



How Lámparas Gálvez outshines its competition with Motive Commerce Search

motive



Say *hola* to Lámparas Gálvez!

Lámparas Gálvez is a passionately run family business with over 50 years experience in the decorative lighting industry.

During the early days of eCommerce - when a custom coded website was the only option available - the brand rose to the challenge of building an online catalogue, which has today grown to more than 22,000 products.

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A family run, customer first business



Lámparas Gálvez is currently headed by Juan Antonio Gálvez, who's Grandfather founded the company. Back then, Juan's Grandfather sold various items in his Bazaar in Córdoba, southern Spain.

But of all of these items, it was the decorative lighting fixtures built by the family that were in the highest demand.

This led to the creation of a second business, Lámparas Gálvez, that would focus entirely on decorative lighting.

Under the current leadership of Juan Antonio Gálvez, the company has continued to grow offline, but has also created an ever larger presence online, all without ever losing the family touch that has been their hallmark since the beginning.



The challenge: Finding a suitable search solution

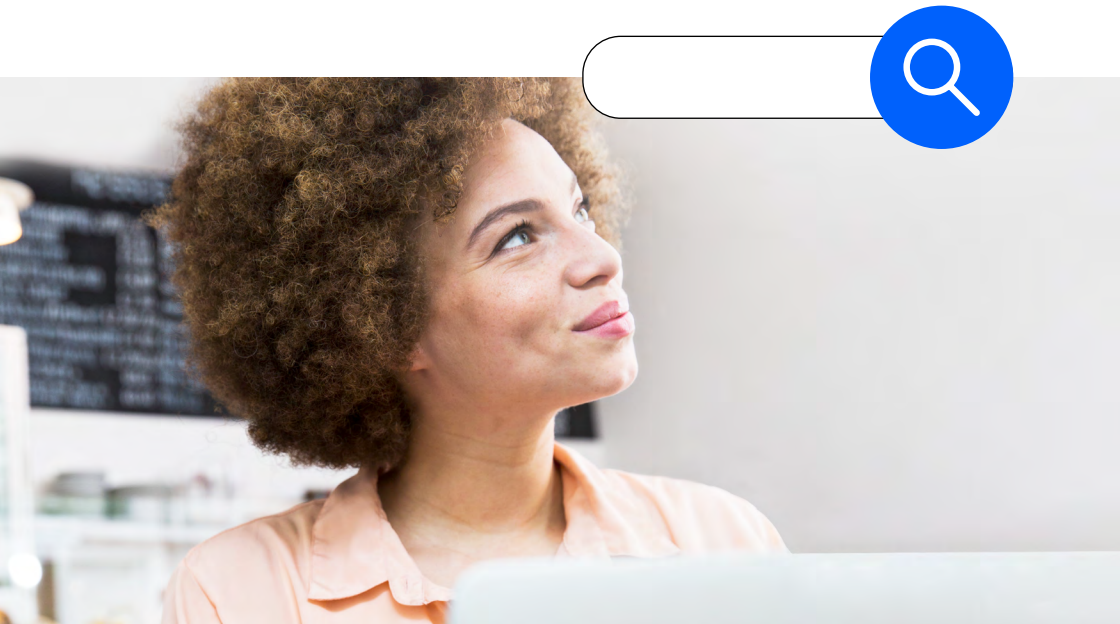
As Lámparas Gálvez's online presence grew, so did the need for an effective search solution. In particular, the brand needed to offer its customers a way to efficiently search and filter its extensive catalogue.

Customers were struggling to find what they were looking for, and the lack of effective filtering options was impacting their overall shopping experience.

To continue providing a top-notch customer experience, Lámparas Gálvez needed to find **a more user-friendly and efficient search solution.**

The company initially tried a well known eCommerce search solution, but it fell short of their expectations, particularly in terms of filtering.

