# Benefits of AI-Driven Enterprise Search for
Customer Support Managers

Meet Ivanka

Ivanka works as a customer support manager with a leading SaaS applications provider. She is responsible for

1. Improving support efficiency and increasing customer satisfaction while ensuring minimum support costs.

2. Decreasing the number of support cases reaching her team by enabling self-help on the online help portal.

3. Making sure that all information related to the product, known technical issues, upgrades, and implementation requirements is readily available to support engineers.

4. Delivering results against quarterly and yearly forecast objectives, which include upsells and cross-sells.

5. Analyzing support effectiveness and driving product adoption within the customer base.
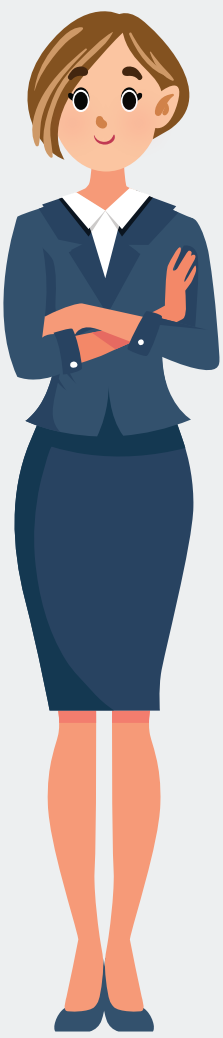
Ivanka's Major Challenges

Information resides in multiple content platforms including the product documentation platform, bug tracking system, website, online knowledge base, and intranet.

Processes for accessing the information are ineffective.

Support engineers are frustrated due to increasing caseload and inadequate access to information.

The self-help portal is failing to achieve case deflection.

Support costs continue to rise because the support engineers are taking a lot of time to resolve cases.

Customer satisfaction is declining as customer support is not scaling up to meet the increasing demand.

90% organizations are unable to make the right information accessible within the enterprise.

The Solution

1. Ivanka deployed SearchUnify, an AI-powered enterprise search solution, to the service cloud and support center within 24 hours, since it came with pre-built connectors for most content platforms.

2. SearchUnify integrated all content platforms including the company website, the blog, the community, the product documentation platform, and the customer support portal.

3. It fetches compiled search results from all these sources and shows them to support engineers in the service console and to the customers on the support portal.

4. The support team can now quickly find relevant information to resolve customer issues.

5. Ivanka can track user search behavior on the support portal using interactive search analytics dashboards and evaluate the usability of her content.

6. She is now able to successfully reduce the average case resolution time and increase case deflection.

SearchUnify®

The AI-Driven Enterprise Search solution helped Ivanka achieve* up to

25% Rise in support team productivity

20% Increase in customer and employee satisfaction

40% Improvement in case deflection

25% Reduction in support cost