



SUCCESS STORY

YPO achieves 2X faster search performance with Netcore Unbx

Founded	: 1974
Headquarters	: Wakefield, West Yorkshire
Industry	: Business supplies & equipment

Key results

- YOY revenue growth of 9.66%
- YOY increase in total sessions by 29.35%





About YPO

Established to serve the UK's public sector, YPO (Yorkshire Purchasing Organisation) operates within the procurement and supply industry, providing an extensive range of over 23,000 products and 100+ procurement frameworks.

Owned by 13 local authorities, YPO reinvests all profits back into the public sector, ensuring exceptional value for schools, local councils, charities, emergency services, nurseries, and care homes.

Business challenges

Before partnering with Netcore Unbx, YPO's previous search solution had several limitations that restricted its ability to deliver the modern, intuitive experience customers expected.

Limited search intelligence:

The legacy search platform struggled to understand context and user intent, often displaying repetitive or less relevant results for similar queries.

Lack of merchandising flexibility:

The previous system did not allow YPO to strategically influence search results, highlight key suppliers, or utilise browsing and sales data to create personalised experiences.

No recommendation or analytics capabilities:

Static recommendation modules required ongoing manual effort to maintain relevance, and the platform provided little visibility into search behaviour or zero-result queries.

Restricted filtering and navigation:

The old setup offered minimal sorting options, only by name or price, without the ability to apply dynamic filters or facets to refine search results.

The decision

YPO conducted extensive research, including demos, client reviews, and performance evaluations of multiple search providers. A detailed scoring process compared features, usability, and commercial viability.

Netcore Unbx emerged as the top choice due to:

- Strong **AI-powered merchandising** and personalisation capabilities that enabled YPO to deliver contextually relevant results and on-site user experience.
- Netcore Unbx's **flexible APIs** enabled smooth implementation with minimal downtime.
- **Advanced facet** and filtering controls allowed YPO's customers to refine searches resulting in improved navigation.

Implementation and results

Following implementation, YPO realised immediate improvements in search relevance, speed, and user satisfaction.

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Customer sentiment shifted from frustration to satisfaction, with one user noting,

“An easy-to-use searchable web page.”

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Notable features driving impact



Merchandising

YPO now promotes specific categories and suppliers using banners, campaigns, and curated product collections, all managed directly within Netcore Unbx's merchandising workbench.



Mixed results and filtering

Netcore Unbx enables unified search results, combining products, frameworks, blogs, and news in a single query. The Type facet empowers users to refine their search experience seamlessly.



Synonym management

The ease of adding and managing **synonyms** in seconds was a "game changer" for YPO. Regional terms and product naming differences no longer cause missed results, improving search precision and inclusivity.

The speed of results using Netcore Unbx had over a 2x improvement over the previous search solution, this ensure customers see what they need quickly, which is paramount for a lot of YPO customers where time is precious, efficiency is key. It's been transformational for both our customers and our team.



David O'Brien,
Ecommerce & Digital Solutions Manager, YPO



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.

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