



**A UNIFIED COGNITIVE PLATFORM
& SUITE OF NEXT-GEN APPS FOR
FUTURE-PROOF CUSTOMER SUPPORT
& SELF-SERVICE ECOSYSTEMS**

FOR THOSE WHO SEEK THE HOLY GRAIL OF CUSTOMER SERVICE

www.searchunify.com

Who We Are

SearchUnify is a leading unified cognitive platform that powers enterprise search and fuels a suite of AI applications for a future-proof customer self-service and support strategy. The platform and the suite of next-gen applications – that include an **Escalation Predictor, Agent Helper, KCS Enabler, Community Helper and Intelligent Chatbot** – make for a future-proof support ecosystem.



Excellent, **valuable outcomes** gained by your cognitive search platform and apps including:

- Improvement in agents and employees **productivity**
- Cost reduction in support by improving **self-service engagement**
- Platform streamlined & **less effort** for customer journey
- Increasing **CSAT** and Improvement of **CX**.



What We Do

We blend our cognitive-tech expertise with our decades of experience working with customer support leaders to help support organizations transform their customer support and experience. We empower you to deliver breakthrough support and self-service experience using artificial intelligence and machine learning. Our platform and apps are scalable and adaptive to changing business priorities, provide faster time to value, and turn support goals into measurable, performance-driven results.



FORRESTER®

SearchUnify is specifically designed to boost the customer digital experiences both for self-service support and to enable agents to find answers faster. Grazitti Interactive offers strengths in applications for popular use cases, usage analytics, tuning tools, and data connectors.

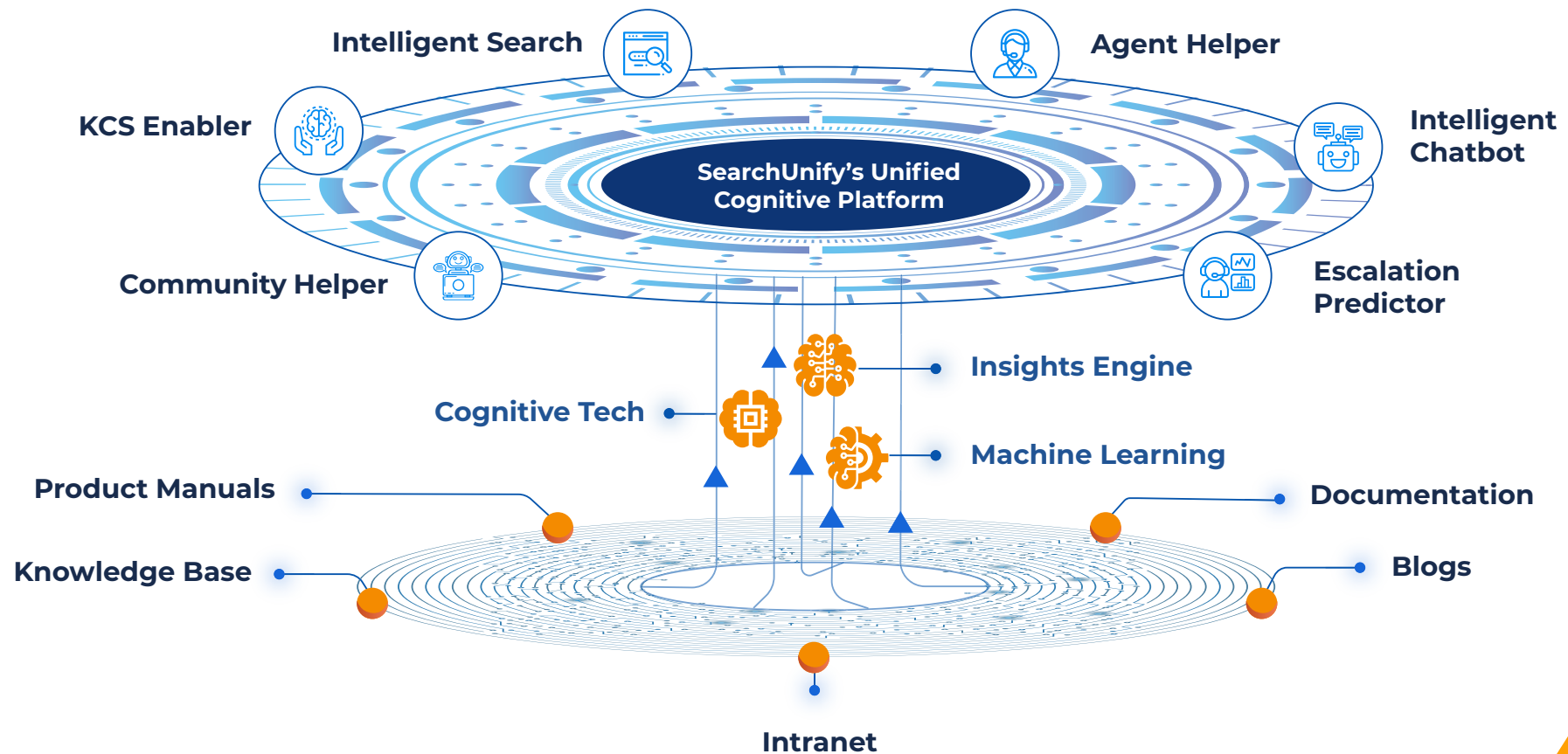
Mike Gualteri, VP & Principal Analyst, Forrester

