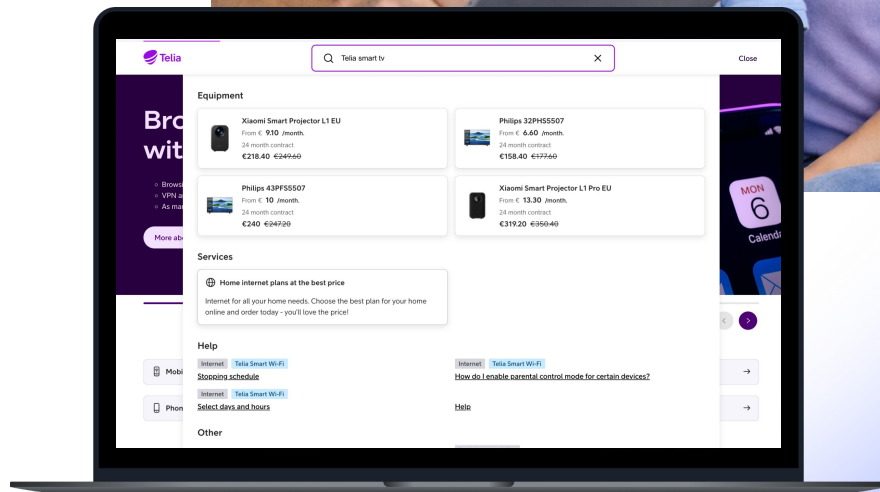




How Telia Lithuania achieved **15% CTR** and enhanced customer support with **LupaSearch**



The results



10%

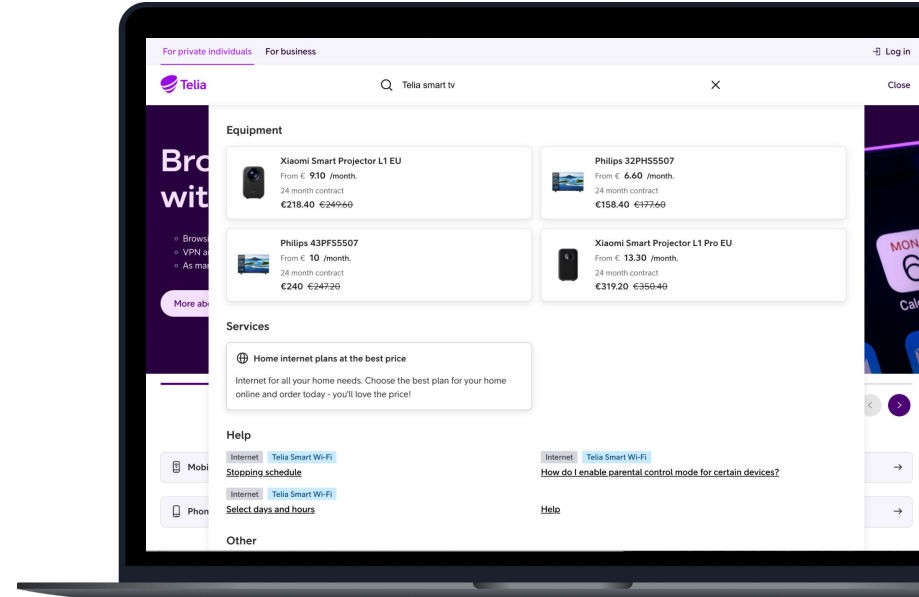
More users relying on search

15%

Higher search click-throughrate (CTR)

20%

Fewer no-result searches





Lupasearch powers
search in:

