

COGNITIVE SEARCH FOR HIGHER EDUCATION

Educators are no longer following a stick-in-the-mud approach, rather they're adopting technology to attract students across the globe. Your university website is the key to this strategy as it forms the first point of contact for digitally equipped, next-gen learners. Each visitor has unique queries related to enrolments, courses, academics, and so on. Hence, cognitive search is vital to ensure your students, faculty, and alumni are presented with relevant information.

Key Features



Unified Experience

Integrate content across multiple digital properties, eg. directories, programs, courses, social media, videos, FAQs, and community to provide a uniform search experience.



Redefined Relevance

Cognitive engine's ML-based features self-learn & deliver relevant results based on diverse user profiles—current & prospective students, faculty, staff, and alumni.



Personalized Results

AI algorithms provide tailored search results based on campus, courses enrolled & generates personalized recommendations for events most relevant to the user based on search history.



Smart Recommendations

The engine leverages powerful NLU algorithms to provide suggestions as a user types. It also lets you manage synonyms to bridge the gap between academic jargon & layman's language.



Rich Insights

Built-in search analytics let you spot trends & monitor queries related to scholarships, courses, etc which can be used to identify & fill content gaps and tune search results ranking.



Reduced Cases

Experience reduction in incoming emails & phone calls with a search-powered chatbot that recognizes the intent of asked query and provides the most relevant response.



Connected Experience

While learners search for answers related to enrolments, research, etc., the engine also suggests related Subject Matter Experts so that they can connect with the right person.



Guided Navigation

Let users easily configure facets based on date, format, programs, events, course, file type, credit points, etc. This facilitates easy navigation & content segmentation for an elevated experience.

WHAT OUR CUSTOMERS SAY



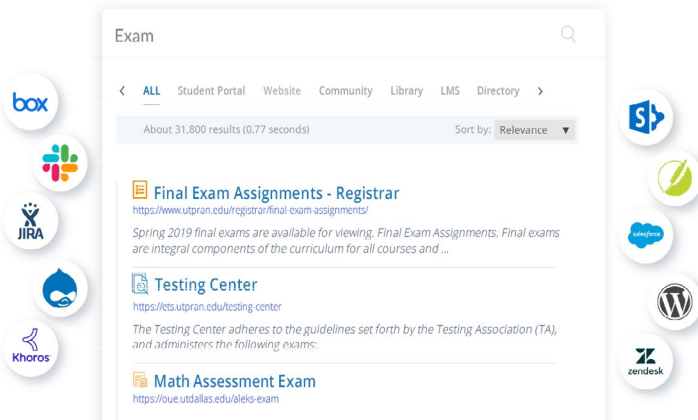
“ SearchUnify provided responsive project management, high technical acumen and timely communication throughout our deployment. ”

