

Leading U.S. – Based Wholesaler Attributes 2000% Online Revenue Boost to Rezolve Ai



LEADING WHOLESALER

REZOLVE AI PRODUCT:

Brain Commerce – Search & Product Discovery Platform

- Search
- Recommendations
- Data Enrichment
- Merchandising
- Reporting & Analytics
- ETL
- CMS

INDUSTRY:

B2B Retailer

+67%

Conversion Rate

+26%

Click-through Rate

+114%

Add-to-cart rate

-73%

Null Searches

The Challenge

Scale With Digital Channel Growth Goals

A leading US-based wholesaler needed a modern search solution that would scale with its digital channel growth goals. It was also looking to reduce IT resource costs, since even incremental gains to its KPI metrics required significant IT investment and resources. They determined that the Rezolve Ai eCommerce Suite aligned perfectly with its requirements. They were also impressed by the Rezolve Ai team, who showed a willingness to be a proactive partner in the company's success.

The Solution

Increased Product Findability, Increased Online Revenue

The wholesaler opted to invest in the complete Rezolve Ai ecommerce Suite: Search, Filtering, Category Browse Pages, ETL, Data Enrichment, Search Analytics, Recommendations and CMS. Rezolve Ai's Data Enrichment solution added product details to increase overall findability while advanced machine learning analyzed the complex product catalog and numerous customer actions to continuously improve product recommendations and personalization.

The wholesaler's Senior Director of Digital UX and Product Management commented, "I would say Rezolve Ai brings a fresh perspective that resonates with a modern user and customer experience."

- The Rezolve Ai team implemented advanced filtering capabilities, surfacing products that aligned with the company’s growing number of programs, such as same-day delivery. The CMS improved SEO and gave the wholesaler a chance to educate and develop deeper customer relationships through blogs.
- Analytics enabled continuous improvement and refinement of merchandizing and overall site experience. The Rezolve Ai Customer Success team provides leadership as well as partnership. The Senior Director noted, “Rezolve Ai has a resilient attitude, so they are there to learn with you as your partner, and they keep you updated about not only the good things but the bad things as well.” She continued, “Their leadership made the relationship smooth and straightforward. A lot of authenticity and follow through has been added to the interaction.”

The Results

“In working with Rezolve Ai, we found that we saved significantly in IT costs, were able to reallocate IT resources to higher priority tasks and enable our eCommerce team to quickly and effectively update the site,” commented the Senior Director. The enhanced customer experience is proven by significant increases in add-to-cart rate and revenue.

Since implementing Rezolve Ai, the wholesaler has seen an online revenue boost of 2000% and marked improvements in other key eCommerce metrics. Plus, there is a steady stream of fresh ideas as a result of the relationship between both teams.

The Senior Director commented, “I would advise clients to get more engaged, because this is not plug and play and then forget about it. Rather, they should develop a good understanding and engagement to truly start seeing the value.”

INTERESTED IN JOINING THE OTHERS?

Connect with us to explore how you can leverage our Conversational Commerce and Product Discovery solutions

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