

sooqr



**THE NETHERLANDS RED
CROSS**

**SITE SEARCH IMPLEMENTATION
CASE**

THE RED CROSS & SOOQR

'I knew Sooqr from my previous professional experience, and I brought it immediately to the Red Cross'

'With our broad range of first aid courses and products a powerful search tool is essential.

Sooqr enables us to optimize our shopping experience!'



**Kelly Eras,
eCommerce Manager**

Shop.rodekruis.nl is the official webstore of the Dutch Red Cross. The Red Cross helps people in need during emergencies, conflicts and disasters. It engages in emergency response, volunteer assistance, first aid at events, first aid training, and assisted self-reliance. They also cover 'tracing and support' activities by restoring family links, provide war aftercare, and support victims of human trafficking. It also focuses on increasing respect and willingness to help, offering first aid courses.

“ *Kelly Eras*

"**Sooqr is effortlessly connectable to Magento 2.0**, and it allowed us to improve our on-site usability and conversion rate. **Due to good experiences with Sooqr in my previous job, I immediately prioritized implementing this tool at the Red Cross as well.** Overall, Sooqr's support is quick and on point. Apart from solving any possible technical issue, they also delivers 1-to-1 sessions to further optimize search results."

+10.11%

*Uplift in on-site
conversion rate*

+5.5%

Uplift in cart value

What features are you using? And how?

"eCommerce site search gives our website visitors the ability to query not only our first aid courses and products, but also find answers to questions they might have about our course platform called Heartbeat. **With Sooqr we managed to blend our on-site usability, allowing people to find the right merch or information of their booked course easily.**

With synonyms, it is possible to make our search engine more thorough at returning the desired results. **Thanks to Sooqr we realized that our visitors are using different words for the same product.** While some visitors use "waterfles" to find the Red Cross drinking bottle, others search for "dopper" (referring to the brand that produces drinking bottles). By simply adding those words in the synonym index we are making sure that our visitors find what they are looking for right away.

1 result(s)
Verfijn uw resultaten

Categorie
 EHBO producten 1

Subcategorie
 EHBO basisproducten 1

Prijs
€ 9 ————— € 10

search powered by
sooqr

Relevantie ▾

Sluiten ✕



Aluminium drinkfles

€ 9,95

Meer informatie

Ranking rules also add substantial value in the process of navigation. With ranking rules, we boost our regular courses over our refresher courses, as our regular courses are accessible for everyone, and the refresher courses can only be booked by visitors with a valid first aid certificate. **This way we can provide relevant results to new visitors** – without confusing them about the availability of both regular and refresher courses.

90 result(s)
Verfijn uw resultaten

Categorie
 EHBO cursussen 70
 EHBO producten 4
 EHBO voor beroepskrachten 1
 EHBO voor instructeurs 1
 EHBO-producten voor het onderwijs 1

Subcategorie
 First aid English courses 26
 EHBO aan volwassenen 17
 EHBO herhalingscursussen 10
 EHBO aan baby's en kinderen 8
 EHBO reanimatiecursussen 8

Prijs

Relevantie ▾

Sluiten ✕



Cursus EHBO aan baby's en kinderen (klassikaal)

€ 140,00

Meer informatie



Cursus EHBO aan baby's en kinderen (online + klassikaal)

€ 100,00

Meer informatie




Cursus Uitgebreide EHBO (klassikaal)

€ 260,00



Meer informatie





Our user experience was also enhanced by removing our **navigation's dead ends**. With Sooqr's interface this was fixed in the blink of an eye. **In the overview of queries with no result we could see the list of search terms without a result page**. During one of the helpful optimization sessions Sooqr mentioned to avoid a no-result page in the first place and advised us on how to create a good no-result page which helps visitors finding the right information.

Lastly, **placing graphical banners** at the top of the Site search results based on certain queries or filters is ideal to put emphasis on relevant information or a new product. We are planning to expend our promotional banners for specific search queries to improve the overall customer journey."



About Sooqr

Sooqr is all about conversion. It provides powerful converting solutions tailored to e-commerce masters. Our conversion suite consists of **Site search**, **Personalised site search**, **Product recommendations**, and **Merchandising**. You can manage everything from MySooqr, the conversion cockpit that offers you actionable insights for continuous webshop optimization. We have +1100 satisfied customers worldwide, and our long-lasting experience in searching and matching makes it easier for you to make the right customer discover the right product in your webshop.

Making Conversion Awesome.

If you would like to discover what Sooqr can do for you,
give us a call **+31 887667700** or send us an email
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