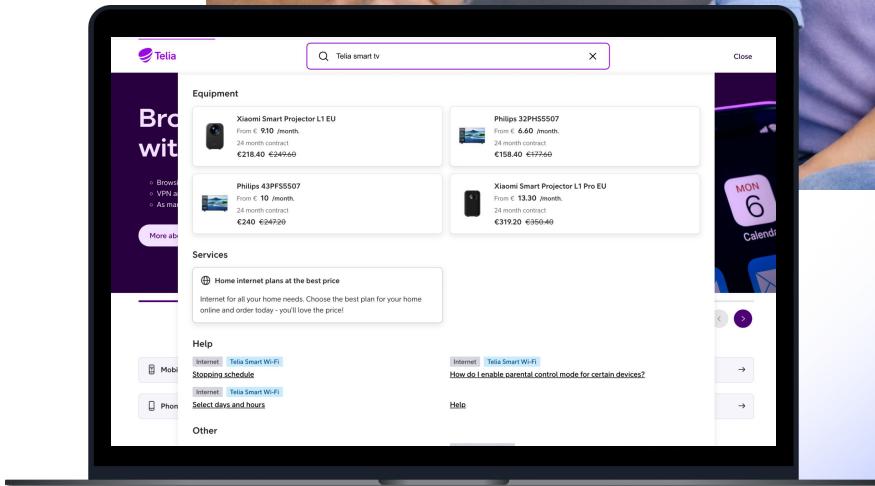




# How Telia Lithuania achieved 15% CTR and enhanced customer support with LupaSearch



# The results



**15%**

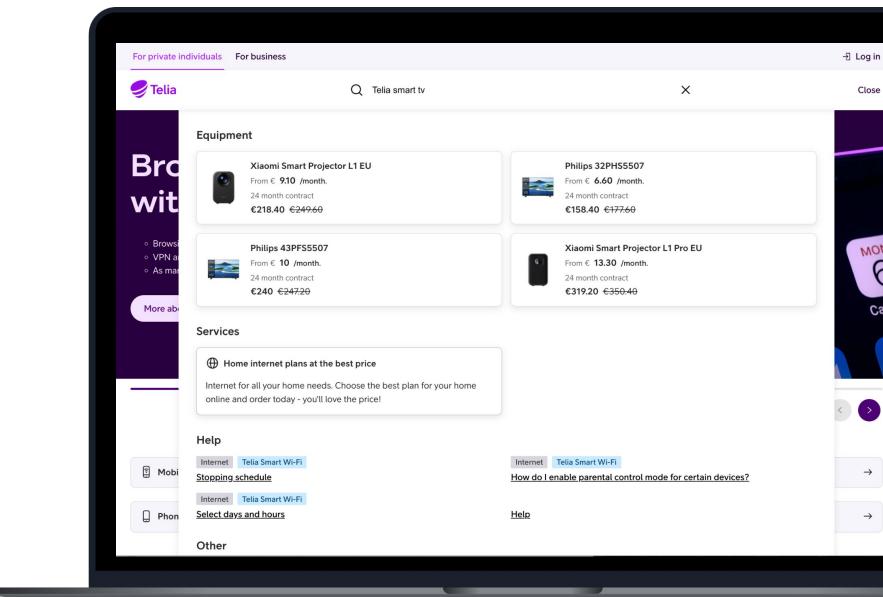
Higher search  
click-throughrate (CTR)

**10%**

More users relying on  
search

**20%**

Fewer no-result  
searches





Lupasearch powers  
search in:

[telia.lt](http://telia.lt)

## About integration



Industry  
**Telecommunications**



Monthly traffic  
**2,9M visits**



Platform  
**PrestaShop**

# Key challenges

- **Fragmented content ecosystem**

Telia wanted to connect multiple content sources — including products, services, support articles, FAQs, news — into one intelligent search, giving customers a single place to find any information they need.

- **High support load**

Customers couldn't find essential information like technical support guidance or service center hours. Many turned to the support team for answers that could have been solved by a good-performing search, increasing the volume of incoming requests.

- **Inefficient content discovery**

Even when content existed, it was often buried behind disconnected indexes, leading to slower customer journeys and missed opportunities to convert.