Engineering Rich Experiences Built On Top Of A **Unified Cognitive Platform**

With cognitive technology at the core, SearchUnify has evolved from a robust enterprise search product into a unified cognitive platform that powers a suite of applications to augment workforce productivity and lower customer effort.

The cognitive platform fuels unification of disparate data silos to build a centralized content repository, an insights engine that articulates analytics to monitor KPIs and react to changing trends in real-time. It powers multiple next-gen applications including **Intelligent Chatbots, Agent Helper, Community Helper, KCS Enabler, and Escalation Predictor** - all of which elevate & personalize the experience of customers, agents, community managers, knowledge workers, and support managers.

SearchUnify's Unified Cognitive Platform : Scaling Support & Self-Service Outcomes for Better CX



The SearchUnify Suite Of Next-gen Support Applications

There are many reasons for our cognitive applications being lauded and called futuristic. Powered by machine learning & NLP, they require minimal manual training, get deployed in minutes, and start delivering value from the word go. And the best part, they have something for everyone in your team, hence making the suite holistic.



ASIA-PACIFIC
STEVIE® AWARDS

“Outstanding use of technology to develop the next-gen tools to help centralise and improve the overall knowledge for better service of the customers.”

01. Escalation Predictor

Long resolution times and disgruntled customers form a deadly combination. Sometimes, things are beyond the control of an agent and escalation is inevitable. Needless to say, agents need to handle such red hot cases carefully. Escalation Predictor can help with that.

- ➔ It analyzes cases on various parameters such as customer sentiment, type of query, time of ticket creation, etc., to forewarn the agents if it finds any indicators of escalation. This allows agents to respond accordingly and curb escalations.
- ➔ It facilitates effective triaging by routing the case to the best agent with expertise in the topic, hence improving the chances of first contact resolution (FCR).



