

CASE STUDY:

DFS Increases Online Conversions by 10% and Boosts AOV with ViSenze Discovery Suite

UK-based furniture retail company DFS leveraged AI-powered smart recommendations with ViSenze, increasing their conversion rates and reducing the bounce rate for their website.

DFS is the leading retailer of sofas in the UK with a 50-year heritage. It operates 115 showrooms in the UK&ROI, eight across Spain and the Netherlands. They also have a leading web platform to drive sofa retailing in the digital age.

When UK-based furniture retail company DFS recognized that customers were starting to combine furniture styles instead of buying from a single collection, they saw an opportunity to turn that behavior into more sales. But to do it, the company would need to rethink its product recommendations. DFS turned to the AI technology from ViSenze, a leading AI solution provider for retailers and brands, to create a smart suggestions solution for its online store.

DFS had already worked with ViSenze on experiments with visual search for its furniture. This was another critical aspect of enhancing product discovery on the DFS online store. The work gave the two companies a solid foundation to build new product recommendations. With ViSenze, DFS implemented a "You May Also Like" widget for each product detail page that recommends similar items based on color, style, and other characteristics. By embracing AI technology in the cloud, DFS has improved conversion rates and created a more intuitive customer journey on its website.

CLIENT:

DFS Group

COUNTRY:

United Kingdom

EMPLOYEES:

3,500

INDUSTRY:

Retail

Enhancing the Shopping Experience With AI-Powered Recommendations

↑ 10%

Improved conversion rates



“By putting images at the heart of the customer experience, we’re greatly improving the customer journey. We can achieve these smart visual recommendations with ViSenze.”

JAMES VERNON, HEAD OF ONLINE, DFS



To achieve this, ViSenze provided computer vision and machine learning technology to shorten customers' paths from discovery to purchase. “ViSenze is very flexible and responsive,” says Vernon. “We have a great working relationship with the ViSenze team, and we could develop ideas, carry out trials, and iterate quickly with ViSenze.

The two companies worked together to configure the solution so that its recommendations would be dynamic and relevant to the current item based on its price, color, and other characteristics. These custom rules can also present suggestions based on specific price thresholds and prevent repeating recommendations. Using AI, DFS can show customers a wider variety of products and increase their chances of finding something to suit their preferences and needs. DFS and ViSenze developed and tested the proof-of-concept over 3 months. When it was ready to be pushed into the live website, the implementation was simple and DFS needed to add only 12 lines of code on its product pages.

Boosting Conversion Rates by Engaging Customers with Personalized Recommendations



The ViSenze solution to improve product suggestions has proven successful—it has quickly increased conversion rates by 10% and has received high interaction from shoppers. “With the new AI solution in place, our website engagement is significantly higher,” says Vernon. “By making it easier for customers to find products, we encourage them to spend more time exploring our catalog.” Presenting a variety of similar but distinct items from the customer’s current product page helps reduce the bounce rate by 3% and drives customers to more purchases on the DFS website. Better recommendations have also increased revenue; DFS has seen a 8% improvement in average order value after implementing the ViSenze solution.

“ViSenze has improved the experience for our customers,” says Vernon.

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JAMES VERNON, HEAD OF ONLINE, DFS

Building a Smart Shopping Experience Using AI



higher average
order value

After the success of the recommendations solution, DFS has continued plans for innovating with ViSenze. The company plans to continue focusing on its visual experience by considering integrating ViSenze’s Visual AI technology with a popular online pinboard and social platform.

“The retail furniture industry is competitive,” says Vernon. “With ViSenze, we can put imagery at the heart of what we do and rise above the competition.”



ABOUT DFS GROUP

DFS Group is a leading sofa retail specialist in the United Kingdom. Its portfolio includes Sofology, Dwell, and DFS, the country's largest furniture manufacturer and retailer. Since 1969, the company has manufactured and sold high-quality sofas and other furniture.

dfs.co.uk



ABOUT VISENZE

ViSENZE is a leading visual AI solution provider for leading retailers and brands worldwide. Since 2012, the company has enhanced product delivery and shortened conversion paths for clients.

visenze.com