- **Inconsistent search relevance**

Different sections used separate ranking rules, returning uneven or conflicting results for similar queries. This made it harder for customers to trust the search experience.

# Solution

Telia Lithuania replaced its existing Apache Solr-based system with LupaSearch, creating one unified, intelligent search experience across all digital properties. **Key initiatives included:**



## Unified indexing across multiple sources

LupaSearch connected Telia's B2C and B2B content, merging products, services, support articles, FAQs, and news into one intelligent search for consistent results across the site.

The screenshot shows a search results page for 'Telia tv' on the Telia website. The results are categorized into 'Recommended searches', 'Equipment', 'Services', and 'Other'. The 'Equipment' section lists three TV models: Panasonic TV-55W90AEG, Hisense 43E7Q + audio system, and LG 50QNED7EA6B. The 'Services' section lists 'Tele TV with Telia Play | TV Plans & Prices Online', 'Internet and Telia Play TV | TV channels Online', 'TV channels | Telia Play', and 'Telia Play for the whole family | Films | Series | Movies for children'. The 'Other' section includes links for 'Telia TV Privacy Notice', 'TV channels with the MIX plan', 'Sustainability', and 'Prestigious rating: Telia is a leader in sustainability'. The page also features a sidebar with 'Recommended searches' and a 'Help' section with links for 'Telia TV Play' and 'Android TV'.



## **Native SAP Commerce integration**

The solution was deployed quickly with minimal development effort, fully aligned with Telia's existing architecture.



## **AI-enhanced natural language processing (NLP)**

Customer queries are now interpreted based on intent, not just keywords, ensuring faster access to relevant answers and products.



## **Smart ranking algorithms**

LupaSearch surfaces the most relevant and helpful content automatically, from troubleshooting guides to device recommendations.



## Optimized self-service experience

Customers now solve many of their own questions through search, reducing inbound tickets and freeing support teams to focus on complex cases.

The screenshot shows a search interface for Telia. At the top is a search bar with the query "How can I subscribe to Telia TV?". Below the search bar, the results are displayed in a grid format. The first result is "Smart TV with Telia Play | TV plans and prices online", which includes a description and a link to "Choose the best plan and watch up to 90 channels, subscribe to HBO, TeliaPlay+ or create your own package. Watch TV even on your...". The second result is "Telia Play for the whole family | Movies | Series | Cartoons for children", with a description and a link to "Telia Play package is designed for the whole family. Popular series and popular movies for adults. Educational shows and cartoons for children....". The third result is "Telia tariffs abroad | Internet plans abroad", with a description and a link to "Planning to travel abroad? All tariffs abroad and Telia roaming prices. Visit us, select a country and find out all service prices abroad.". The fourth result is "Equipment insurance for phones, computers and watches", with a description and a link to "Equipment insurance will give you peace of mind and protect you from unexpected expenses. Phone insurance, smartwatch insurance - on...". Below the search results, there are sections for "Help" and "Other". The "Help" section contains links for "Telia Play television | Order, requirements and login", "How can I subscribe to or cancel the TV Games service?", "Telia Play television | Use and management", "Ordering the Telia Play service", "Privacy | Data processing", and "Order management". The "Other" section contains links for "Other" and "Telia TV Privacy Notice".



## Scalable infrastructure

For generic terms like "Bosch," search now smartly surfaces drills, kettles, dishwashers, etc.



With LupaSearch, we finally unified our entire search experience — from B2C and B2B to help content. Customers now find what they need much faster, and we've noticed a clear drop in repetitive support queries. The implementation was smooth, and the collaboration with the LupaSearch team was both agile and effective.



