



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

+ 30%

Incremental
Conversions

20%

RoI

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



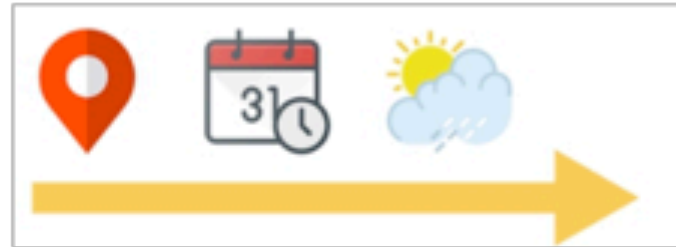
Filter



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.

LUXURY PIECES

The screenshot shows a product listing page for 'LUXURY PIECES'. At the top, there is a 'Sort By' dropdown menu set to 'CB Pick' and a grid/list toggle icon. Below this, six product cards are displayed in a grid. Each card features an image of chess pieces, a product title, a description, a regular price (crossed out), a special price, a review count, a star rating, and three action buttons: 'ADD TO CART', 'Add to Wishlist', and 'Add to Compare'.

Product Name	SKU	Regular Price	Special Price	Reviews	Star Rating
Special Edition St. Petersburg Luxury Artisan Series Chess Set in Bud Rose / Box Wood (lacquered) - 4.2" King with Storage Box	VJ090-SE	₹39,999.50	₹31,999.50	5	★★★★★
The Indian Chetak II Customized Staunton Chess Set in Bud Rose & Box Wood - 4.2" King	VJ033	₹24,649.50	₹19,719.50	11	★★★★★
The St. Petersburg Luxury Artisan Series Chess Set in Ebony / Box Wood - 4.2" King with Storage Box	VJ091	₹37,499.50	₹29,999.50	2	★★★★★
The Alexander's Bucephalus Series Staunton Chess Set in Bud Rose / Box Wood - 4.4" King					
Ferocious Elite Series Chess Set in Bud Rose / Box Wood - 4.3" King	VJ039				
The Arabian Knight Series Artisan Staunton Chess Pieces in Bud Rose & Box Wood - 4.2" King					

Product List
Page reorder

No of products recommended
45

Clickthrough Rate
46%

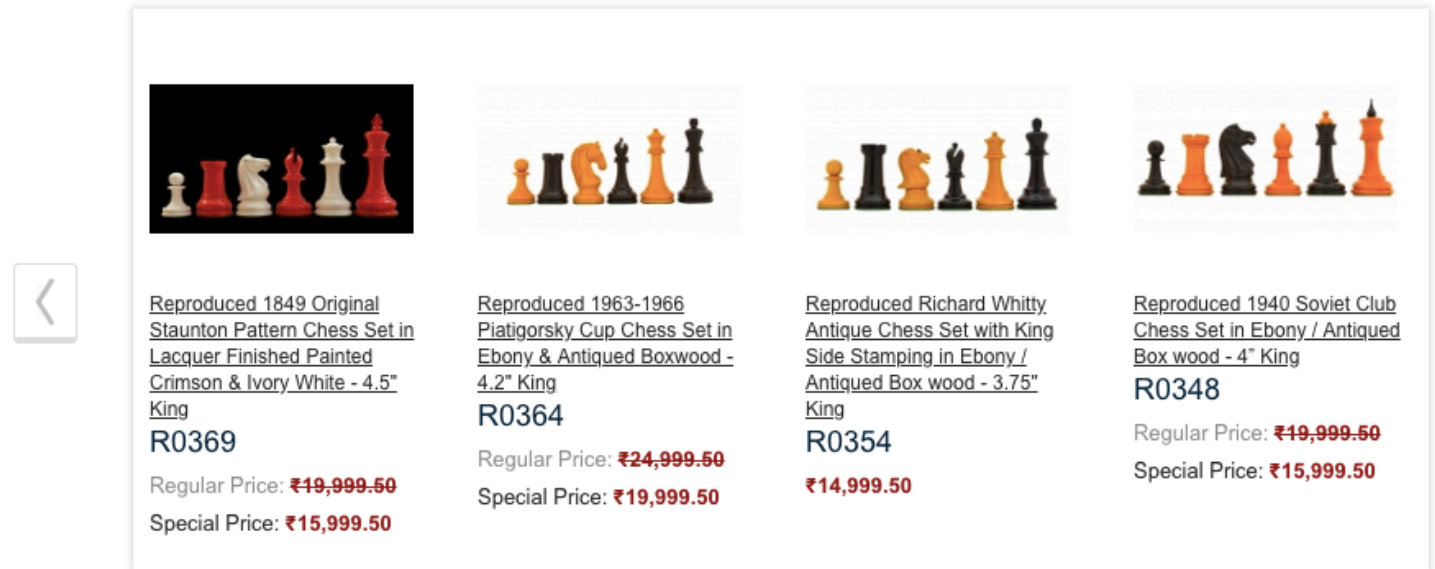
Conversion(Clickers vs BaU)
1.15X

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.

Customers who bought this items also viewed



The screenshot displays a carousel of four chess sets. Each item includes a product image, a title, a product ID, and pricing information. The first item is a 1849 Original Staunton Pattern Chess Set in Lacquer Finished Painted Crimson & Ivory White - 4.5" King (R0369) with a regular price of ₹19,999.50 and a special price of ₹15,999.50. The second is a 1963-1966 Piatigorsky Cup Chess Set in Ebony & Antiqued Boxwood - 4.2" King (R0364) with a regular price of ₹24,999.50 and a special price of ₹19,999.50. The third is a Richard Whitty Antique Chess Set with King Side Stamping in Ebony / Antiqued Box wood - 3.75" King (R0354) with a special price of ₹14,999.50. The fourth is a 1940 Soviet Club Chess Set in Ebony / Antiqued Box wood - 4" King (R0348) with a regular price of ₹19,999.50 and a special price of ₹15,999.50. Navigation arrows are visible on the left and right sides of the carousel.

Product Name	Product ID	Regular Price	Special Price
Reproduced 1849 Original Staunton Pattern Chess Set in Lacquer Finished Painted Crimson & Ivory White - 4.5" King	R0369	₹19,999.50	₹15,999.50
Reproduced 1963-1966 Piatigorsky Cup Chess Set in Ebony & Antiqued Boxwood - 4.2" King	R0364	₹24,999.50	₹19,999.50
Reproduced Richard Whitty Antique Chess Set with King Side Stamping in Ebony / Antiqued Box wood - 3.75" King	R0354		₹14,999.50
Reproduced 1940 Soviet Club Chess Set in Ebony / Antiqued Box wood - 4" King	R0348	₹19,999.50	₹15,999.50

Personal Boutique
Page

No of products recommended
10

Clickthrough Rate
9%

Conversion(Clickers vs BaU)
2.2X

