



## HealthWarehouse.com increases conversions 19% and reduces in-bound call volume 40% with Google Commerce Search



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### At a Glance

#### Goals

- Cut costs and overhead
- Improve conversions
- Reduce incoming call volumes
- Increase accuracy, speed of search
- Improve overall customer experience

#### Approach

- Implement Google Commerce Search

#### Results

- Increased conversions by 19%
  - Doubled search volumes
  - Reduced in-bound call volume by 40%
  - Improved customer experience
  - Reduced physical server demand by 50%
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### Company

HealthWarehouse.com, based in Cincinnati, Ohio, is a licensed US pharmacy in all 50 states and one of America's fastest growing online pharmacies. The company provides consumers with 300 prescription medications for \$3.50 with free shipping nationwide, and has grown rapidly by providing consumers affordability, convenience, and award-winning customer service.

In addition to its low prices, HealthWarehouse.com is renowned for its customer service: HealthWarehouse is a two-time winner (2009 and 2010) of BizRate's Circle of Excellence Award for online merchants, placing ahead of Amazon.com, Walmart.com, Walgreens.com and CVS.com in customer satisfaction.

### Challenges

On HealthWarehouse.com, customers can order everything from over-the-counter remedies to thousands of FDA-approved medications, along with insulin syringes and other healthcare supplies. With so many products available for online purchasing, the company must help customers quickly and easily find the medicines and supplies they need. "Many of our products are difficult to pronounce – let alone spell," explains Marston Alfred, Director of Product Development for HealthWarehouse.com. "Take Sumatriptan Succinate as an example."

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—Marston Alfred, Director of Product Development,  
HealthWarehouse.com

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Before the company implemented Google Commerce Search, Alfred says that many HealthWarehouse.com customers had difficulty finding the products they needed. The company's original search engine returned results too slowly, and didn't assist customers with tools such as synonym suggestions or auto-completion. "Customers were calling and telling us, 'It's great that you offer the lowest prices anywhere, but I searched for 'xyz product' and I couldn't find it on your site,'" Alfred recalls.

Helping customers find the right products used to require a dedicated, toll-free support line, staffed with customer service representatives. "We wanted reduce overhead by minimizing calls to the call center that our website could otherwise answer – search seemed like the perfect solution to help customers find the right products on their own," says Alfred.

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## About Google Commerce Search

Google Commerce Search is a hosted search service for your online store that brings the power and scale of Google's cloud computing platform to online retailers. Drawing on the speed and relevance of Google's search technology, Google Commerce Search increases online sales and usability by allowing customers to quickly and easily find exactly what they're looking for. Robust features including auto-completions, synonym suggestions, advanced spelling, targeted promotions, and multiple customization options make for a streamlined yet powerful online retail experience. Simple deployment and scaling, user-friendly analytics and tracking components, and enterprise-class support mean you can optimize your online product search experience and give customers the information they need to make purchases online.

For more information visit:

[www.google.com/commercesearch](http://www.google.com/commercesearch)

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*"Google Commerce Search gets better and more accurate every time one of our customers searches for something. We knew search from Google would perform well, but Google Commerce Search has far exceeded our expectations."*

*—Marston Alfred, Director of Product Development, HealthWarehouse.com*

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## Solution

To make the website more effective and reduce the incoming call volume, Alfred – an expert in user experience design for healthcare company websites – began redesigning the site navigation based on the popularity of products and specific categories. While doing so he noticed that the search functionality needed significant improvement.

To solve this problem, he chose Google Commerce Search, Google's hosted e-commerce search solution. "Everyone here was familiar with the Google search product line and its speed, relevance and innovation," Alfred notes. "When we looked at the benefits of Google Commerce Search the product far exceeded our expectations. We were also excited about moving into the cloud and having Google power our search in order to reduce our expenses and overhead."

According to Alfred, two HealthWarehouse.com engineers spent a total of three weeks transitioning the site to Google Commerce Search, from implementation through testing. The company had already uploaded its product feed to Google Product Search so that its inventory appeared on Google Shopping and Google.com, and so they were able to save time by using the same data feed for Google Commerce Search.

"We slightly modified our product feed to provide more attributes per product for Google Commerce Search, but it was simple – and fast," says Alfred. "If we add new products or make changes now, our feed is automatically updated through Google Product Search."

## Results

Since rolling out Google Commerce Search on HealthWarehouse.com, search users have doubled and search volume has increased by 85%. More accurate search results are also fueling sales. "When people type in '23G' into the search box, Google Commerce Search knows they are looking for a 23-gauge syringe," Alfred says. "I'd say 80% of that intelligence is machine learning on the part of Google Commerce Search – that's impressive. With our previous search solution, any synonyms would have had to be added 100% manually. Google Commerce Search gets better and more accurate every time one of our customers searches for something."

By relying on Google's cloud-based search, the company has halved the number of physical servers it must maintain, resulting in substantial cost savings. Incoming call-center volume has also been reduced by 40%. And, says Alfred, "since we launched the new search functionality, conversions are up 19%. Google was a big part of that."

"Google Commerce Search offers great return on investment," Alfred explains. "We have more satisfied customers and more satisfied staff, because they no longer have to spend as much time pointing customers to the right products. It offloads server maintenance responsibilities to Google, provides increased search accuracy, and is quick and easy to integrate. We knew search from Google would perform well, but Google Commerce Search has far exceeded our expectations."

