AUTOMATION ANYWHERE
Go be great.

SearchUnify®

SALES AND MARKETING
"THE SAMMY"
TECHNOLOGY AWARD
2022

Winner in
User Experience Optimization

CASE STUDY

How **Automation Anywhere** is Winning at User Experience with SearchUnify

Achieves **51%** Increase in Successful Conversions with a Unified Cognitive Platform

www.searchunify.com

About Automation Anywhere

Industry
RPA and Intelligent Automation

Headquarters
San Jose, California

Automation Anywhere is the No. 1 cloud automation platform, delivering automation and process intelligence solutions across all industries to automate end-to-end business processes for the fastest path to enterprise transformation. The company offers the world's only cloud-native platform combining RPA, artificial intelligence, machine learning, and analytics to automate repetitive tasks and build enterprise agility, freeing up humans to pivot to the next big idea and build deeper customer relationships that drive business growth.

Automation Anywhere helps drive value for their customers with The Automation Success platform - the new system of work with automation applications delivered on a unified, and complete intelligent platform.

⚙ Awarded the 2022 Sales and Marketing Technology Award for User Experience Optimization.

⚙ Leader in the 2022 Robotic Process Automation Emotional Footprint report and received a 9.1 out of 10 Customer Experience score.

Grappling with the Challenges

Crafting a top-notch user experience has always been a priority for Automation Anywhere. The company offered all the technical information on the website to enable seamless adoption of its assortment of RPA and Intelligent Automation products.

However, a couple of challenges surfaced.

First, the users had to juggle content repositories to find apt information.

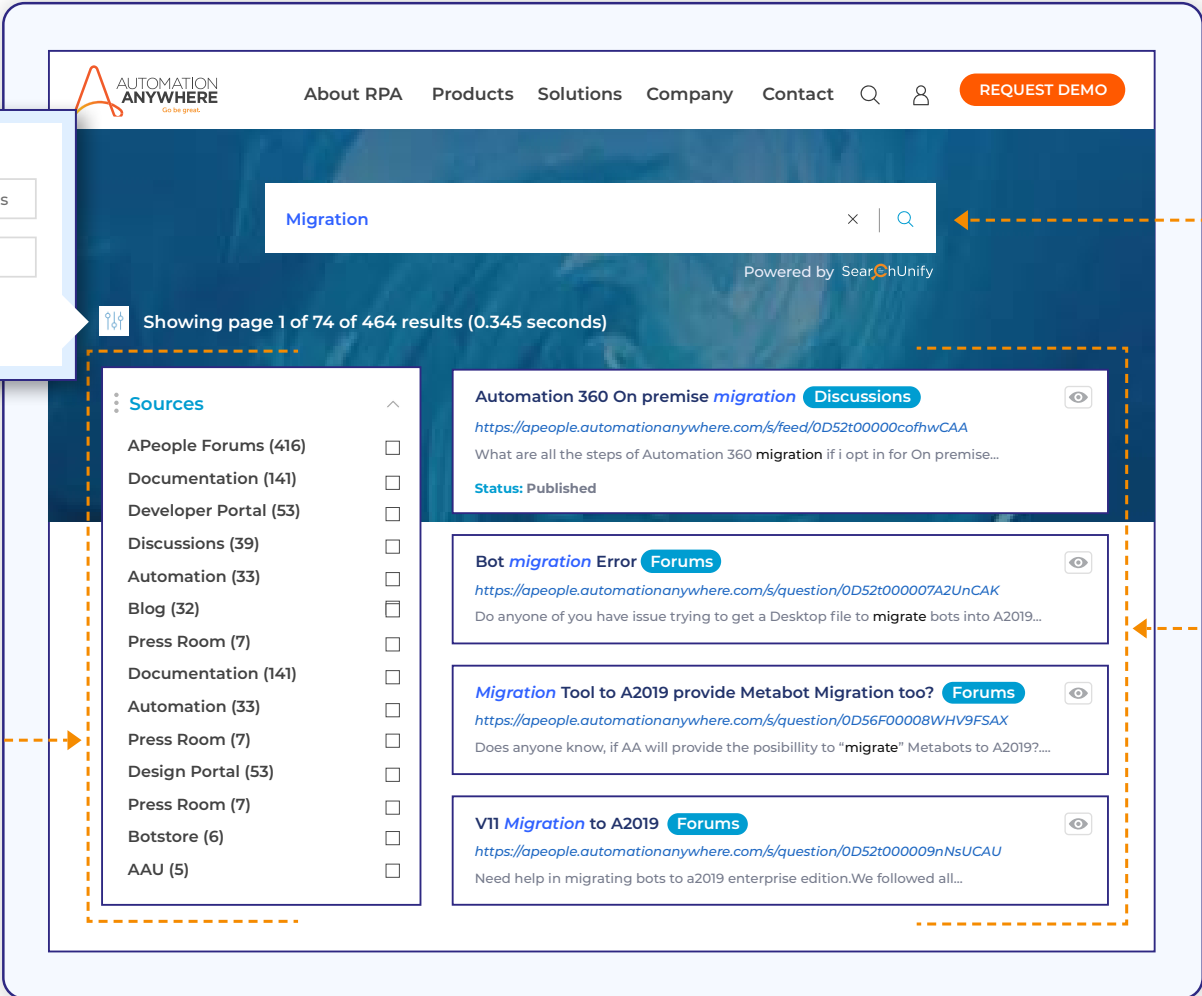At times, they also ended up with irrelevant results due to limited search intent processing.