**Inga Vaškevičė,**  
Pre-paid & E-com Product Manager, Telia Lithuania



Designed for developers

**Ship faster with  
powerful and  
easy-to-use APIs**



Quick start



Frontend  
configurator



API overview



API  
documentation



Status page



GitHub



Swagger

# AI-powered search

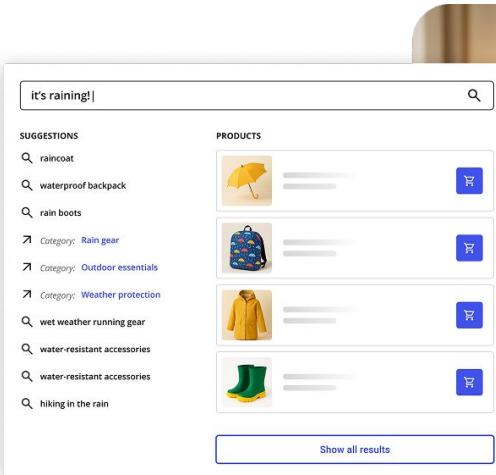
LupaSearch eliminates fuzzy search results and creates a highly-personalized shopping experience. Right product, right search, right time.

AI synonyms

Vector search

Redirects

Multi-index search



it's raining!

**SUGGESTIONS**

- raincoat
- waterproof backpack
- rain boots
- Category: Rain gear
- Category: Outdoor essentials
- Category: Weather protection
- wet weather running gear
- water-resistant accessories
- water-resistant accessories
- hiking in the rain

**PRODUCTS**

-  Raincoat
-  Waterproof backpack
-  Rain boots
-  Category: Rain gear
-  Category: Outdoor essentials
-  Category: Weather protection
-  Wet weather running gear
-  Water-resistant accessories
-  Water-resistant accessories
-  Hiking in the rain

Show all results



# Autocomplete and suggestions

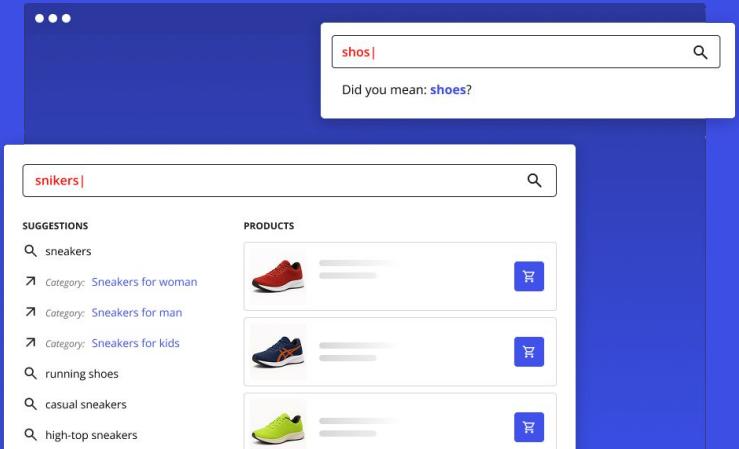
Deliver a seamless search experience by correcting typos, predicting intent, and guiding users with smart suggestions.

Typo correction

Smart autocomplete

Synonyms

"Did you mean"...



shos

Did you mean: [shoes](#)?

snikers

**SUGGESTIONS**

- sneakers
- Category: Sneakers for woman
- Category: Sneakers for man
- Category: Sneakers for kids
- running shoes
- casual sneakers
- high-top sneakers

**PRODUCTS**

-  Sneakers for woman
-  Sneakers for man
-  Sneakers for kids
-  Running shoes
-  Casual sneakers
-  High-top sneakers

# Merchandising control

Product merchandising control lets you showcase products that align with seasons, campaigns and offers. Cross-sell, upsell, stay in control.

