

CASE STUDY

How Flexera Improved Self-Service & Enhanced Agent Productivity With SearchUnify



About Flexera



Industry

Software Development



Headquarters

Itasca, Illinois, US



Founded

2008

Flexera delivers SaaS-based IT management solutions to help enterprises accelerate their digital transformation and multiply the value of their technology investments.

Prologue

Flexera utilized a dedicated Khoros-powered community to facilitate customer self-help. With the community's growth, the management identified a pattern of recurring and mundane inquiries that were impacting their self-service initiatives.

Key Challenges Faced by Flexera



Fragmented Data



Low Community Adoption



Lack of Real-time Insights

Enter SearchUnify



Problem Statement

Community members/users had to hop from one platform to another as the enterprise content was spread across multiple channels like Khoros community, documentation, corporate site, etc.



Solution

Enabled federated search experience with 55+ native connectors. Real-time crawling of disparate KBs to make scattered information accessible right within the Flexera community



Problem Statement

Limited search intent processing adversely impacted search relevance and users sometimes ended up with irrelevant results. This hurt the overall self-service experience.



Solution

ML algorithms factored in users' data across touchpoints to amplify relevance. Refined the support experience by introducing versioning for results with the same title. Enabled relevant facets and search tips, thereby improving conversions.

Unified Search
Across Multiple
Content Sources

Intelligent Facets
and Filters for
Seamless UI

Contextual,
Personalized
Search powered
by NLP & ML

AI-powered
Relevance of
Search Results

The screenshot displays the Flexera Community Search interface. At the top, the navigation bar includes the Flexera logo, 'Community', and links for 'Find My Product', 'Learn', 'Ideas', 'Support', 'I'm New!', 'More', 'Product Access', and a 'JOIN/SIGN IN' button. The main header features the text 'COMMUNITY SEARCH' and a search bar containing the query 'sso configuration'. Below the search bar, there's an 'Advanced Search' section with a star icon, a document icon, and a 'Relevance' dropdown menu. The search results are categorized by 'All Content', 'Community', 'Documentation', 'Flexera.com', 'Flexera.com Blog', 'Learning Center', 'Resources', and 'Cloud Management and Optima Document'. On the left, a sidebar shows 'Sources' (Documentation: 15244, Forum: 1898, Knowledge Base: 671, Community blogs: 580, Ideas: 214, Cloud Management and O...: 157, Flexera.com blog: 69, Flexera.com: 46, Courses: 17) and 'Product Category' (FlexNet Manager: 1883, AdminStudio: 365, Flexera One: 225, App Broker: 210, Software Vulnerability Ma...: 202, Data Platform: 96, Spider: 81, Foundation / CloudScape: 37, Community Hub: 25). The main content area shows search results for 'sso configuration', including a 'Did you mean: asset configuration' suggestion and a list of results. The first result is 'How to Configure SVM SSO with Azure' from the 'Community' source, with a URL and a summary. The second result is 'Configure Single Sign-On (SSO)' from the 'Documentation' source, with a URL and a summary. The third result is 'How to Configure SVM SSO with Azure' from the 'Forum' source, with a URL and a summary. Each result includes the author name 'raslam' and the creation date '4/23/2021 2:36 PM'.



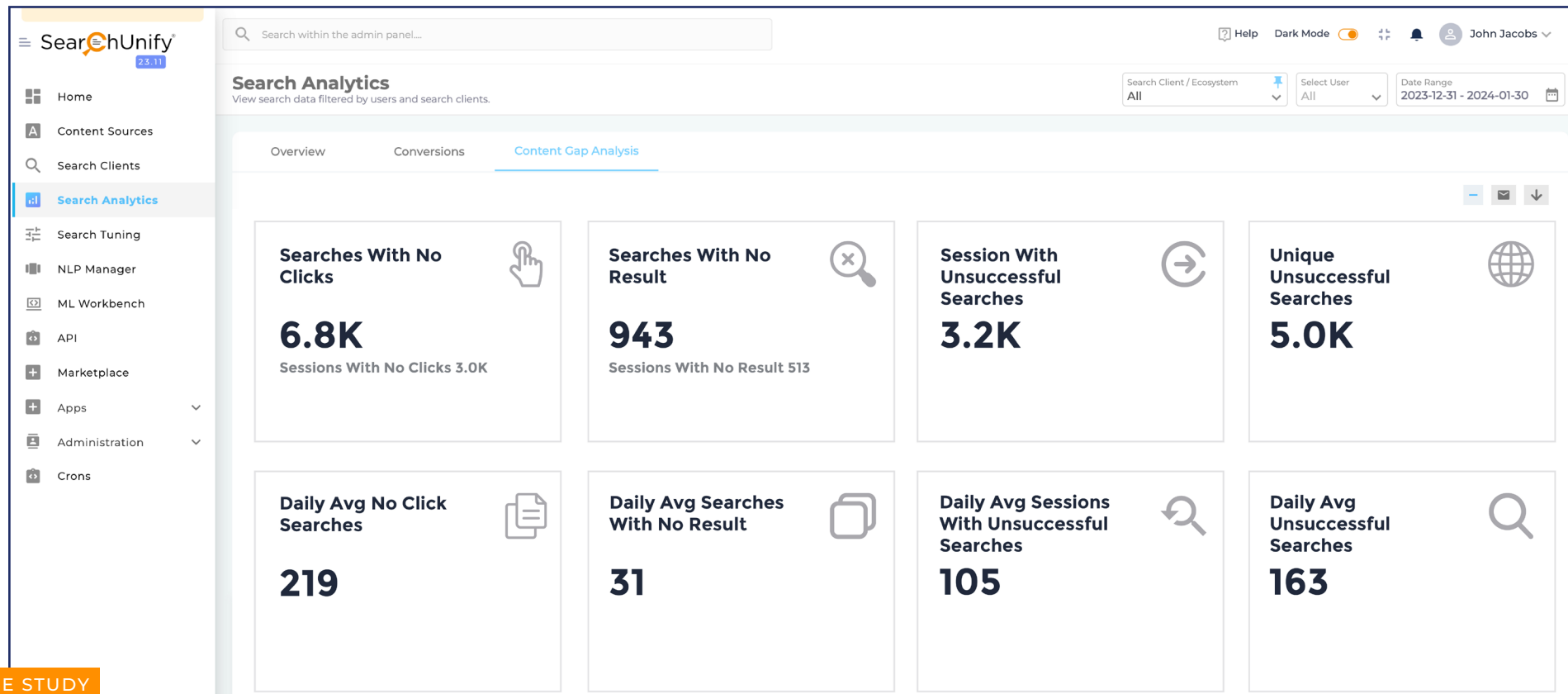
Problem Statement

The self-service community had limited user and ideas engagement.



Solution

Provided knowledge teams with real-time, actionable insights into search and content performance to bridge the gap between user behavior and content consumption.



The SearchUnify Impact

Increase in Global Self-service
Success on Community by

75%



Increase in Self-service Success
at Case Form Stage by

5.8%



Achieved a Cumulative
Self-service Success of

66.8%



“

*SearchUnify helped us solve our data source problem. Many companies face issues with having “one single source of truth” and SearchUnify solves that by **aggregating all of your data sources into one easy to use and intuitive platform** so that Flexera’s customers and partners can use our community platform to find search results across multiple channels and find solutions quicker and more efficiently.*

”



Austin Grimes

Senior Digital Community Manager

flexera

SearchUnify is a leading unified cognitive platform for elevating self-service and customer support outcomes with a suite of next-gen AI-powered products. To request a demo, [visit here](#)

www.searchunify.com