Additionally, the navigation was a bit cluttered. All these factors took a toll on UX.

Overcoming the Hurdles with SearchUnify

Automation Anywhere chose SearchUnify, a unified cognitive search platform, to create a unified discovery experience for website visitors.

Here's how:

⚙ SearchUnify, with its 55+ native connectors, integrated all their disparate content repositories. As a result, whenever a website visitor ran a query, the engine scoured all of Automation Anywhere's KBs to find relevant answers. Hence, no more switching tabs.

⚙ The platform's NLP-fueled algorithms helped amplify **search relevance** by factoring in customer data based on their activity across touchpoints and engagement patterns.

⚙ Furthermore, SearchUnify's **dynamic facets** allowed users to comb through a colossal amount of information.

⚙ Moreover, it offered admins the ability to **automatically and manually tune** search results to boost relevant content pieces for specific keywords, content sources, intents, etc., to the top of the SERPs.

Advanced Search

With the exact phrase

With one or more words

Without the words

10 results per page

REFINE SEARCH

Advanced Search with intelligent filters for enhanced content findability

Unified Search across all content sources and intelligent facets

About RPA   Products   Solutions   Company   Contact

REQUEST DEMO

Migration

Powered by SearchUnify

Showing page 1 of 74 of 464 results (0.345 seconds)

Sources

APeople Forums (416)
Documentation (141)
Developer Portal (53)
Discussions (39)
Automation (33)
Blog (32)
Press Room (7)
Documentation (141)
Automation (33)
Press Room (7)
Design Portal (53)
Press Room (7)
Botstore (6)
AAU (5)

Automation 360 On premise *migration* **Discussions**
https://apeople.automationanywhere.com/s/feed/0D52t00000cofhwCAA
What are all the steps of Automation 360 **migration** if i opt in for On premise...
Status: Published

Bot *migration* Error **Forums**
https://apeople.automationanywhere.com/s/question/0D52t000007A2UnCAK
Do anyone of you have issue trying to get a Desktop file to **migrate** bots into A2019...

Migration Tool to A2019 provide Metabot Migration too? **Forums**
https://apeople.automationanywhere.com/s/question/0D56F00008WHV9FSAX
Does anyone know, if AA will provide the posibillity to "**migrate**" Metabots to A2019?...

V11 *Migration* to A2019 **Forums**
https://apeople.automationanywhere.com/s/question/0D52t000009nNsUCAU
Need help in migrating bots to a2019 enterprise edition.We followed all...

Contextual, personalized search powered by NLP & ML

Relevant and tuned search results powered by AI

SearchUnify & Automation Anywhere: The Winning Team

The souped-up website yielded more valuable information to the users, which led to a whopping **57,283 sessions,** up from **32,094** in the previous year.

It also amplified successful conversions **upto 51%** in under a year.

And what makes this outcome even more impressive is the fact that **8,343 new users** were witnessed on the website with an average session duration of about **9 minutes**, up from **5 minutes** earlier.

Furthermore, the daily average for Searches with No Results dropped by **150%**.

On the other hand, the daily average for Searches with No Clicks dropped by **26.67%** in the last **6 months**.

In addition, Automation Anywhere saw a reduction in bounce rate from about **40% to 30%**, which means the users were viewing more than one page on the site.

About SearchUnify

SearchUnify is a unified cognitive platform built on a core of cognitive technology, machine learning and an insights engine. It powers an intelligent search engine & AI-based applications including **Intelligent Chatbot**, **Agent Helper**, **KCS Enabler**, **Escalation Predictor & Community Helper**, that help elevate customer support & self-service. It indexes disparate content repositories, makes relevant content easily discoverable (on online communities, sites, customer portals, service consoles) and provides advanced insights into user search behavior, content usability, and content gaps – all while self-learning to personalize and keep responses within the context and ensuring the security of the enterprise data.

To see it live in action, **Request a free demo!**

Let's Connect

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