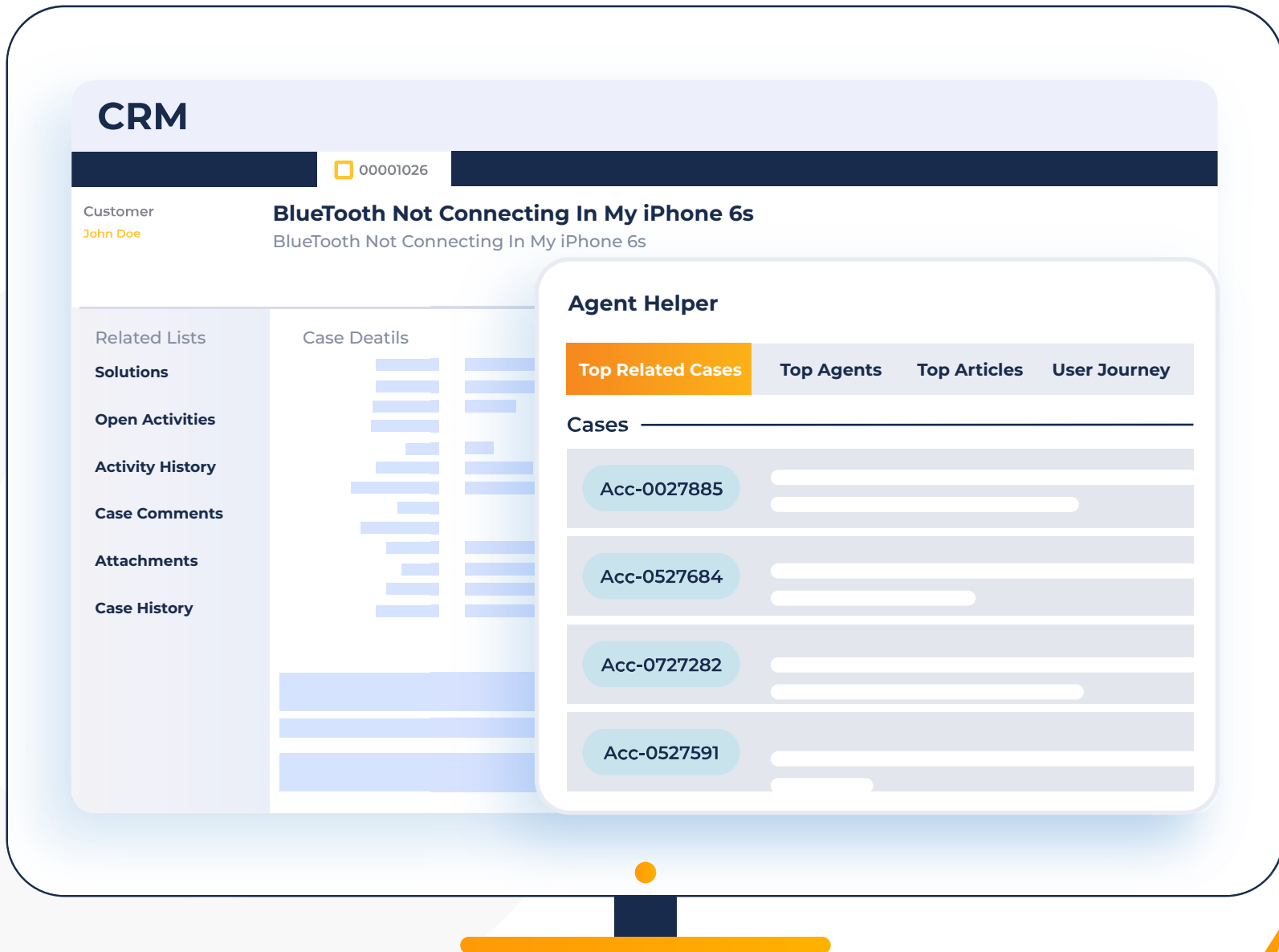
02. Agent Helper

Usually, tickets are assigned to agents with only the customer-provided description. So, the agents might end up offering solutions that the user has already tried, frustrating the customer. This is where Agent Helper shines.

- ➔ It combines machine learning and advanced case clustering to analyze past cases and suggests helpful articles, thus reducing the overall turnaround time.
- ➔ It provides a complete log of the user journey in terms of - views, clicks, searches, etc., to the agents. It also populates helpful information like similar cases, top agents, etc., which helps improve FCR as well as MTTR.