Leo Daley

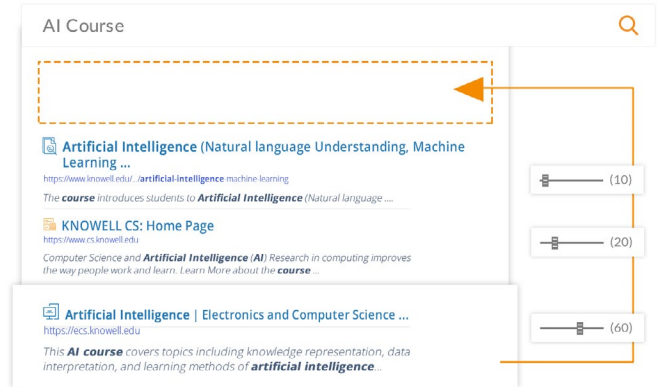
Director - Community,
Kronos

A Closer Look at SearchUnify

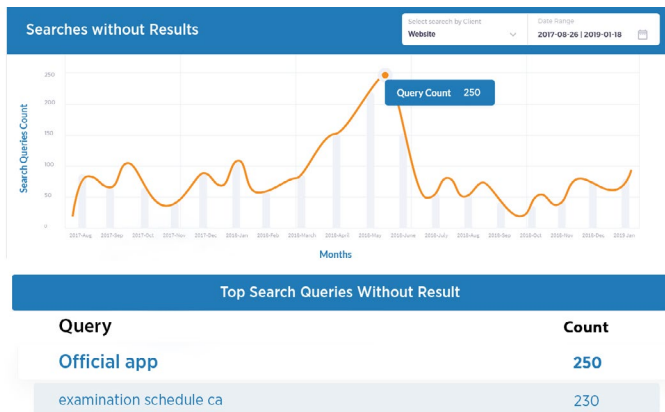
Unified Search Experience



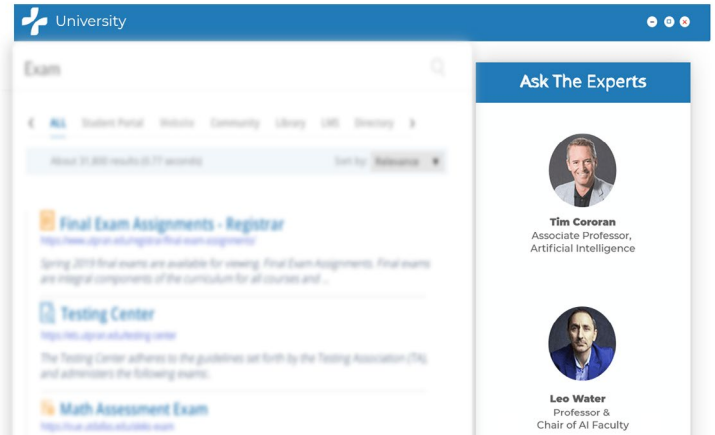
AI-Powered Relevance



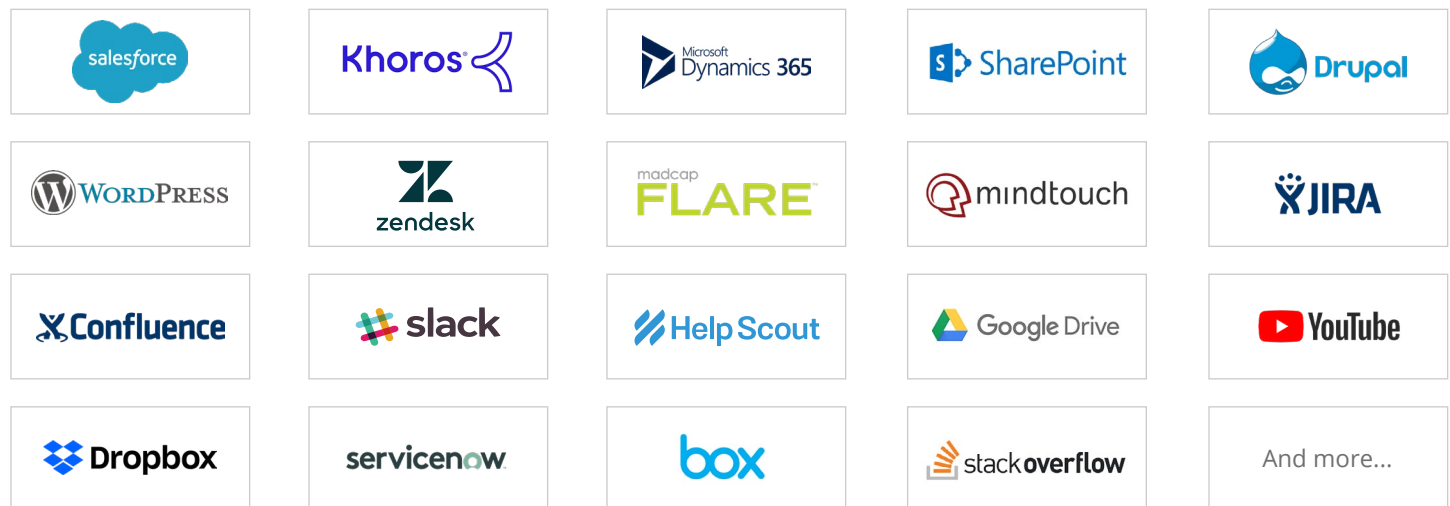
Uncover Hidden Value with Rich Insights



Identify SMEs for a Connected Experience



Supported Platforms



About Us

SearchUnify is a unified cognitive search platform that revolutionizes information discovery, fuels an insights engine, and makes for a robust platform for AI-based apps like customer-facing and agent-assist chatbots. Its AI powers relevant and personalized search results for customers, prospects, and multiple teams across verticals including high-tech, e-commerce, banking, insurance, pharmaceuticals, and education.