SearchUnify®
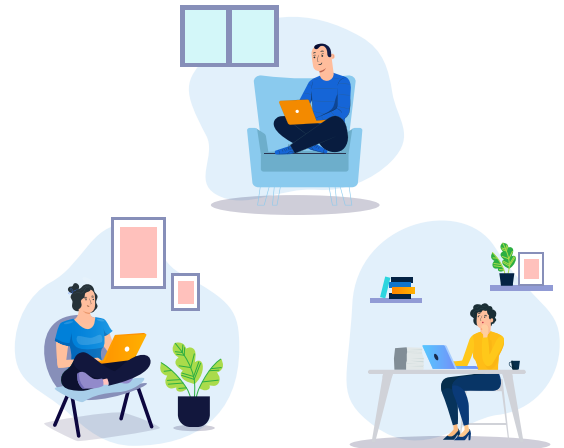
SearchUnify
for Educational Institutions

Educational institutions pour in a lot of relevant information for applicants, students, and staff across their digital properties—websites, student portals, intranet, eLibraries, and knowledge management portals. However, users often find it challenging to navigate across these knowledge reservoirs.

This inability to instantly find required information mars user experience and fuels digital frustration. The outcome? Poor experience for potential scholars and passionate tutors.

SearchUnify: Making Relevant Content Easily Findable

SearchUnify, a leading unified cognitive platform built on the core of cognitive technology, machine learning, and an insights engine, pulls out all the stops to ensure your aspirants, learners, and instructors have a stellar experience. It indexes massive volumes of data to provide hyper-personalized experiences, actionable insights, relevant results, and much more. Let's see how:

AI-Powered Search Relevance	It analyzes all knowledge and delivers highly relevant results based on diverse user profiles (current & prospective students, faculty, staff, and alumni), past interests, campus location, etc.
NLU-Fueled Contextual Results	The platform leverages NLU to decipher the user query and surface pertinent results instead of just matching keywords. This way, you can ensure academic jargon doesn't get in the way of stellar experiences.
ML-Powered Hyper-Personalization	SearchUnify's ML algorithms tap historical data like the user profile, content consumed, courses enrolled, etc., to populate personalized recommendations and elevate the users' digital experience.
Faceted Search:	It allows users to refine their search results with attributes like date, course, author, location, content type, etc. The platform also interprets & selects the most suitable facet based on the user's profile and search behavior to deliver apt results with fewer clicks.
Advanced Search	Why stop at the vanilla search when you can do so much more? SearchUnify offers support for synonyms, regex search, named entity recognition, and much more that ensures people reach the right information with ease.

Automatic & Manual Search Tuneup	Auto-tuning leverages ML to analyze queries and their corresponding clicks to rank the best pieces at the top. There's also a provision to take manual control and boost search results based on keywords, content source, intent, etc.
Actionable Insights	It comes with built-in search analytics that lets you monitor searched keywords, clickstream data, user preferences, etc. The in-depth reports can be used to identify & close any content gaps and deliver a more fluid experience.
Out-of-the-box Connectivity	SearchUnify offers native support for 50+ connectors to help create a unified discovery experience across channels such as directories, programs, courses, social media, videos, FAQs, and online community.
Full Spectrum of Security	SearchUnify has achieved regulatory compliance with HIPAA, SSAE 18, SOC 1, SOC 2 Type II, SOC 3, ISO 27701: 2019, and ISO 27001. It's also GDPR, CCPA, and PIMS (BS 10012) compliant. The platform uses AES-256 encryption and TLS1.3 along with IPSEC VPN tunnels for encryption.
AI-powered Apps	Cutting-edge apps like Community Helper and Intelligent Chatbot invigorate engagement by zeroing in on users' intent and tailoring succinct responses, thus delivering a frictionless experience.

Why SearchUnify for Educational Institutions

Intelligent Search

When your user runs a query, the platform analyzes all sources and fetches the most relevant content based on their interest, course, campus location, etc.

AI-powered Self-help

People often seek answers related to scholarships, enrolments, schedules, etc. SearchUnify proactively helps them without any human intervention. It can also loop in the right people to speed things up.

Content Gap Analysis

SearchUnify offers granular reports that outline Unsuccessful Searches, Sessions with No Results, Searches with No Clicks, etc. This helps easily plug any content gaps by creating the information that people need.

Effortless Digital Experience

A university website holds a lot of information. That makes navigation cumbersome and turns people away. SearchUnify offers a more streamlined experience that converts with ease.

Transform Digital Experiences with SearchUnify

Analyze how learners and instructors find information

Bridge any knowledge gaps

Help all users effortlessly find information

Convert more aspirants into students

Optimize search results

Facilitate transition to digital

Deliver personalized and intuitive experiences

Enable visitors to self-serve

Reduce the load on your administrative staff

Devise learner and faculty enablement strategies

Recognized by Industry Analysts

"SearchUnify's sweet spot is for enterprises that wish to quickly implement cognitive search for any number of digital experiences while having easy-to-use tools to customize and tune the results."

MIKE GUALTIERI
VP & Principal Analyst Forrester Research

Awards and Accolades

FORRESTER®

SearchUnify recognized as a **Strong Performer** in the Forrester Wave™: Cognitive Search, Q3 2021

THE STEVIE® AWARDS FOR SALES & CUSTOMER SERVICE

SearchUnify Honored with a **Silver and a Bronze Stevie** at the 2022 Stevie® Awards for **Sales and Customer Service**

THE INTERNATIONAL BUSINESS AWARDS®

SearchUnify bagged a **Bronze Stevie** in the category : Best Technical Support Solution - Computer Technologies.

SoftwareReviews

SearchUnify, recognized as a **Champion** in the **Enterprise Search** category of Emotional Footprint Report 2022 from **Software Reviews.**

G2

SearchUnify has been named a **Leader** in G2's **Grid® Report** for Enterprise Search, for **eleven quarters in a row**

ASIA-PACIFIC STEVIE AWARDS

SearchUnify Honored with a **Gold** and a **Silver Stevie** at the 2022 **Asia-Pacific Stevie® Awards**

AI

SearchUnify's **Intelligent Chatbot** Named Winner in 2022 Artificial Intelligence Excellence Awards

2022

SearchUnify won a **Gold Globee®** Award at the 2022 Sales, Marketing, Customer Success, and Operations Excellence Awards

Supported Platforms

salesforce

zendesk

stack**overflow**

SharePoint

skilljar

WordPress

Khoros

Drupal™

mindtouch

YouTube

Dropbox

slack

higher logic

Google Drive

And More...

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 & Community Helper, that helps 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!

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