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News

Learn How a Cracka Site Search Will Improve Your Bottom Wine

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Crackawines.com.au delivers exceptional online user experiences with SLI System's advanced site search and navigation features. The pureplay online retailer is divulging its e-commerce secrets in an upcoming webinar.



Online wine, beer and cider merchant crackawines.com.au wows its customers with a seamless, innovative and best-of-breed navigation and site search function that helps visitors find what they want easily and quickly.

Crackawines, partnering with SLI Systems, thinks outside the square when it comes to digital innovation. Crackawines has implemented brilliant features on-site that make the pureplay retailer a standout contender in the e-commerce space. Site search and navigation features like [Learning Search](#) and Rich Auto Complete work to provide a better search experience online. Site visitors that use these search features are provided with the most relevant search results.

In the 40-minute [How a Cracka Site Search Will Improve Your Bottom Wine webinar](#), Calvin Brodie, Digital Manager at Crackawines, will discuss how the retailer has introduced SLI Systems' site search and navigation to create a world-class user experience and increase online sales. Calvin will share insights garnered through the process, including which features have worked best and future plans for continued growth.


Join Calvin and SLI Systems' APAC Country Manager, Mark Brixton, on Thursday, June 27 at 2:00pm (AEST) for an insightful webinar, where you can help to gain customer trust and satisfaction with fast, precise and successful searches.

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Article by JESSICA BENTON

Jessica is PR/ Content Executive at The Media Pad, publisher of Power Retail and Power Content. With a strong background in Australian and UK online content creation, Jessica has worked with global e-commerce leaders including John Lewis and online organisations such as Enterprise UK to create and develop compelling website content and innovative marketing campaigns. Jessica has also worked as a journalist for a number of years, including stints in newspaper, radio and online media, and has a solid understanding of the local media industry. Work aside, Jessica spends her spare time indulging in all things antique and vintage, and can often be found trawling the stalls of markets for unique clothing, homewares and bric-a-brac. Follow Jessica on [Twitter](#), [Google+](#) or connect with her on [LinkedIn](#)

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