TSIA named our application Agent Helper as “**next-gen**” and “**enabling more effective collaborative support**”



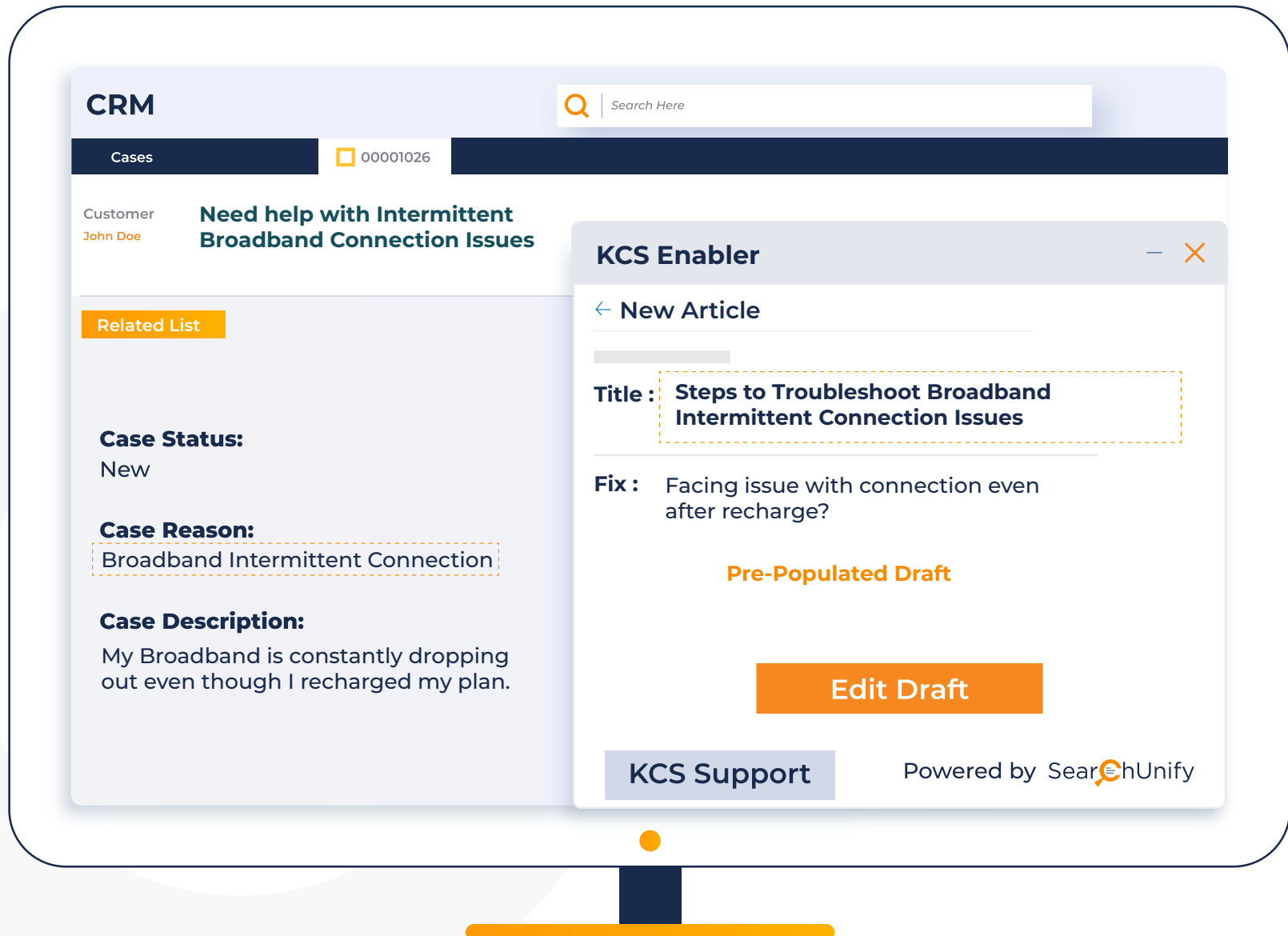
03. KCS Enabler

If your knowledge base isn't up to the mark, both self-service and support efforts will go down the drain. KBs need to be up-to-date & exhaustive. But the moment an agent resolves a new issue, they move on to the next one without creating a KB article. And they can't really be blamed. Knowledge creation is neither their KRA nor KPI. KCS Enabler automates knowledge management efforts and imbibes KCS in their DNA.