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

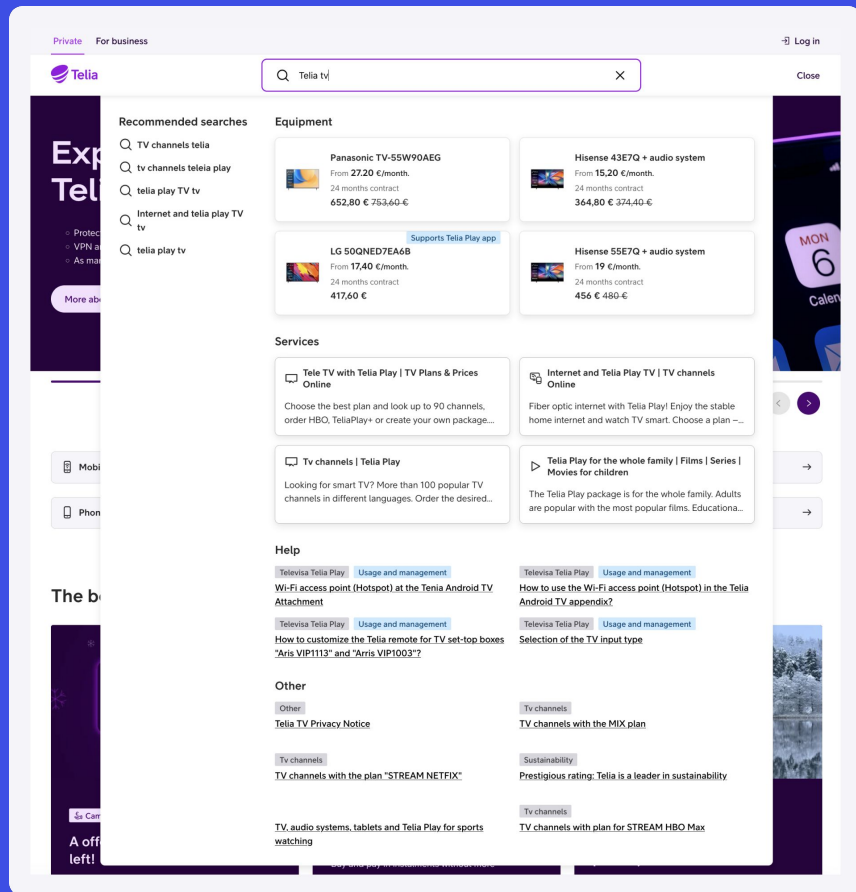
Telia Lithuania replaced its existing Apache Solr-based system with LupaSearch, creating one unified, intelligent search experience across all digital properties. **Key initiatives included:**





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.





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.



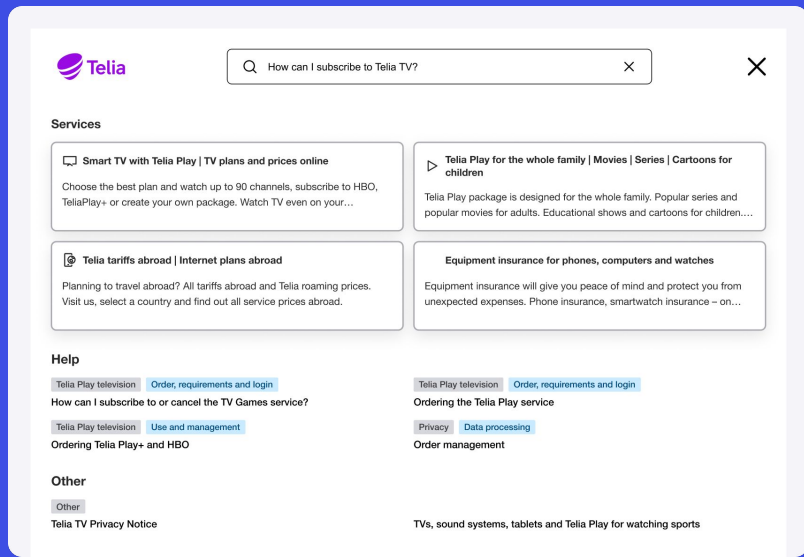
Smart ranking algorithms

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.