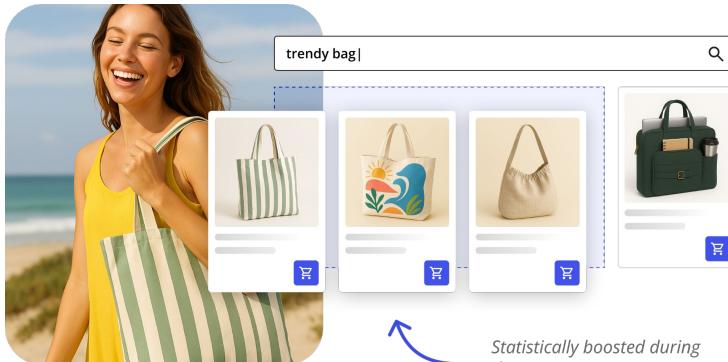
Statistical boost

Numeric boost

Custom ranking rules

Statistical boost

Search boosting engine



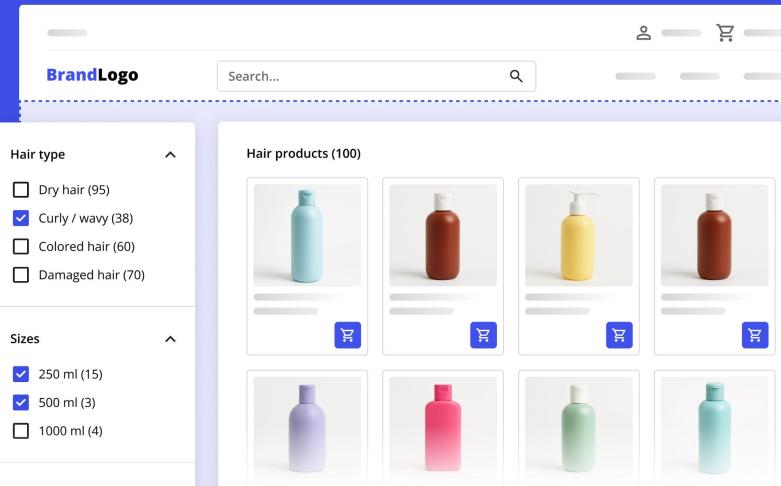
# Dynamic catalog management

Optimize your product catalog to streamline organization and navigation. Improve load times, user experience, and conversion rates.

Dynamic filters

Fast Page Load Speed

Up to 200M SKU in catalog



# Smart recommendations

Deliver personalized suggestions that boost sales. Boost e-commerce sales with personalized recommendations based on user interactions.

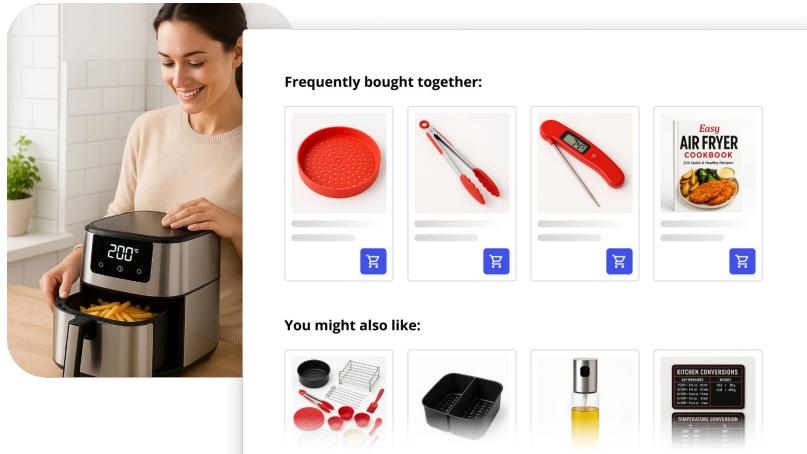
Statistical boost

Numeric boost

Custom ranking rules

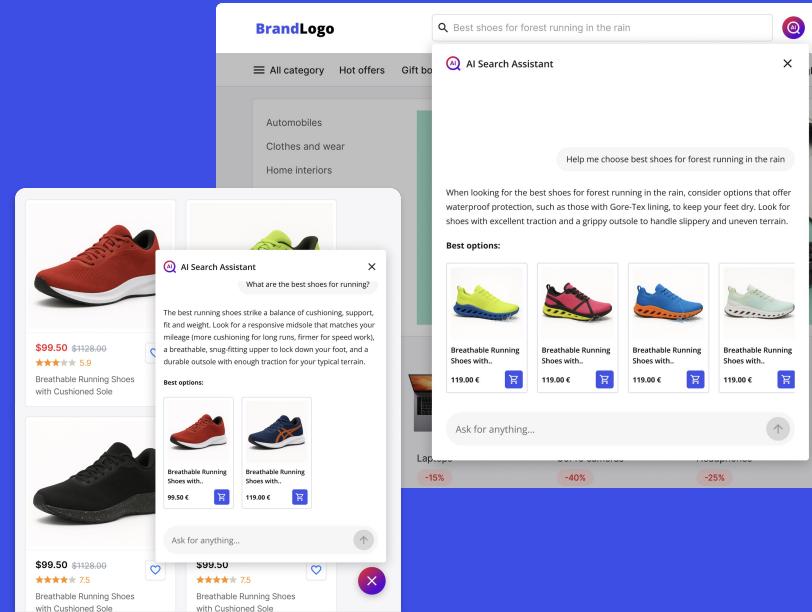
Statistical boost

Search boosting engine



# GenAI shopping assistant

Provide a customized explanation about why each product is a good fit based on what customers search. Motivate them to buy and double the conversion rate.





