

SearchUnify®

KANTATA™

the new name for  MavenLink |  KIMBLE

## CASE STUDY

# How **Kantata** Metamorphosed its Zendesk Guide KB into a One-Stop Knowledge Shop with SearchUnify

Attaining **72%** Average Clicks to Total Searches with a  
Unified Cognitive Platform

# About Kantata



## INDUSTRY

Professional Services Software



## HEADQUARTERS

Irvine, California

Kantata takes professional services automation to a new level, giving people-powered businesses the clarity, control, and confidence they need to optimize resource planning and elevate operational performance. Our purpose-built cloud software is helping over 2,000 professional services organizations in more than 100 countries focus and optimize their most important asset: their people

By leveraging the **Kantata Industry Cloud for Professional Services™**, professionals gain access to the information and tools they need to win more business, ensure the right people are always available at the right time, and delight clients with project delivery and outcomes.

# Challenge

Kantata uses Zendesk Guide, a terrific knowledge base solution, to provide its customers with a stellar self-service option and empower support agents to help customers by browsing through relevant articles quickly. It sets the customer service bar even higher with a thriving customer community on Salesforce for peer-to-peer discussions and sharing the latest developments.

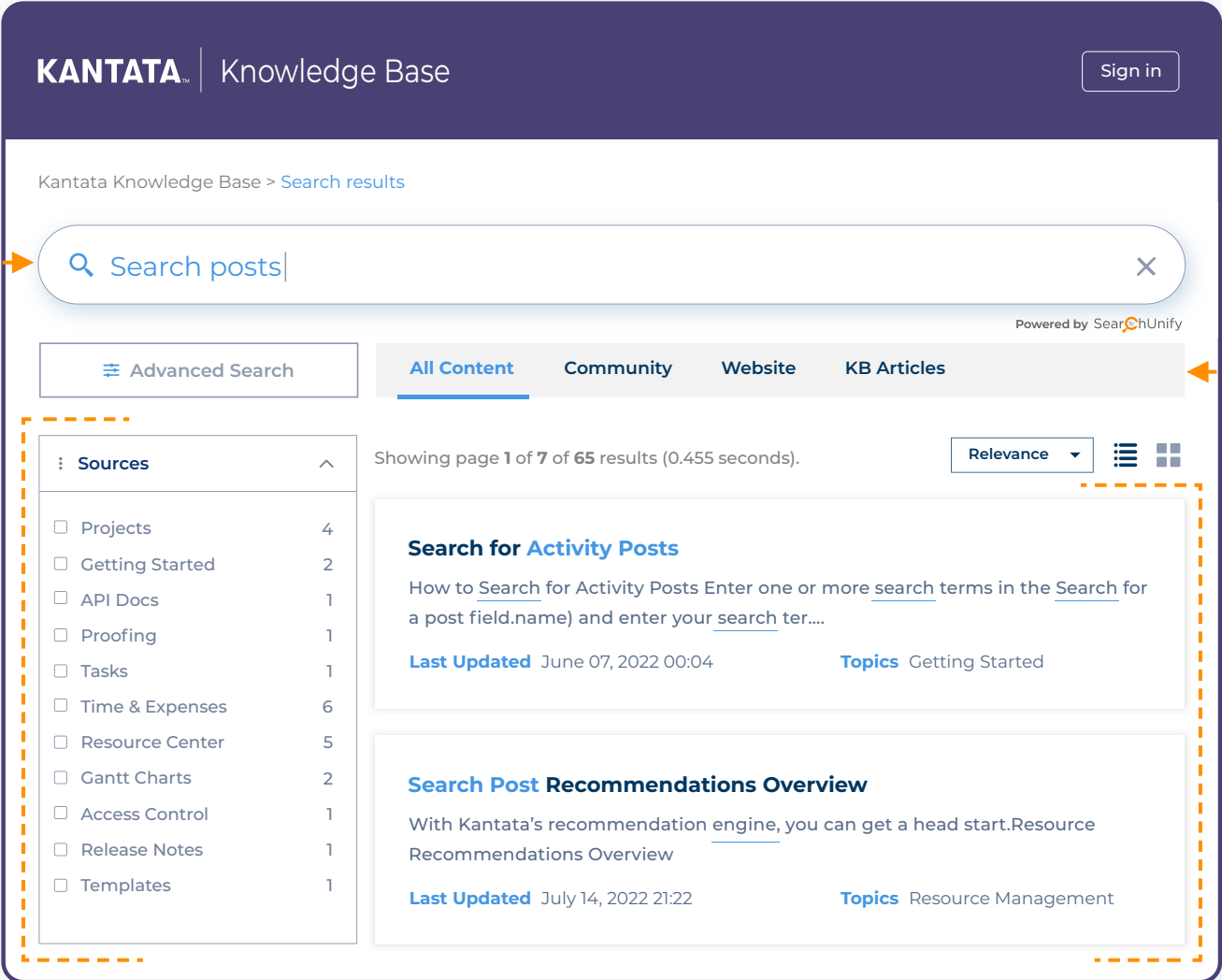
However, there was one problem - customers and agents turning to Zendesk Guide for answers couldn't find them at one place. While Zendesk Guide is a leading KB software and makes content creation, update, and maintenance effortless, help content resided in multiple repositories (community, website and help center), with different meta tags and names, making **relevant content findability** within Zendesk Guide a challenge.

