

# Taming Mammoth of Repositories & Deflecting Cases Like a Pro

Vlocity Drives More Value From Its Online Community



## ABOUT VLOCITY

Aficionado of cloud & mobile software that ingrains omnichannel and digital processes for customer-centric industries



### **FEATURED IN FORBES' LIST OF**

Cloud 100 Firms & 25 Next Billion-Dollar Companies



### **REVENUE - \$75 MIL, EQUITY RAISED - \$105 MIL**

after two years of inception



### **FASTEST GROWING COMPANY**

on the Salesforce AppExchange



# THE JOURNEY

Vlocity owed its success to knowledge sharing and the expeditious support provided by its customer community & service agents. However, given the rapid expansion, it became a herculean task to continue delivering the same level of service. Moreover, with the customer community on Salesforce and documentation in MadCap Flare, Vlocity was having a hard time delivering unified, relevant, and personalized results to customers and support engineers.

“I particularly love the fact that we are able to securely share relevant information from all our portals with the ultimate goal of achieving greater self-service and case-deflection.”

- **James Goerke**  
*Manager, Global Support, Vlocity*



# ENTER SEARCHUNIFY



## SEARCH ACROSS CHANNELS

It securely integrated multiple repositories (help documents and product documentation) and made them accessible on the user community.



## CONTROL RESULTS

SearchUnify helped Vlocity to optimize search results. This gave them the ability to alter ranks of content pieces in results, and thus, promoting search relevancy.



## MEASURE CONTENT PERFORMANCE

Vlocity wanted to track search history & behaviour in order to analyze content gaps. With rich insights, SearchUnify turned effective content gap analysis into reality.



## PROVIDE SMART SUGGESTIONS

Suggestive search enabled easy access to relevant help content (from integrated base) and also completed queries. This improved case deflection & reduced support costs.



## LEVERAGE CONTEXTUAL SEARCH

Word stemming & custom synonyms ensure searches deliver apt results. Additionally, the Vlocity team could also set email alerts for queries containing particular keywords.



## ANALYZE GAPS IN CONTENT

Vlocity could analyze how users find information, identify content gaps, and understand how search trends impact self-service success - one search at a time!

# THE OUTCOME



25% rise in monthly site visits



20% increase in user searches/search volume

“The reason we chose SearchUnify over the other enterprise search products is its speed of deployment. We are able to securely share relevant information from all of our portals. The ability to analyze users’ search behavior and our content’s effectiveness is something that keeps us one step ahead of user expectations.”

- **James Goerke**

*Manager, Global Support, Vlocity*

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