-commerce site
- Improved search accuracy and efficiency by analyzing the meaning of search queries and matching them with relevant product data stored in the database
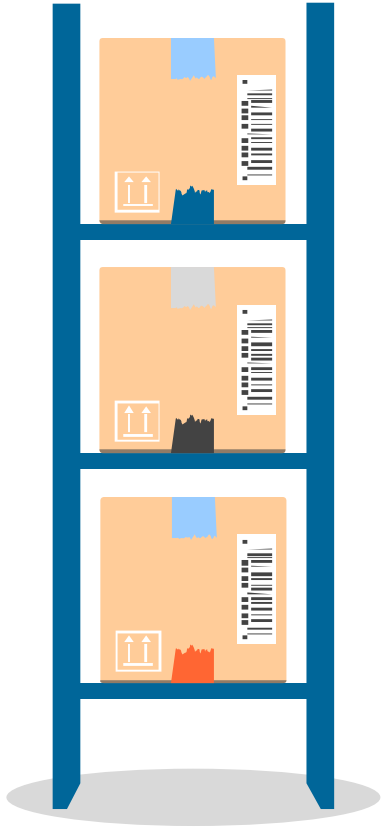
Demo

How it works

Simple ...
Describe on what you need on the search bar ...
Don't worry about getting the specific keyword or using a specific language

Filters ⌄   🔍 describe what your need   ➤

For more accurate search you can use the filters to get specific categories

Results

Example: A search that says body cleaning items in french,
 " articles de nettoyage du corps"

HOME

0

Filters ∨   🔍 articles de nettoyage du corps

The result:

Frangipani & Oil...	Body Wash –...	Baby Accessories &...	Lemon & Tea Tree Oil...	Berry Blast Body Wash
★★★½☆ (27)	★★★½☆ (27)	★★★½☆ (27)	★★★½☆ (27)	★★★½☆ (27)
TZS 675	TZS 499	TZS 299	TZS 210	TZS 197
~~TZS 675~~	~~TZS 499~~	~~TZS 299~~	~~TZS 210~~	~~TZS 197~~
BUY NOW!	BUY NOW!	BUY NOW!	BUY NOW!	BUY NOW!
Add to cart	Add to cart	Add to cart	Add to cart	Add to cart

↑ top