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Layla Rudy
Webmaster

ABOUT GOOGLE SITE SEARCH

Google Site Search is a hosted website search solution, powered by Google.com. Google Site Search leverages the relevancy and sub-second response times of Google.com to improve your website experience. As a Software-as-a-Service (SaaS) solution, you can setup Google Site Search in just minutes; customize the look and feel of search results; apply refinement labels; enjoy reporting features; obtain email and phone support; and turn off the ads on your search results.

For more information, visit
www.google.com/sitesearch

EMC Insignia experienced 20 percent increase in e-commerce sales with Google Site Search

Company

Losing vital business information can be devastating, especially if you run a small business and protecting company data is your own responsibility. That's where EMC Insignia, formerly Dantz Development Corp., comes in. The company produces a line of software and hardware products that enable small and medium businesses to store, manage, protect, and share important business information. EMC Insignia products can be used individually, together, and with third-party software and hardware. All products can be purchased from authorized EMC Velocity SMB Channel Partners throughout the world.

Approach

The EMC Insignia site, which averages 2,300 visitors per day, is the primary means for customers to learn about EMC Insignia products and support options. The comprehensive site features an e-commerce store, as well as hundreds of pages in six different languages, with topics ranging from support information and pricing to license codes and OEM products like hard drives. Because there was previously no search functionality on the site, customers had to navigate the site manually, page by page, to hone in on the right information. “We knew we needed search on our site,” says Webmaster Layla Rudy. “But we definitely didn't have the bandwidth to write our own search engine.”

Rudy and her team began their own quest for a high-quality search solution that would be easy to implement and intuitive to use, as well as cost-effective. “We saw Google Site Search and knew immediately that it was the perfect solution for us. It would be easy to implement and fell well within our budget constraints. Plus, being from Google, our customers would recognize the brand name and the quality.”

Rudy chose to have Google host EMC Insignia's Site Search solution on its own servers. This would simplify setup and maintenance and increase uptime, not to mention reducing the

The screenshot shows the EMC Insignia website interface. At the top, there are navigation links for Partners, Press Room, About Us, and Contact Us. Below that is a main navigation bar with links for Products, Support, Upgrade, Try, Buy, and Worldwide: North America. The main content area features a large banner for 'EMC Retrospect Backup and Recovery Software for Windows'. To the right of the banner is a search box with the text 'Google Custom Search' and a search button. Below the banner, there are several promotional boxes: 'EMC Retrospect 75 for Windows delivers powerful, easy-to-use data protection for Small and Medium Businesses.', 'Access Partner Center', and a 'Please note' banner stating 'EMC Insignia will be closed on Monday, May 26 for the Memorial Day holiday'. At the bottom, there are four columns of content: 'New Retrospect Video Tutorials', 'EMC is now an MSP Platinum Partner', 'EMC Retrospect: Certified Vendor', and 'Awards, Events, News'. The footer contains the EMC logo, copyright information, and links for RSS Feeds, Feedback, Privacy, and Terms of Use.

Figure 1: Google Site Search helps thousands of visitors find relevant product information fast

load on EMC's internal servers, which are under heavy strain already due to software downloads, high traffic volumes, and e-commerce purchases on the site store.

Results

Google Site Search was simple and quick to setup, and there is almost no ongoing maintenance. "It took us literally five minutes to set up Google Site Search, and only about 45 additional minutes to get search running flawlessly in all of our six languages," Rudy says. With constant updates to the site, Rudy notes that it is convenient to have a solution that runs itself. The control panel is easy to use, and Rudy and her team can tailor the search results page to conform to the company's branding standards.

Today, when customers land on the EMC Insignia site, they see the familiar Google brand and search results page. According to Rudy, the interface is clean and intuitive, and acts just like regular Google searches, so customers don't have to navigate another interface to find the right information. With Google Site Search, users can search PDF files, Excel documents, and web pages to find exactly what they need. "Our data sheets, price lists, and other materials are in PDF, so the ability to search PDF files is essential," says Rudy.

Google Site Search helps customers access data quickly, get answers to common support questions, and find key product features. This not only helps customers – it helps the company's support staff worldwide as well. "We have saved valuable technical support resources, reduced the number of incoming support calls, minimized the number of product refunds, and helped customers choose the right product," Rudy says.

Further, according to Rudy, since implementing Google Site Search, "There has been an approximate 85 percent decrease in customer-requested refunds. Since customers are able to find product information more easily, they are able to find the correct product for their needs. For the same reasons, the company has also seen an approximate 20 percent increase in e-commerce sales."

Customer support has also improved. Rudy reports that the company's support staff can more quickly find links, documentation, and common answers to deliver to customers when fielding inbound calls.

Increasingly, EMC Insignia customers are finding what they need via Google Site Search. On the first full day of its implementation, EMC had 90 queries. By the fourth day, 200 of the site's 2,300 daily visitors searched using Google Site Search. By the end of the first week, almost 10 percent of visitors were using Google Site Search.

All this has been achieved by implementing Google Site Search at EMC Insignia, at a very low price point. "The quality/cost ratio for Google Site Search is exceptional," notes Rudy. "We pay several hundred dollars per year – pretty much nothing in the scheme of things – and it's far more beneficial cost-wise than hiring a developer to create our own back-end search engine. And, there's a definite plus in using the trusted Google brand."