- ➔ As an agent jots down a brand new resolution, the app analyzes the agent's response and creates an article on a predefined template. The agent can save it as a draft, or review and hit publish.
- ➔ It fuels easier information discovery and lowers turnaround time by enabling agents to attach resolution articles with cases. Additionally, it comes with rich reports that help managers measure content performance and quantify KCS success.



SearchUnify is a certified **KCS® Aligned v6 platform** with an in-house team of KCS champions accredited by the Consortium for Service Innovation



04. Community Helper

Sometimes, a question comes in at a time when most community members are inactive or flooded with work. It usually remains unanswered for a while before being assigned to support reps. In other words, a missed opportunity in terms of self-service. Community Helper takes the bull by the horns.

- ➔ It monitors all activity in the community. In case a thread doesn't garner any response within a stipulated time, it jumps right in - deciphers the context of the message and then responds with a solution.
- ➔ It adds a human touch by using sentiment-aware templates to frame personalized & contextual responses to the community members. Additionally, it identifies threads that already exist and merges them, thus combating duplicate threads and offering a cleaner community experience

Thread: How to set up Account Based Marketing

Select: All None | 5 Posts in the Thread



Lana | Level 4

12-04-2020 | 12:04pm

Posted Today

I wanted to sync my CRM data with my ABM tool, but I am unable to do so. This is very **frustrating** since I especially purchased a license for the same. **Can someone help?**

Labels

Marketing Building Communities

Tags (2)