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

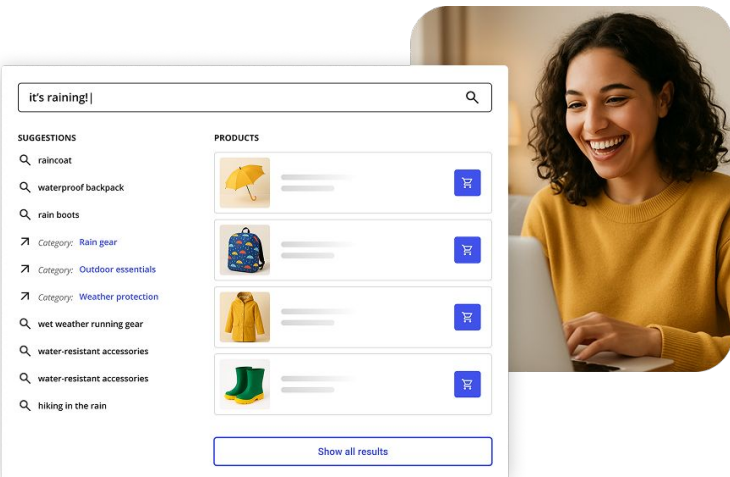
LupaSearch eliminates fuzzy search results and creates a highly-personalized shopping experience. Right product, right search, right time.

AI synonyms

Vector search

Redirects

Multi-index search



Autocomplete and suggestions

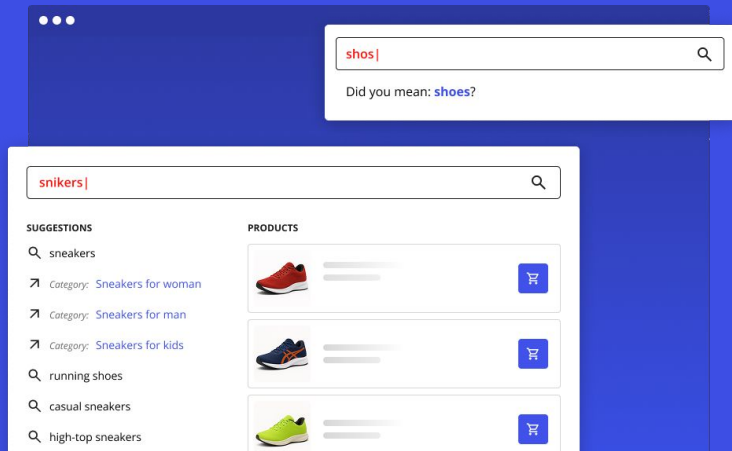
Deliver a seamless search experience by correcting typos, predicting intent, and guiding users with smart suggestions.

Typo correction

Smart autocomplete

Synonyms

"Did you mean"...



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



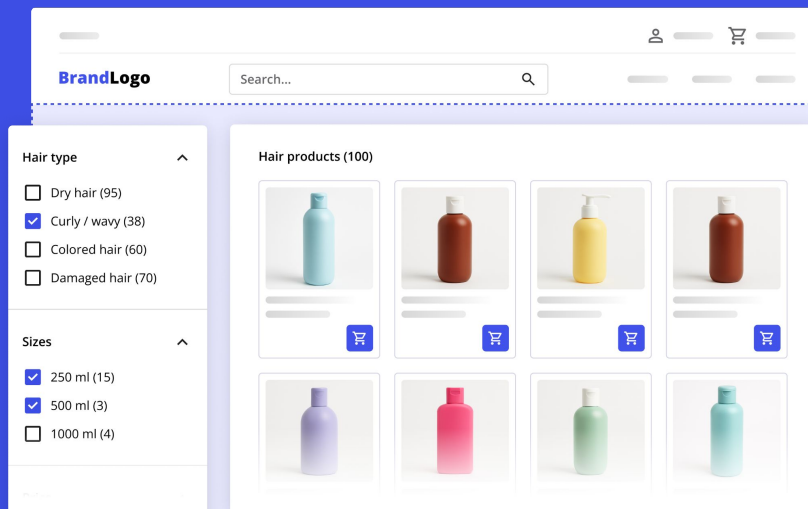
Dynamic catalog management

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

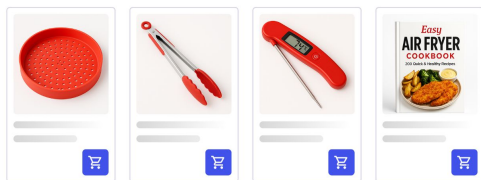
Custom ranking rules

Statistical boost

Search boosting engine



Frequently bought together:

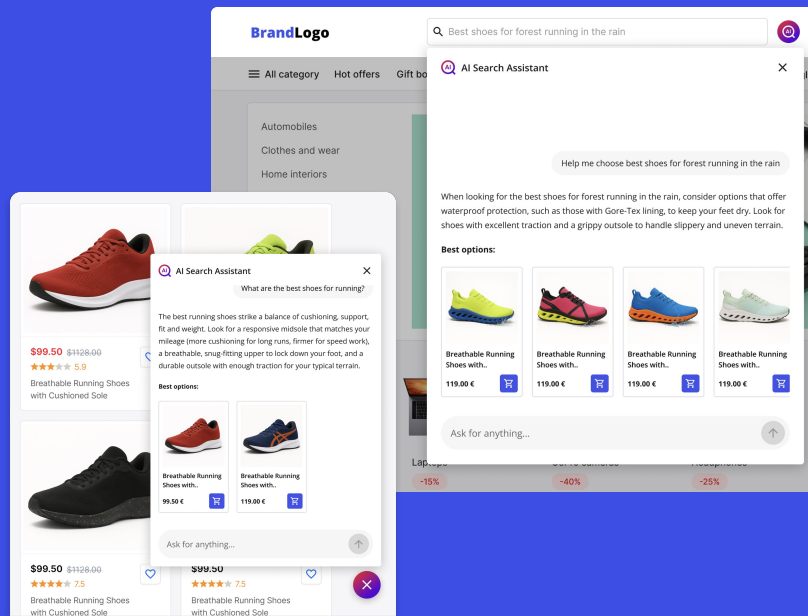


You might also like:



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.

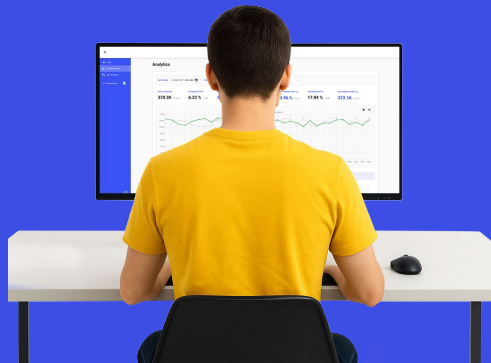




No Extra Cost!

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

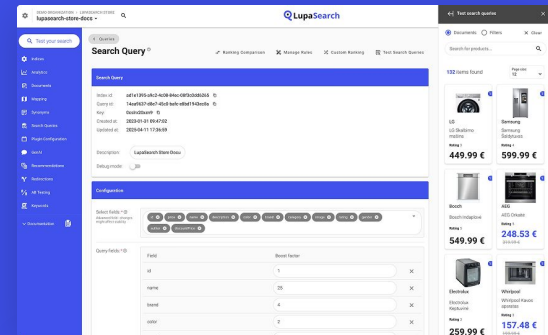
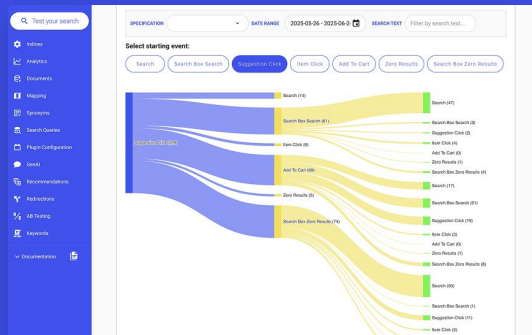
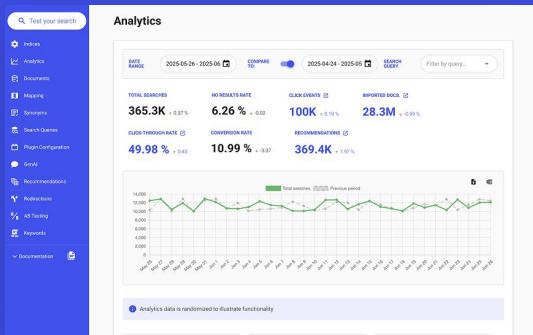
Uncover AI-driven insights to optimize search and performance. Analyze data and make wiser decisions.

Visual user flow displays

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

Advanced settings

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



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