**This hurt Kantata's customer self-service efforts and agent experience. Not to mention, every undeflected ticket on its self-service forums added to the support costs.**

# Enter SearchUnify

To overcome the content findability challenge, Kantata decided to integrate all knowledge residing across its digital properties and make it accessible easily to customers at the right time, at the right place. And to make it happen, the firm turned to SearchUnify.

- ❖ SearchUnify creates a **unified index** of all the content silos and **personalizes** the user experience based on the query, user profile, historical & behavioral data, and user maturity level. In simple words, it shows different search results to an agent, customer, or partner based on their search pattern and several other data points.
- ❖ With SearchUnify added to the tech stack, Kantata could integrate its data sources knowledge base (built on Zendesk Guide), customer community (on Salesforce), and its website — to present the most relevant information to its customers with a unified and **faceted search experience** within Zendesk Guide.



The screenshot displays the Kantata Knowledge Base search interface. The header includes the Kantata logo and 'Knowledge Base' text, with a 'Sign in' button. The breadcrumb trail reads 'Kantata Knowledge Base > Search results'. The search bar contains the text 'Search posts'. Below the search bar, there are tabs for 'All Content', 'Community', 'Website', and 'KB Articles'. A sidebar on the left lists various sources with checkboxes and counts. The main content area shows search results for 'Activity Posts' and 'Search Post Recommendations Overview'. Annotations with orange dashed lines and arrows point to specific features: 'Contextual, Personalized Search powered by NLP & ML' points to the search bar; 'Intelligent Facets and Filters for Seamless UI' points to the sidebar; 'Unified Search across Multiple Content Sources' points to the tabs; and 'AI-Powered Relevance of Search Results' points to the search results cards.

**Contextual, Personalized Search powered by NLP & ML**

**Unified Search across Multiple Content Sources**

**AI-Powered Relevance of Search Results**



**Intelligent Facets and Filters for Seamless UI**

**KANTATA Knowledge Base** [Sign in](#)

Kantata Knowledge Base > [Search results](#)

Powered by SearchUnify

[Advanced Search](#) [All Content](#) [Community](#) [Website](#) [KB Articles](#)

Showing page 1 of 7 of 65 results (0.455 seconds). [Relevance](#)  

**Sources**

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**Search for Activity Posts**

How to [Search](#) for Activity Posts Enter one or more [search](#) terms in the [Search](#) for a post field.name) and enter your [search](#) ter....

**Last Updated** June 07, 2022 00:04 **Topics** Getting Started

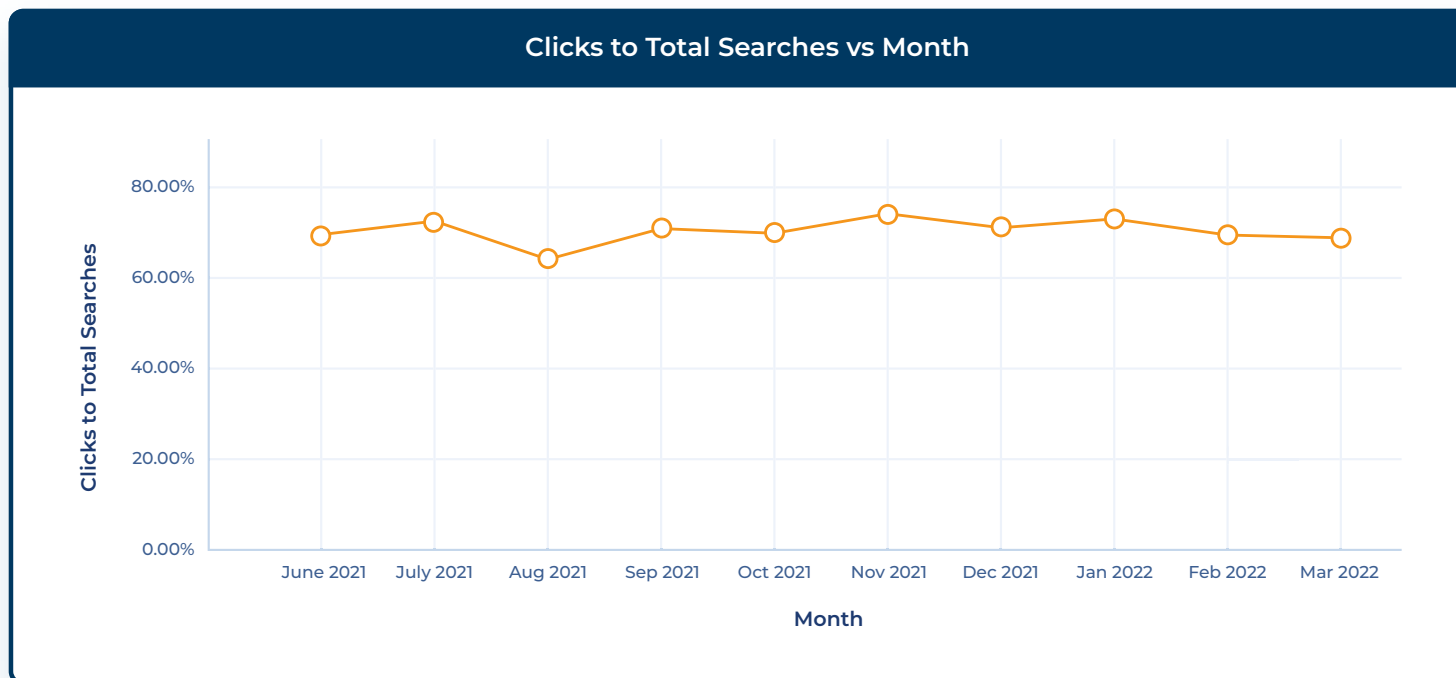
**Search Post Recommendations Overview**