Community profile, Community



Sarah

12-04-2020 | 12:05pm

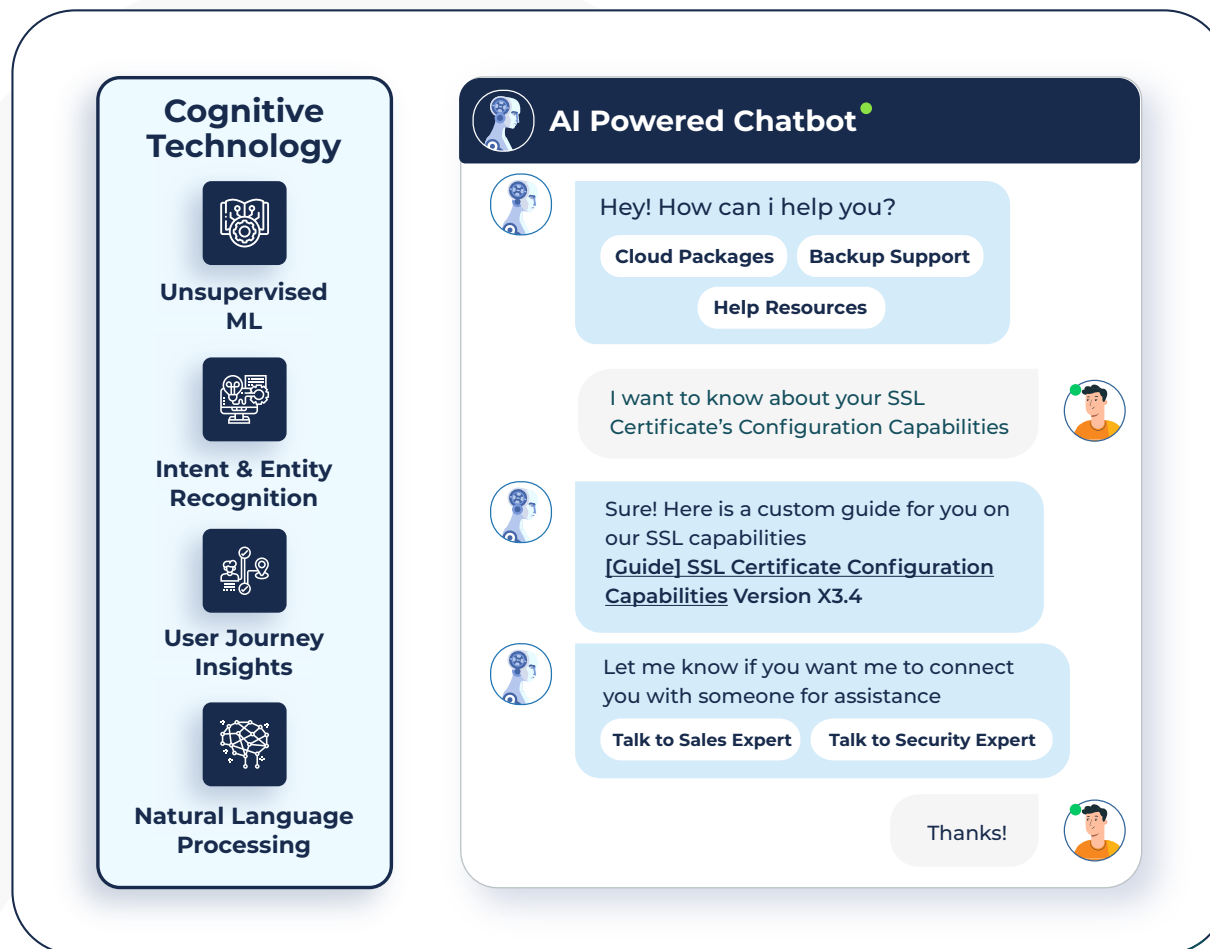
Replied Today

Hey Lana,
Sorry to hear that you had to go through this. Please excuse us for the same. Need help syncing your CRM data with your ABM tool? fret not! This article will explain 4 simple steps to achieve the same:
<https://www.market.com/abm/sync+data/article+4+tips>



05. Chatbot

We're familiar with the downsides of using bots that are limited to scripted conversations on customer & self-service channels. Anything remotely outside that flow is alien to them. But that changes with the integration of our unified cognitive platform.



- ➔ It allows chatbots to understand the query, search your KBs for answers, and finally frame a fitting response. This means more relevant answers and a higher case deflection!
- ➔ The chatbots are powered by artificial intelligence and are built on self-learning algorithms that learn from unlabelled data. Hence, they require minimal human intervention and can handle complex conversations.
- ➔ The new age chatbots come with customizable sample stories which means that instead of starting from scratch, you have a base storyline that you can simply tweak and alter to fit your needs.
- ➔ The out-of-the-box support for multiple languages ensures that you can provide personalized & contextual interactions without any restriction in regional languages.
- ➔ It provides graceful hand-off to live agents within the same chat window along with information nuggets from the conversation, in case it's unable to provide an answer.
- ➔ It comes with a robust reporting engine that helps teams monitor and quantify chatbot interactions.



TSIA named our chatbot **“a best in breed”** for our vision to build chatbots on top of cognitive search technology

Scaling Support Outcomes for Leading **Global Enterprises**

2021 STEVIE® WINNER



62%

increase in Case
Deflection

2020 STEVIE® WINNER



20%

increase in Case
Deflection

alteryx

50%

Conversion Ratio on
search Results



50%

Cumulative Case
Deflection

NETSCOUT.

70-90%

Reduction in Time to
Knowledge



15%

increase in User
Searches

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 **Two Silver Stevies** at
the 2021 Stevie® Awards
for Sales & Customer
Service



SearchUnify honored
with a **Gold** and **Silver**
Stevie at the 2021
Asia-Pacific Stevie®
Awards

AI TECH AWARDS

SearchUnify's
Intelligent Chatbot
awarded the 2021 AI
Tech Award for Best
Chatbot Solution



SearchUnify named
Leader in G2's Fall 2021
Grid® Report for
Enterprise Search



TSIA named our
intelligent chatbot
“a best in breed” and our
application Agent Helper
as “next-gen”



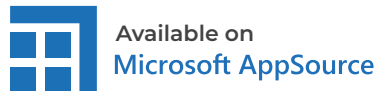
SearchUnify honored
with **Two Silver Stevie®**
Awards at 2020
Asia-Pacific Stevie
Awards



THE STEVIE® AWARDS FOR
SALES & CUSTOMER SERVICE

SearchUnify honored
with a **Silver & Bronze** at
the 2020 Stevie® Awards
for Sales & Customer
Service

Our Technology Partners



Let's **Connect**



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