CHESSBAZAAR BECOMES EVEN MORE INTELLIGENT WITH AI

India's leading chess equipment brand Chessbaazar increases CLICK-THROUGH by 30% with Boxx.ai

“ Our association with Boxx.ai is outstanding and beyond our expectations. We saw a increase of 20% sales after implementing their technology. Though they are still evolving, we are quite excited to experience their upcoming products. We'd certainly recommend them for each and every e-commerce retailer. My best wishes to them!”

Gurupreet Khokhar
Manager - Digital

Summary

Chessbazaar used Boxx.ai to identify the most personalized and relevant products for each customer, and deliver them to the customers on the home, PDP and Cart pages. Further, Boxx reorders the Listing page to suit the requirements of each customer.

The Challenge

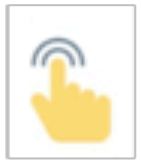
Chessbazaar, like almost all the online stores, faces the ever-increasing challenge of converting visitors to customers. One way of increasing conversion is to judge what that particular customer wants and guide him/her to the right set of products.
But serving right products to right customers at the right time is a huge challenge as merchandisers can only control their recommendations overall and not on per customer basis. On top of it, the ability to predict customer behavior in advance is also not an easy problem to solve.

Chessbazaar uses some of the most beautiful woods to manufacture chess sets. They are a premium retailer of chess sets in India and play host to more than 2000 such products. Sheesham to Camel bone, they have it all.

Boxx.ai Personalisation Results	Click-through rate	Incremental Conversions	RoI
	+30%	20%	16X

THE SOLUTION

Boxx.ai believes that every customer is different and should be treated likewise. For 1:1 personalisation it uses clickstream data of all the visitors along with the current context to predict next action of the particular visitor.