With Kantata's recommendation [engine](#), you can get a head start.Resource Recommendations Overview

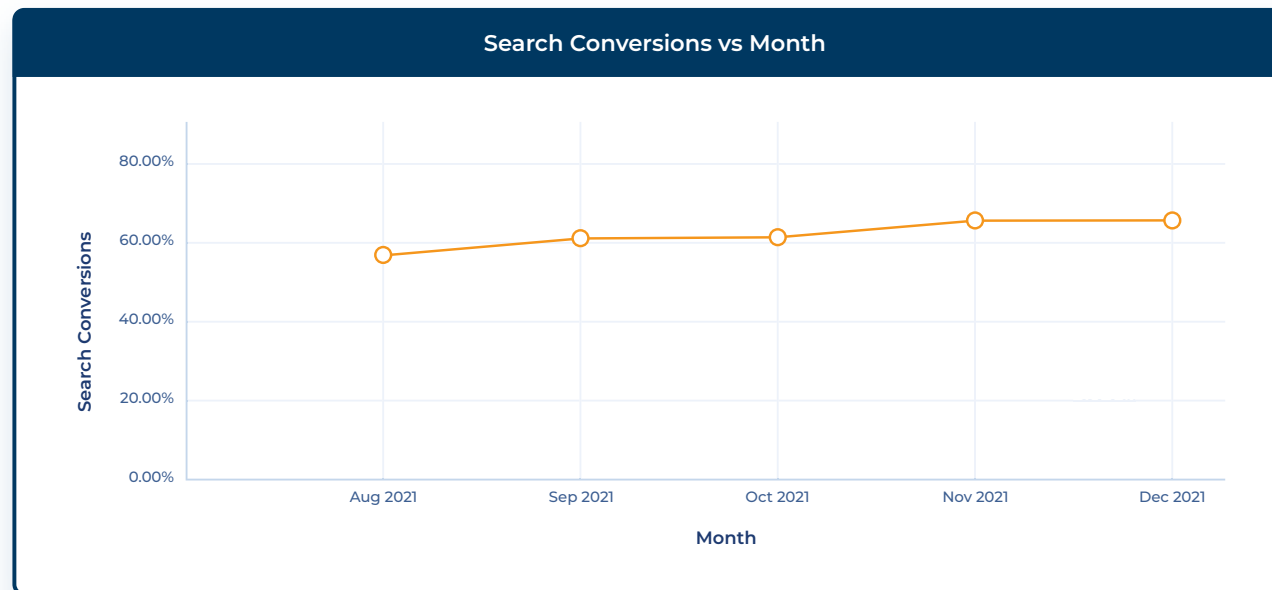
**Last Updated** July 14, 2022 21:22 **Topics** Resource Management

# Impact

Kantata's team added SearchUnify to the mix in June 2020. Over time, the firm saw a spectacular average **Clicks to Total Searches** ratio, which hit an average of **72.11%** from June 2021 to Mar 2022. This means that the users not only found the information relevant but also engaging. Talk about hitting two targets with one arrow!



Kantata was able to redefine search experience and relevance on Zendesk Guide, thus ensuring more relevant search results and even higher conversions. This way, the enterprise maximized knowledge discovery and self-service in its KB.



# 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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