



## Retaining customer loyalty with a "tailored" shopping experience

RETAIL

### Customer Spotlight: Blair Corporation

As more retailers leverage the power of online storefronts to grow their business, they must be careful not to estrange their most loyal customers.



Blair Corporation, the nation's 8<sup>th</sup> largest cataloger and direct marketer of women's and men's apparel and home products, has built a strong and loyal customer base by offering value, quality, service and guaranteed satisfaction. After 90 years as a traditional catalog retailer, Blair's mission now is to use the Internet to increase brand visibility, revenue growth and customer acquisition, while keeping its customers happy and coming back for more.

For the past 30 years, Blair has been successful marketing to the women's wear needs of the "WWII Generation". Knowing the challenges of selling online to this customer demographic, Blair needed to make its website as assessible and intuitive as its trusted paper catalog. One key strategic initiative Blair undertook was to integrate EasyAsk's precision search, dynamic navigation and merchandising capabilities with their website running IBM WebSphere Commerce. With this new search and navigation capability, Blair's customers are now able to type in a word, phrase, question or complete description "women's blue knit pants in size 10" into the search box and get fast and accurate results. For those who like to browse through selections of women's pants, customers can narrow their selection by specifying "material", "size", "color" and "price". Either way, the same results are displayed. If the customer changes her mind, she doesn't have to start all over again. The original search maintains context enabling a quick search route to a new selection. Furthermore, Blair can monitor unique search patterns, buying preferences and purchase trends to map its merchandising strategy to the needs of its customers.

With easy-to-use search and navigation from EasyAsk, Blair benefits not only from the increases in search conversion rates and expected revenue, but also from providing an enhanced customer experience — ultimately converting catalog browsers into online shoppers. Mission accomplished.

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*"An additional reason we selected EasyAsk was their track record of success with key online retailers. As we continue our accelerated evolution into multi-channel retail, Blair's goal is to continually strengthen our overall customer experience and to maximize online revenue. By driving higher search conversion rates and providing more dynamic merchandising, EasyAsk's search platform is a key part of our strategy to meet these goals."*

Jeff Parnell

VP/General Manager of e-Commerce

Blair Corporation

[www.blair.com](http://www.blair.com)



EasyAsk Inc.  
119 Russell Street  
Littleton, MA 01460  
Tel: 978-486-8860  
Fax: 978-486-0868  
[www.EasyAsk.com](http://www.EasyAsk.com)