SearchUnify® | Namely

How **Namely** Unlocked Full Potential of Its Community Knowledge with SearchUnify

www.searchunify.com

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About Namely

Industry
HR, Payroll, and Employee Benefits Software

Headquarters
New York

Distinguished by its intense commitment to diversity, equity, and inclusion, HR technology leader Namely is an employer of choice that helps mid-sized employers and their employees thrive. Delivering and streamlining the complexities of recruiting, onboarding, time & attendance, performance management, benefits administration, compliance, payroll and analytics from a single platform, Namely also offers Managed Payroll and Benefits services. The company further differentiates the client experience through personalized service and easy-to-use applications.

- Awarded the Core HR/Workforce Best SMB-Focused Solution by Lighthouse Research & Advisory in May 2021.

- Listed on The Software Report Top 100 Software Companies of 2021.

- Celebrated for the Diversity, Leadership & Career Growth with 3 Comparably awards in June 2021.

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Prologue

Customers demand access to rich content in this self-service era, and they want it now. But since companies are sitting on a large amount of information, it often leads to poor content findability and engagement. Namely, the all-in-one HR platform, was sailing in the same boat, not too long ago.

Namely created a Salesforce-powered community to foster collaboration and provide customers a platform to ask queries, propose ideas, and engage with peers and experts.

> **A vital component of online communities is content findability. But, just as soon as the community went live, Namely was ensnared in multiple challenges that required immediate attention.**

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Challenges

For starters, the findability of relevant content for customers could be better. Content resided in multiple repositories, with different meta tags and names, making relevant content findability on the community a challenge.

On the employee side, the team lacked detailed insights into content gaps and the effectiveness of their support content.

Besides this, Namely also wanted to streamline agent workflows for the long-haul by adopting knowledge-centered service (KCS) framework within the organization. Hence, it wanted assistance to sail through the adoption process.

All things considered, it was looking for an overarching solution that could not only improve the community's search and self-service experience but also enable the content team to gauge their content's efficacy.

Enter SearchUnify

Namely wanted to streamline its information access and delivery to augment self-service and support outcomes along with quantifying the success of its content articles. To meet the needs and elevate their community experience, Namely brought SearchUnify on board.
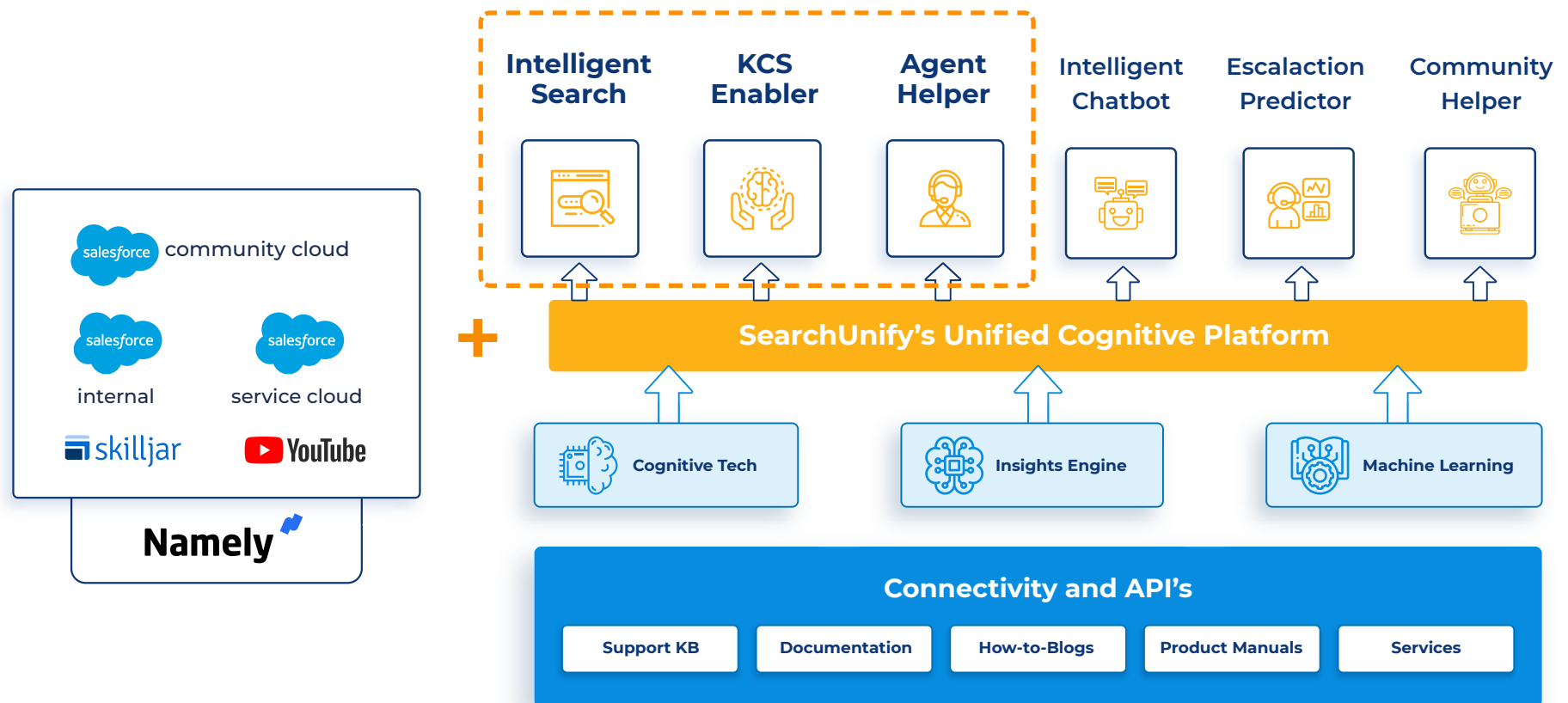
SearchUnify leverages cognitive search technology as an underlying framework that powers a number of AI-based futuristic apps. Together these apps provide breakthrough support and boost digital experiences both for customers and agents. SearchUnify indexes disparate content sources from across platforms and provides actionable insights into content performance using real-time search analytics.

