Benefits of AI-Driven Enterprise Search for
# Community Managers

This is Jarred

Jarred works as a community manager with a leading SaaS-based application provider. He is responsible for

1. Scaling the company's online community.

2. Keeping the community content-rich with easily accessible relevant information.

3. Ensuring that all questions of community members are answered, through available information or by responses from community members.

4. Improving community engagement (supported by metrics).

5. Strategizing and analyzing ways to attract new traffic.

6. Preparing reports using analytics and other tools for top management.

Major Challenges Jarred Faces
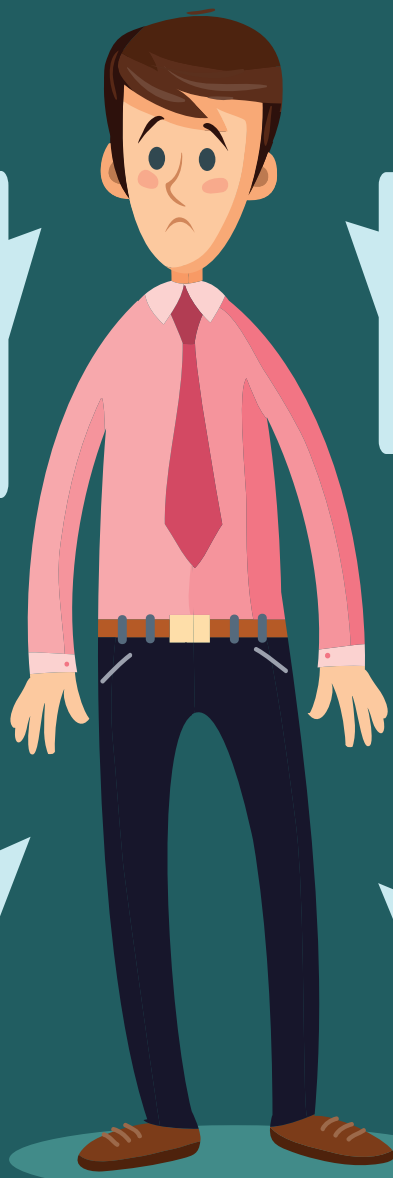
Jarred needs to make relevant information easily accessible within the organization, whether or not it is residing in the community.

He has to ensure that the community delivers significant value - both for the organization and for the audience.

He has to justify the ROI of the community.

He needs figure out how to grow the community without constantly increasing the costs of moderation.

He needs to have solid user engagement metrics to quantify the community's impact.

He has to acknowledge customer concerns and find the fastest and cheapest way to address them.

The Solution Implemented by Jarred

1. Jarred deployed SearchUnify, an AI-powered enterprise search solution, to his community within 24 hours, since it came with pre-built connectors for most content platforms.

2. SearchUnify integrated disparate knowledge sources to fetch compiled search results from all content platforms including the company website, the blog, the community, the developer portal (built using a custom CMS), and the customer support portal.

3. Jarred defined search filters and role-based access for community members, providing visitors, logged in users, customers and support agents with relevant information.

4. He can now track users' behavior and search patterns, and evaluate content usability with interactive search analytics dashboards that show him which content is being used and what content needs to be created.

5. Jarred is now able to deliver proactive and enhanced self-service experience to community members.
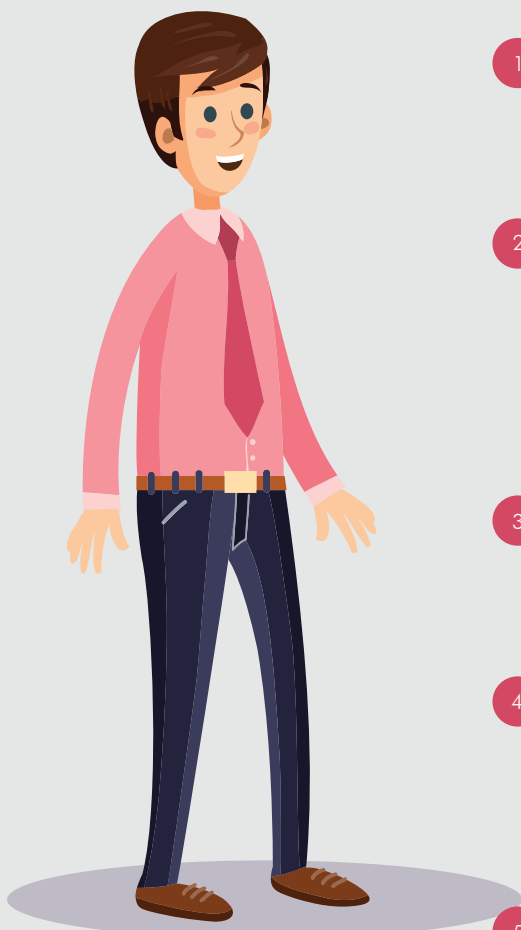
Benefits of SearchUnify®

- Analyze how members find the information they need, identify content gaps, understand search trends, measure self-service success, and monitor search success.

- Deliver real-time, relevant results, thereby boosting user engagement and intensifying customer loyalty by 30%.

- Free up time to invest in more important activities such as analytics and boosting ROI from the community.

- Promote specific pieces of content especially recent content that would be relevant to users' intent.

- Deliver up to 20% higher customer satisfaction with up to 40% reduction in the number of service cases [1].

- Gain total visibility into users' search and navigation behavior for future improvements.

[1] As measured in current SearchUnify deployments.

Jarred is able to meet all his community objectives with SearchUnify – growth, engagement, satisfaction, and ROI for business. He is able to secure higher conversions and scale the community by simply increasing the expanse of information available and making that information accessible through search.