



SUCCESS STORY

Restaurant Equippers' Agentic solution with **Netcore Unbx** lifts add-to-cart rates by up to **20%**

Founded	: 1966
Headquarters	: Ohio, US
Industry	: B2B Retail

The Impact

- Higher engagement — 60-70% ~ 3x higher than normal search
- Reduced customer-care calls
- Improved AOV through high-margin recommendations





**RESTAURANT
EQUIPPERS**
WAREHOUSE STORES



About Restaurant Equippers

Restaurant Equippers is a leading supplier of commercial restaurant equipment and supplies serving professionals across the food-service industry. Known for its everyday low warehouse prices and extensive catalog of professional-grade equipment, Equippers operates both in-store and online, helping restaurateurs, caterers, and food-truck owners equip their kitchens with confidence.

In 2022, Restaurant Equippers migrated its ecommerce operations to Adobe Commerce, further modernizing its digital presence and accelerating growth through a more scalable, AI-driven platform experience.



The challenges

Before partnering with Netcore Unbx, Restaurant Equippers faced persistent roadblocks with its previous search provider.

According to Angela Maynard, Director of Ecommerce Operations:

“We faced challenges with simple things like stemming and even the synonyms not working accurately... People might type in a quote instead of the word ‘inches,’ and we needed a solution that could identify that and help users continue their search.”

Key pain points identified

- Limited AI capability and early-stage personalization from the former platform
- Search gaps in stemming, synonyms, spell check, and query understanding
- High manual effort for maintaining redirects and synonyms
- Low conversion and bounce-rate issues due to irrelevant results





The decision to choose Netcore Unbx

After evaluating several alternatives, Restaurant Equippers selected Netcore Unbx for two decisive reasons:

- AI leadership and custom fit to their catalog — the live demo using Equippers' own data demonstrated clear, measurable relevance gains.
- Partnership ethos — the Unbx team's collaborative approach stood out. "It all came down to the people. The team helped build a custom AI solution that was right for our business and didn't stop until we were confident and satisfied."
— Restaurant Equippers

Seamless onboarding and implementation

Netcore Unbx delivered a smooth migration with visible improvements within days of launch. "Within just a few days after launch, the transformation was evident. Search became more intuitive, results were ranked more intelligently, and the console proved remarkably user-friendly for my team."

The implementation included:

- Custom AI model tailored to Equippers' catalog and customer behavior
- User-friendly console reducing manual synonym setup and maintenance
- Rapid onboarding for non-technical teams via a no-code interface



Transforming search and discovery

Smarter search experience

Search relevance improved immediately through AI-driven query interpretation, better ranking, and autosuggest capabilities—leading to higher search usage and engagement.

The AI-Powered Shopping Agent

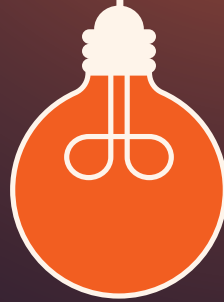
Restaurant Equippers became one of the early adopters of Netcore Unbx's AI Shopping Agent, a conversational, multi-turn assistant that mimics an in-store salesperson online.



Agentic personalization that drives business alignment

The evolution from basic personalization to Agentic Commerce has been transformational for Restaurant Equippers.

With Netcore Unbx's AI-powered Shopping Agent, Equippers is no longer just recommending products — it's running intelligent, goal-driven shopping journeys that think, reason, and act like a seasoned salesperson.



“What is Netcore Unbx Shopping Agent?”

Netcore Unbx Shopping Agent is purpose-built to drive measurable outcomes across key ecommerce metrics. It:

- **Drives higher Average Order Value** by recommending add-ons, comparisons, and alternatives that boost shopper confidence.
- **Reduces mid-journey friction** by detecting hesitation and re-engaging potential drop-offs with timely prompts.
- **Personalizes every interaction** by adapting in real time to shopper behavior, context, and cart signals—treating every shopper like the brand’s most valued customer.”



How Netcore Unbx's Shopping Agent powers Agentic Commerce

Capability	Description	Business Impact
Multi-turn conversations	The Agent maintains contextual dialogues, understanding each user's goals, preferences, and constraints (e.g., space, usage, budget).	Creates an immersive guided journey; reduces bounce rates.
Dynamic merchandising alignment	Prioritizes high-margin, in-stock, or promotional items in real time based on defined business rules.	Elevates AOV and profitability without manual intervention.
Adaptive intent recognition	Uses deep-learning based semantic understanding to interpret unstructured queries like "equipment for a pizza food truck" or "fryer for cafe use."	Surfaces relevant cross-category items; improves product discovery accuracy.
Real-Time learning loop	Continuously improves through behavioral feedback — refining its recommendations as shoppers interact.	Sustains engagement and boosts conversion quality over time.
Omni-context integration	Connects with existing PIM, CDP, and analytics systems, ensuring data consistency and enabling unified decision-making.	Gives merchandiser visibility and control without relying on IT.



By blending AI intelligence with merchandising intent, Restaurant Equippers uses the Shopping Agent not just as a conversational interface – but as an autonomous sales engine that aligns every interaction with strategic business goals.

This integration bridges Equippers' in-store expertise with AI-powered online personalization, helping customers make informed decisions faster while ensuring the brand maximizes profitability.

The result is a guided, intent-led commerce experience – where every click, query, and conversation drives measurable outcomes: higher engagement, improved conversions, and a tangible uplift in AOV.

Business impact

Within weeks of launch, measurable results emerged:

Metric	Impact
Search Engagement	60-70% interaction (~3× growth vs before)
Add-to-Cart Rate	+12-20% increase
Call Volume	Decreased significantly
Revenue	20% uplift
Average Order Value	10% growth



Testimonial

“

The Shopping Agent has been a real game-changer for us. It helps bridge the gap between in-store and online experiences - guiding customers, anticipating their next question, and proactively surfacing the right products. We're seeing higher conversions and increased average order values because shoppers are staying engaged and finding exactly what they need.



— **Angela Maynard**,
Director of Ecommerce Operations, Restaurant Equippers.

”





Looking ahead

Restaurant Equippers continues to expand its digital strategy with Netcore Unbx, exploring next-generation Agentic AI features to edefine how professionals shop for restaurant equipment online.

The partnership is anchored in continuous innovation, guided discovery, and AI-powered personalization, keeping Restaurant Equippers at the forefront of digital commerce for the F&B industry.

See what's possible for your business.

Discover how Netcore Unbx can elevate product discovery and customer experience.

[Request Personalized Demo](#)





About Netcore Unbx

Netcore Unbx is an AI-powered product discovery platform consistently recognized as a leader by independent analysts. Named a Leader in Gartner's 2025 Magic Quadrant™ for Commerce Search and Product Discovery for the second consecutive year and earning the highest score in Current Offering & In-Session Personalization in The Forrester Wave™: Commerce Search and Product Discovery Solutions, Q3 2025, Netcore Unbx stands at the forefront of the category. Powered by advanced search, merchandising, personalization, and Agentic ecommerce, Netcore Unbx ensures shoppers find the right products faster, leading to higher conversions, order values, and customer satisfaction.