rezolve ai
advanced retail technologies

Delivering 10% Increase In Conversions For DFS Furniture & Connecting Shoppers To Perfect Matches

dfs

REZOLVE AI PRODUCT:

Brain Commerce - Search & Product Discovery Platform

INDUSTRY:

B2C Retail, Ecommerce

VERTICAL:

Furniture & Home Decor

COMPANY OVERVIEW:

DFS Group is the UK's leading sofa retail specialist with a rich 50-year heritage. Operating 115 showrooms across the UK, ROI, Spain, and the Netherlands, DFS has also established a robust web platform to lead sofa retailing in the digital age. With 3,500 employees, DFS is committed to providing exceptional customer experiences both in-store and online.

+10%	+8%	-3%
Increase in Online Conversions	Increase in Average Order Value (AOV)	Reduction in Bounce Rate

The Challenge

DFS, a pioneer in furniture retail, faced a significant challenge in translating its successful in-store merchandising approach to its online channels. While customers in physical showrooms enjoyed looking at similar furniture styles from different ranges, the online platform's search and recommendations were limited.

Their existing recommendation system lacked the sophistication to understand style compatibility and visual similarity between products, resulting in suggestions that didn't align with customer preferences. This often led to customers leaving the website without making a purchase or navigating extensive catalogs manually.

The Solution

DFS partnered with Rezolve Ai to transform its online furniture shopping experience. Rezolve's Brain Commerce offered the technology needed to understand the visual and stylistic elements of furniture products that influence customer purchasing decisions.

- **AI Product Recommendations:** Rezolve enabled DFS to implement a "You May Also Like" widget on each product detail page. This widget intelligently recommends similar items based on physical attributes like color, style, and other characteristics, allowing customers to easily discover products that match their preferences.

- **Enhanced Product Discovery:** By integrating visual search at the core of their digital experience, DFS enables customers to find perfect furniture matches by simply uploading photos of items they've spotted or linking their Pinterest mood boards. This solution analyzes visual elements like texture, pattern, and style to deliver precise product matches, creating a shopping experience that mirrors in-store browsing.
- **Dynamic and Relevant Suggestions:** The solution is also configured to provide dynamic and relevant recommendations based on current item characteristics (price, color, etc.), with custom rules to prevent repeating suggestions and present a wider variety of products.

The Results

The implementation of Rezolve's Brain Commerce delivered impressive and quantifiable results for DFS:

- **Increased Online Conversions:** The Rezolve solution led to a 10% increase in online conversion rates, indicating a more effective customer journey and improved engagement.
- **Boosted Average Order Value (AOV):** Customers are not only purchasing more frequently but are also spending more per transaction.

Reduced Bounce Rate: By making it easier for customers to find products and explore the catalog, the bounce rate was significantly reduced, engaging the shoppers a lot more.

> By putting images at the heart of the customer experience, we're greatly improving the customer journey

James Vernon
Head of Online, DFS

INTERESTED IN JOINING THE OTHERS?

Connect with us to explore how you can leverage our Conversational Commerce and Product Discovery solutions

Request a Demo