EBSCO Academy Boosts Content Discoverability and Engagement Growth Rate by 125.8% with SearchUnify

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EBSCO Information Services

EBSCO Information Services (EBSCO) is a leading provider of online research content and search technologies serving academic, school and public libraries; healthcare and medical institutions; corporations; and government agencies worldwide. EBSCO provides institutions with access to content and resources to serve their users' and organizations' information and workflow needs. EBSCO supports the information needs of over 130,000 organizations worldwide. **EBSCO Academy**, EBSCO's Salesforce-native eLearning platform, offers learning resources to help users and administrators maximize the value of EBSCO's tools and services.

Company Snapshot

🖥	**INDUSTRY** Information Services	📍	**HEADQUARTERS** Ipswich, Massachusetts, US

The Challenge: Content Discoverability and Personalized Search Experience for EBSCO Academy

EBSCO Academy, which utilizes Appinium's Salesforce-native multimedia and learning platforms, faced challenges in making its training content easily discoverable and in personalizing the learning experience in Salesforce. These challenges included:

● **Limited Content Discoverability and Search Functionality**

The native search functionality in Salesforce was insufficient for learners to easily find relevant EBSCO Academy content, especially with restricted access and permissions.

● **Difficulty in Federating External Content**

Challenges in integrating external support documentation and learning resources from outside the Salesforce environment, limiting search result comprehensiveness.

● **Need for In-depth Analysis of User Behaviour and Content Consumption**

Complications in analyzing user interactions and content consumption in Salesforce.

● **Need for Enhanced Case Deflection and Tracking**

Limited insights into search patterns and user journeys in Salesforce, to help empower case deflection improvement strategies.

● **Challenges in Managing Content Permissions and Protecting Privacy**

Ensuring that EBSCO Academy content permissions and privacy are respected across the Salesforce platform.

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The SearchUnify Solution

To address these challenges, EBSCO adopted SearchUnify, a unified cognitive platform, to improve the search and discovery experience within Salesforce. SearchUnify provided several key solutions:

● Enhanced Search Functionality

SearchUnify expanded the search capabilities on the Salesforce platform, making all EBSCO Academy content discoverable. This included a custom search box on EBSCO Academy that filtered content, exposing authenticated-only metadata, and using share URLs that prompted authentication.

● Search Result Optimization

SearchUnify enabled EBSCO to prioritize specific search queries or topics with intent and keyword boosting that blends support documentation and learning resources. They were also able to adjust the weighting of EBSCO Academy content to ensure it remained visible alongside a larger volume of knowledge articles in non-boosted searches.
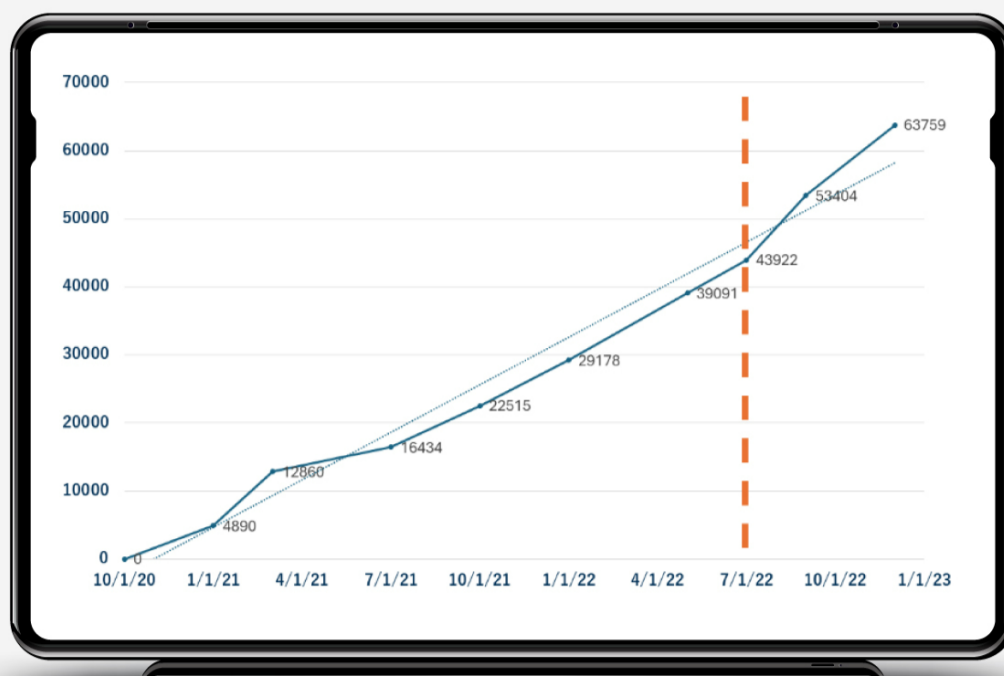

● Insights and Analytics

SearchUnify provided actionable insights and detailed analytics for the Salesforce experience, allowing EBSCO to identify content gaps, analyze user behavior, and optimize their learning content strategy based on comprehensive data.

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Impact of Using SearchUnify

Since implementing SearchUnify in Salesforce, EBSCO Academy has seen significant improvements in content discoverability and user engagement:

- **125.8% Increase in the Rate of Growth of Academy Views**

EBSCO Academy witnessed a month-on-month growth in average content views, from 20% to 45.16% growth per month, demonstrating SearchUnify's effectiveness in making content more discoverable and engaging for learners.

125.8% Increase in the Rate of Growth of Academy Views

- **Detailed Usage Analysis**

SearchUnify provided EBSCO Academy administrators with the ability to analyze direct page views and session tracking data, providing a more comprehensive understanding of user behavior and content access patterns.

- **Control Over Content Weighting**

SearchUnify gave EBSCO the control to adjust the weighting of different content sources, including both external and Salesforce-native sources. This ensured that EBSCO Academy content, despite being less in volume compared to knowledge content, remained visible and accessible to users.

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EBSCO's Journey Ahead with SearchUnify

EBSCO plans to continue enhancing the learning experience and content discoverability for EBSCO Academy with SearchUnify by leveraging the platform's AI-powered capabilities for personalized search results and recommendations. By utilizing deep analytics to optimize content strategies and refine search algorithms, EBSCO Academy aims to keep pace with evolving user needs. Incorporating user feedback will further improve both the search experience and content offerings in Salesforce, solidifying **EBSCO Academy's** position as a premier eLearning platform with innovative search and discovery solutions powered by SearchUnify.

Customer Speak

Jaime Barrilleaux
eLearning Experience Designer
EBSCO Information Services

"We saw a significant leap in content views shortly after adopting SearchUnify and we continue to see usage grow month by month. Reviewing the session tracking details from SearchUnify, we can see that learners are finding the content through the search. SearchUnify has also enabled us to force an order to the search results for specific search queries or topics through intent and keyword boosting. We were also able to adjust the weight of our EBSCO Academy content, which is significantly less than our knowledge content, so that it isn't pushed out of view entirely."

About SearchUnify

SearchUnify is a unified cognitive platform by Grazitti Interactive. Built on a machine learning and insights engine, our platform includes a suite of AI-powered products such as **Cognitive Search**, **SearchUnify Virtual Assistant (SUVA)**, **Agent Helper**, **Knowledge Enabler (Knowbler)**, **Community Helper** and **SearchUnifyGPT™**. Leading enterprises globally rely on SearchUnify to revolutionize information discovery and elevate support outcomes.

| To Experience SearchUnify Live in Action, Request a free demo!

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