Lámparas Gálvez needed a more effective and user-friendly tool. **That's when they decided to switch to Motive Commerce Search.**



**"I really like the design,
competitive price and peace
of mind Motive gives."**

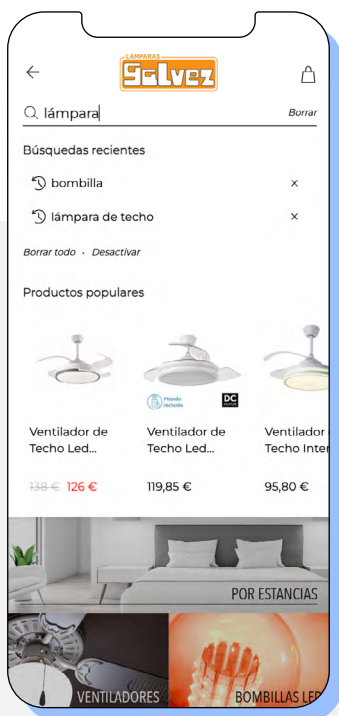
Juan Antonio Gálvez

The solution: Motive Commerce Search

After carefully evaluating several options, Lámparas Gálvez chose Motive Commerce Search. The team was impressed by its design, price, and customer support.

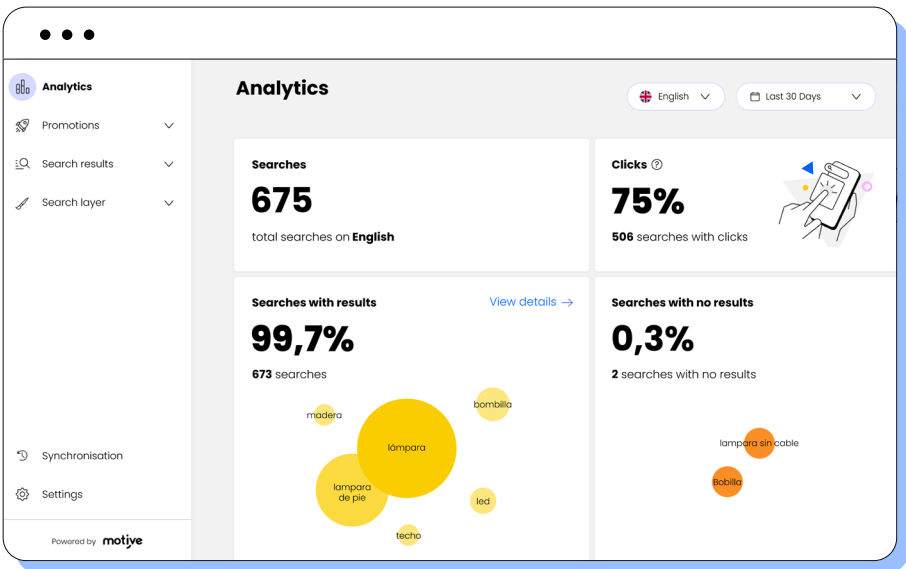
Motive Commerce Search also offered several key features that addressed the specific needs of Lámparas Gálvez, including:

- ▶ A more carefully designed and aesthetic search layer
- ▶ Search history that appears when the search box is clicked
- ▶ Well-functioning filters to help customers find what they're looking for



“Taking into account that getting a customer to your website is already an arduous and costly task, it’s logical that once the customer is on your website you try to keep them there. One of the most fundamental tools for us to achieve this is Motive Commerce Search.”

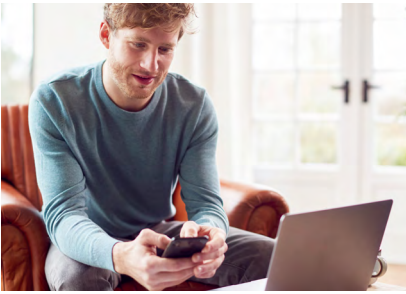
Juan Antonio Gálvez



By complementing these with other Motive Commerce Search features, Lámparas Gálvez has been able to achieve its goal of offering a more engaging and user-friendly shopping experience that’s been essential for retaining customers on its website.

The results: Improved customer experience and engagement

Since connecting Motive Commerce Search to its online store, Lámparas Gálvez has seen improved customer engagement, an increase in add to carts coming directly from search, and a reduction in searches with no results.



+17%

Searches
with clicks

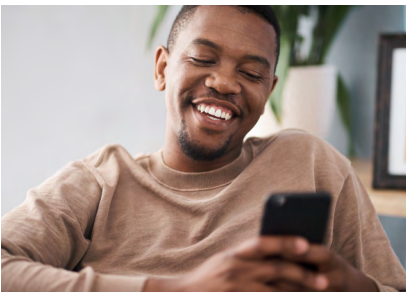
+21%

In-search
add to carts



-17%

Searches
with no results



These improvements have led to an enhanced shopping experience for customers and increased trust in Lámparas Gálvez

“The things I like most are the design of the search layer, the search history, and the powerful filters that help customers find exactly what they’re looking for.”