Clicks

Add to Cart

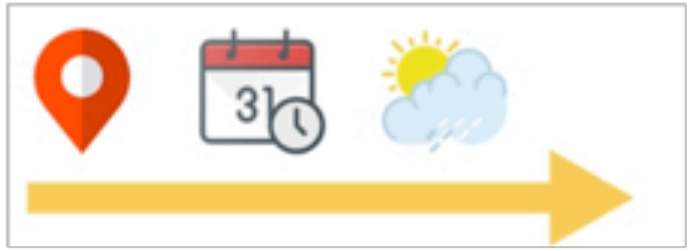
Buy

Favourite

Filter

Search

Current Context



Finding hidden patterns
Constantly leaving
Genetically evolving

32%

29%

23%

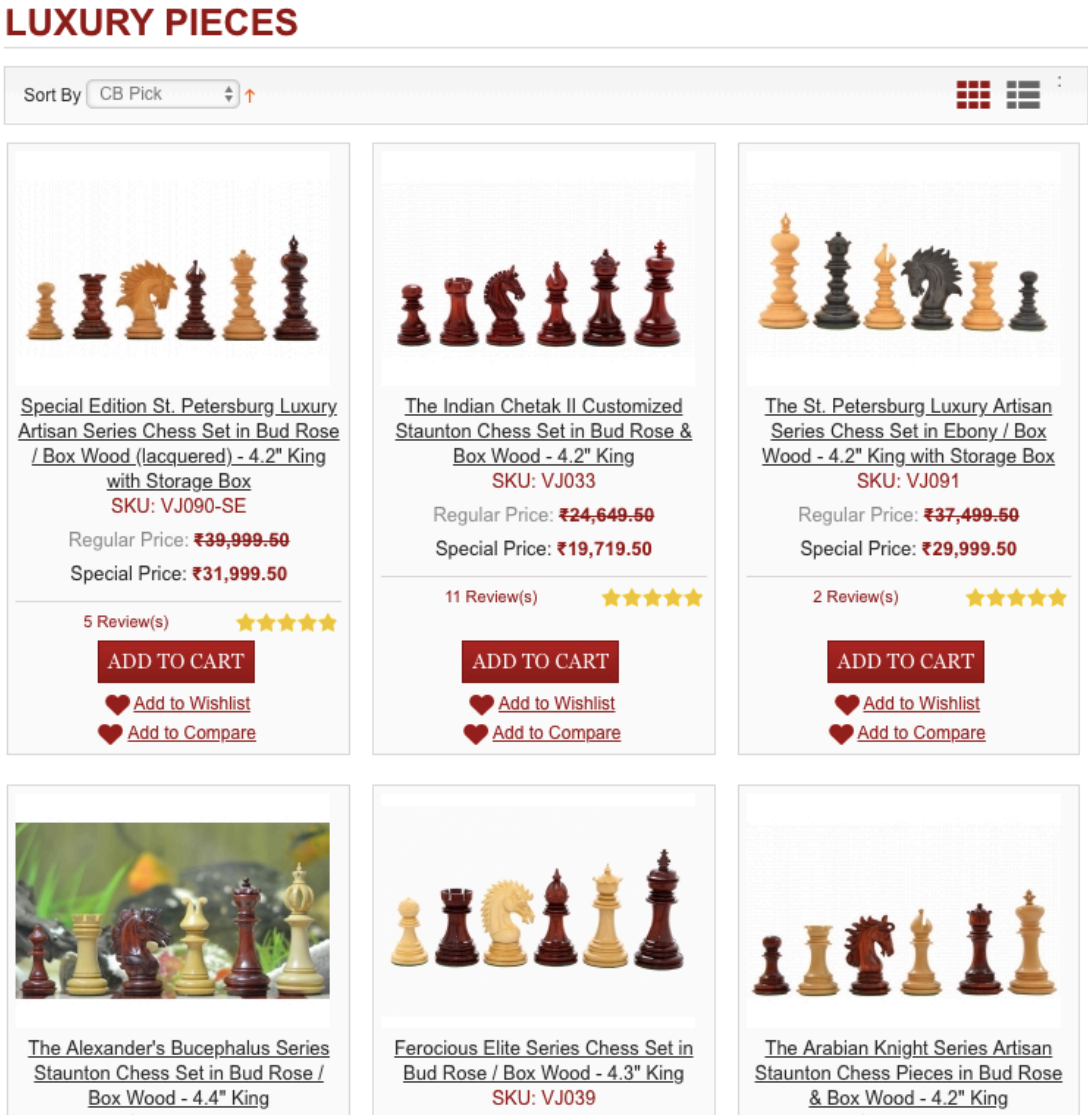
21%

17%

Implementation

(Product Listing Page)

When a customer clicks on the Category page, he is shown a reordered listing of the products in that category page. The products the customer is most likely to buy is shown on top while the products the customer is least likely to buy is further down. This ensures a relatively higher CTR when compared to the fixed order of listing. This particular feature is available on the Magento plugin that Boxx offers.

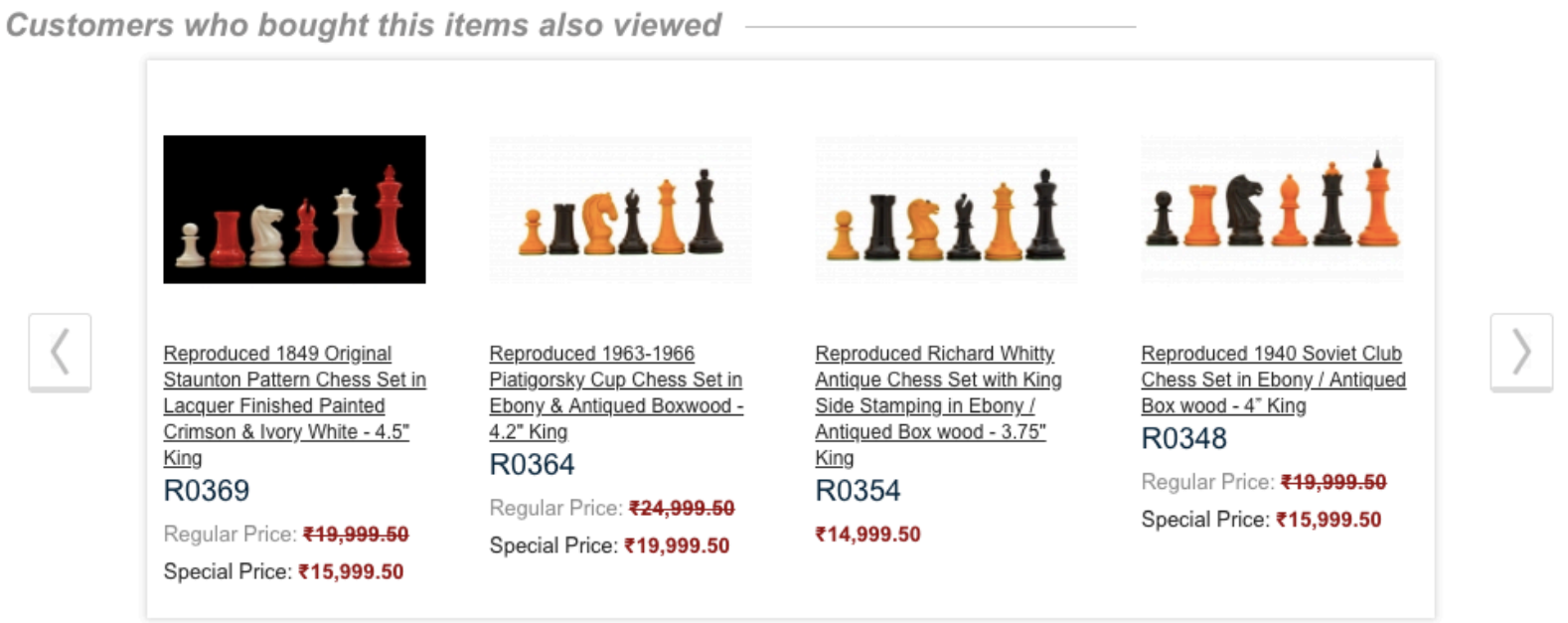


Product List Page reorder	No of products recommended	Clickthrough Rate	Conversion(Clickers vs BaU)
	45	46%	1.15X

Implementation

(Product Display Page)

A widget titled 'you may like this' was created for product detail page and was placed just below the main product image. Here additional parameters like the current product on which visitor is there was also taken into account apart from giving more weightage to his recent behavior. People clicked on the personalized products on this page 2.2 times more than they clicked when popular products of the site were shown.



Personal Boutique Page	No of products recommended	Clickthrough Rate	Conversion(Clickers vs BaU)
	10	9%	2.2X