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# Case Study



## Endeca On-Demand Customer Experience Management Solution Continues to Deliver

RealTruck.com implemented Endeca On-Demand to improve the customer experience and search results. Learn about the business challenges, options considered, and outcome.

In 2009 RealTruck.com selected Thanx Media and their Endeca On-Demand service to improve customer experience and simplify the site search interface and navigation. "RealTruck's internal search was painfully slow and returned poor results," explained Clay Kraby, Marketing Director at RealTruck.com, "we needed a way to overcome searches that took anywhere from 10–55 seconds and also delivered the ability to filter the results by product details."

## The Options:

RealTruck.com explored a few options prior to selecting the Endeca On-Demand service to help them improve the customer experience and deliver relevant search results. Outsourcing the solution made more sense than keeping it in-house because it allowed them to tap into the expertise in the area of site search and it kept them free to work on other priority projects.

Three primary options were considered:

### Full site redesign:

#### PROS:

- Full control over the look and feel
- Eliminates the need for third party integration

#### CONS:

- Expensive and time consuming
- Site search was not a core skill set of the development team

### In-house site search redesign:

#### PROS:

- The only cost is time and potentially hardware
- Eliminates the need for third party integration

## The Challenge:

The size and complexity of RealTruck.com's online catalog made it difficult for visitors to easily find the parts or accessories using the site search engine that was in place. "When it comes to products like automotive parts and accessories, it's critical that shoppers can narrow down their results at a very granular level," Clay clarified, "if someone can't find the part based on a specific make, model, and year, they're not going to make a purchase." The use of site search was increasing and the team at RealTruck.com recognized that they had to find a way to improve the relevancy of the results and dramatically decrease the amount of time it took to process a search. "Any time a user has to wait for a website to load or return search results there is a risk of them abandoning the page and going elsewhere," elaborated Clay, "by increasing the speed of our search functionality, we were able to mitigate that risk and deliver a better experience to our customers."

#### CONS:

- Writing your own search engine is hard
- The only cost is time, while the developer is busy writing the next best search engine, your customers will become frustrated with the lack of search functionality and leave
- Site search was not a core skill set of the development team.

### Implement a SaaS Site Search Solution

#### PROS:

- Full control over the look and feel of the search results pages and navigation
- Professional services guidance and collaboration for implementation and ongoing support
- Fully managed and hosted solution
- Rapid deployment
- Free up development resources for other priority projects

#### CONS:

- There is an out of pocket cost associated with a hosted solution

Other search solutions such as Google Search were also ruled out because they didn't provide the same level of customization and control as Endeca On-Demand.

"What we saw in the Thanx Media solution was the ability to simplify the search break down by make, model, and year, allowing us to return more relevant content, which we feel will ultimately lead to increased conversion rates and greater average order values," according to Jeff Vanlaningham, VP of Operations at RealTruck.com. "The implementation went very smoothly and the Thanx Media team worked hand-in-hand with our team until the site went live," Jeff added.

## The Results:

The team at RealTruck.com reported almost immediate results and cited multiple benefits.

- Sub-second response time
- Improved customer experience
- IT free maintenance and upkeep
- Increased conversions and average order value
- Guided navigation at a granular level
- Enhanced user interface
- Consistent site-wide navigation

Eliminated the need for a total site redesign  
RealTruck.com will soon be gearing up for their fourth holiday shopping season with the Endeca On-Demand solution in place.

"We're proud of the success RealTruck.com continues to have with the Endeca On-Demand solution," stated Paul Matker, Thanx Media CEO, "and we look forward to continuing to help them find ways to make the most of the platform to further grow their business."



### ABOUT

## Thanx Media

Thanx Media is an enterprise technology company delivering cutting edge solutions that enable businesses to harness the power of data. Oracle Endeca is a robust enterprise level search platform offered as a SaaS (Software-as-a-Service) solution that makes it easy to create a dynamic and powerful customer experience. The fully managed and hosted environment is comprised of best-of-breed software, hosting, and industry best practices. Thanx Media provides product data management and site search solutions that enable businesses to deliver the best customer experience possible. Thanx Media is privately held. For more information, visit [www.thanxmedia.com](http://www.thanxmedia.com).

### ABOUT

## RealTruck.com

RealTruck.com was founded in Spokane, WA in 1998, but has operated out of Jamestown, ND since 2000. As an early entrant to the e-commerce business model, RealTruck has found themselves on the cutting edge of the industry, even receiving the 2006 Innovation Award from the Information Technology Council of North Dakota. The award reflects the company's ongoing dedication to improving online customer experience. To learn more, visit: [www.realtruck.com](http://www.realtruck.com).