Juan Antonio Gálvez



The key to Lámparas Galvez’s success? Customer trust

Juan Antonio emphasises the importance of making the online shopping experience as seamless as possible for customers.

This includes investing in a good search engine like Motive Commerce Search, easy-to-use shopping carts, and offering multiple payment options.

Displaying contact information, such as phone numbers and email addresses is another way that helps the company build trust with customers online.

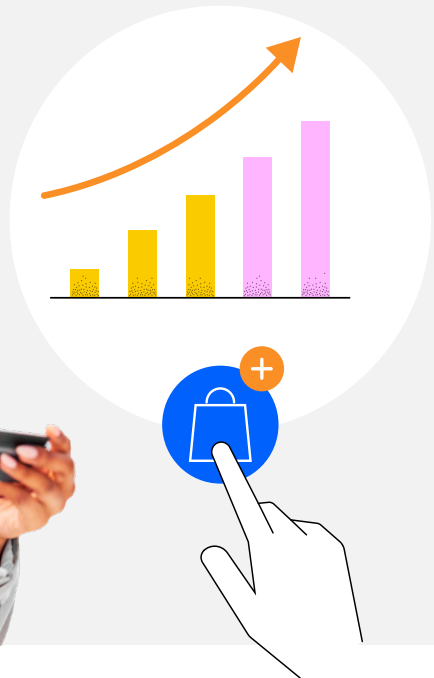
He also says that any eCommerce store looking for continued success needs to stay in touch with customers throughout the entire process.

That means providing updates on order status, delays, or changes.

Juan Antonio and Lámparas Gálvez are firm believers that the human touch is always appreciated by customers, something Motive Commerce Search strives to recreate in order to offer unique and engaging shopping experiences that sell more and build trust.

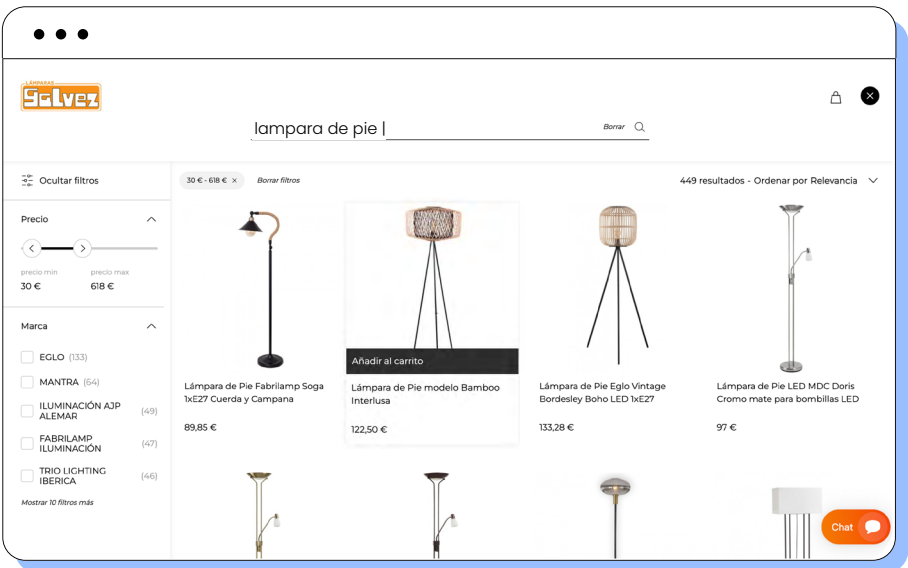
“Motive Commerce Search is helping us increase customer confidence and trust.”

Juan Antonio Gálvez



Maximise your eCommerce impact

Lámparas Gálvez's success with Motive Commerce Search is a testament to the importance of a user-friendly and effective search solution in the eCommerce space.



By enhancing the customer experience and fostering trust, Lámparas Gálvez has been able to retain customers, increase add to carts and improve its overall online performance.

Thank You!

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