No Extra Cost!

## AI Powered – Search analyst

This is a proactive search optimization AI assistant that transforms your search solution not only into a tool but also into a virtual search employee working for you.



**0.25–0.5 FTE**

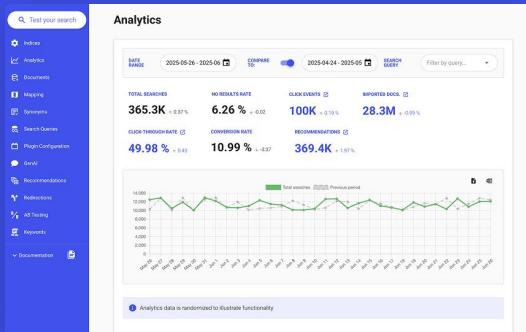
**Data analyst at your service**

- ✓ AI powered reports that suggests what to optimize on its own, **even when you don't have time to dig into details.**
- ✓ Constantly reminds you about opportunities to improve search and conversion.
- ✓ With small changes, visible results: **20% effort → 80% return.**
- ✓ Compared to human labor costs, it covers **0.25–0.5 of a full-time specialist.**

# LupaSearch console

## Intelligent search analytics

Uncover AI-driven insights to optimize search and performance. Analyze data and make wiser decisions.



The dashboard displays key search metrics: Total Searches (365.3K), No Results Rate (6.26%), Click Events (100K), and Reported Clicks (28.3M). It also shows Click-through Rate (49.98%) and Conversion Rate (10.99%). A line chart tracks 'Total searches' over time, showing a slight upward trend. The sidebar includes links for Test your search, Indexes, Documents, Mapping, Searches, Search Queries, Page Compartions, Alerts, Recommendations, Notifications, and Keywords.

## Visual user flow displays

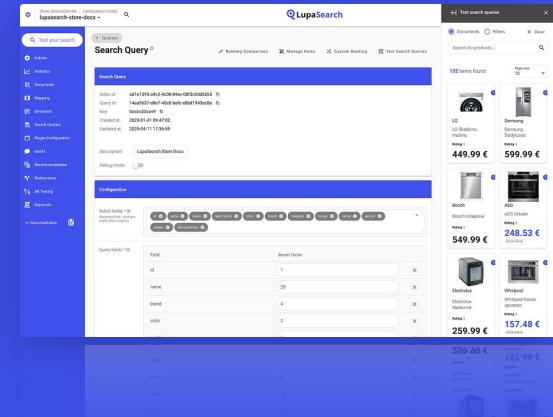
Understand your users' journeys on your website and how they interact with search results.



The user flow visualization shows a complex path starting from a search event. The flow branches into various user interactions: Search (14), Search Box Search (1), Suggestion Click (1), Item Click (1), Add To Cart (1), Zero Results (1), and Search Box Zero Results (1). The flow then continues through Click (1), Item Click (1), Add To Cart (1), Zero Results (1), and Search Box Zero Results (1). The sidebar includes links for Test your search, Indexes, Documents, Mapping, Searches, Search Queries, Page Compartions, Alerts, Recommendations, Notifications, and Keywords.

## Advanced settings

Customize the shopping experience and grow your business fast. Adapt to the ongoing changing needs of your customers.



The configuration interface allows users to set up search queries with various parameters. A table shows query fields and boost factors: id (1), name (2), brand (4), and color (2). The sidebar includes links for Test your search, Indexes, Documents, Filters, Search Queries, Page Compartions, Alerts, Recommendations, Notifications, and Keywords.

# We can make your search better.

## We commit to the results.

**200M**

SKU in one catalog

**3-30%**

Increased conversion

**21%**

Increased search revenue

**60-250ms**

Lightning-fast search

[Get a demo](#)