Furthermore, it taps into user history, browsing history, customer sentiments, preferred medium of communication, etc. to gain a 360-degree view of the customer's journey. Using this data, firms can proffer on-demand and personalized rich content at the right time.

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Namely | **Help Community** **Home**

onboarding 🔍

Powered by SearchUnify

All Content | Blog | Community | Integration Resources

Unified Search across Multiple Content Sources

⚙ Advanced Search | Relevance ▾ | ☰ ⊞

⋮ Sources ⌃

☐ **Blog** 594
☐ **Knowledge Articles** 32
☐ **Integration Resources** 12

Intelligent Facets and Filters for Seamless UI

⋮ Community Topics ⌃

☐ **Product** 17
☐ **For Employees** 15
☐ **HRIS** 14
☐ **Time & Attendance** 10
☐ **Time Off** 4

How to Build a Virtual *Onboarding* Program **BLOG**

https://blog.namely.com/how-to-build-a-virtual-onboarding-program

There's no one-size-fits-all approach when it comes to employee onboarding —and virtual onboarding isOne pressing issue is how to handle

Blog Topics : HR

The 4 People You Need to Include in *Onboarding* **BLOG**

https://blog.namely.com/blog/4-people-you-need-to-include-in-onboarding

Each of these individuals and teams play a crucial role in creating an employee-centric onboarding processAfter all, that's why getting

Blog Topics : Recruiting

Contextual, Personalized Search powered by NLP & ML

AI-Powered Relevance of Search Results

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Impact

Ever since its implementation, SearchUnify has augmented digital search experiences for Namely customers and agents by displaying **relevant content faster**. It has enabled the company to focus on **content findability** and relevance as the linchpin in the journey of delivering a **great UX**. Furthermore, the integration of SearchUnify empowered Namely to conduct in-depth performance analysis properly, **deflect cases** expeditiously, and take CSAT up a notch by providing relevant results faster along with astute suggestions.

Searches with No Results to Total Searches vs. Month

2.35%

1.93%

1.60%

Total Searches and Clicks

■ Total Searches — Clicks
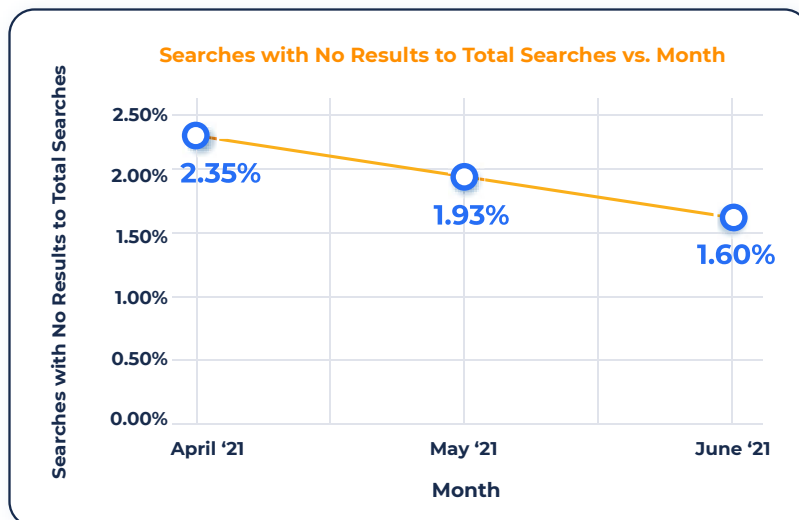
Namely was able to achieve a month-on-month decrease in searches with no results, indicating that rich insights into content gaps enabled them to inform their content strategy

Namely was able to achieve a month-on-month increase in total clicks with respect to monthly total searches, indicating that it's enabling more customers to self-serve
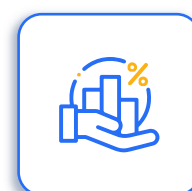
What's more, the integration of SearchUnify with Namely's support and self-service platforms provides faster time to value where Namely recorded an **80% increase** in Knowledge Article submissions from their support teams.

80%

Increase in Knowledge Article submissions from support teams

44.5%

Average Month-on-Month Clicks to Total Searches

8.2%

Month-on-Month Decrease in Searches with No Results

SearchUnify is an integral part of our content strategy—providing our team with actionable insights and data that proves the value of our work.

Lauren Schatz
Director, Client Experience

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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** and **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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