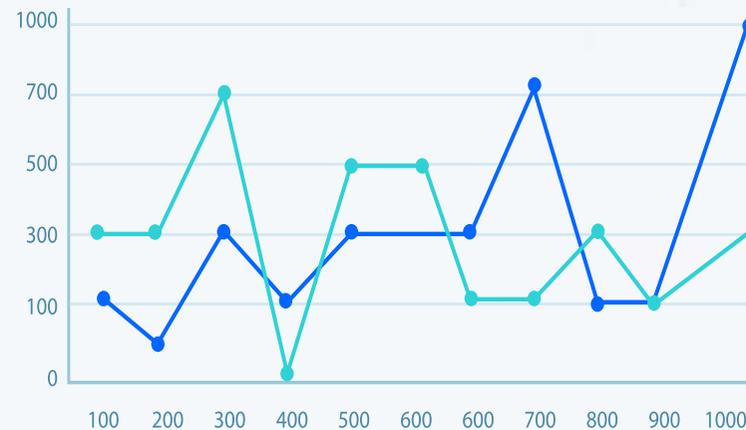


Walking Down the Relevance Road & Acing Self-Service

A Leading SaaS-based Company Delivers 75% More Answers With Its Community



KEY TAKEAWAYS



PROBLEM

Powerful content, barebones search - the organization wanted to weed out obsolete results for a better UX



APPROACH

Integrate all repositories and enable control over search to provide relevant results



RESULT

Engagement spiked as searches without results dropped by 75% & cross-channel content garnered over 60% clicks

“After a lot of contemplation, we picked SearchUnify as our enterprise search companion. It comes with Deep Analytics which empower us to monitor search trends in real-time and quantify search success with concrete metrics.”

- Director, Customer Empowerment



ABOUT THE CUSTOMER

Pacesetter of cloud-based human capital management (HCM) software



6,400+ CUSTOMERS IN 60+ INDUSTRIES.



100 MILLION+ USERS IN 200+ COUNTRIES.



CATERS TO BUSINESSES - ENTERPRISE TO SMB.

THE JOURNEY

The customer's support team developed a wide array of useful content to help users. These information sets were distributed across multiple knowledge repositories including the community, help center, support portal, etc. But with the increase in the number of products along with their frequent version updates, the size of respective repositories kept on increasing. Out-of-the-box search did not cross silos, and within the silo - search results were biased towards older product versions, so relevance and engagement nosedived.





EXCESSIVE CONTENT

The community had accumulated tons of content over the years. As a result, queries often returned results dating back over a decade. The client wanted the results to be restricted to newer content pieces.



UNMANAGEABLE RESULTS

Unstructured search would prioritize content basis keyword density or historical significance not basis user interest or product relevance. Apart from challenges where users needed to know exact keywords, or see irrelevant matches, search was failing to find answers.



SCATTERED KNOWLEDGE

Content was distributed among multiple knowledge sources and had to be accessed independently. Not only were the results not as relevant, the users needed to hop over to different repositories to find content.

ENTER SEARCH UNIFY



MULTI-PLATFORM SEARCH

Seamlessly integrated all knowledge sources and created a single gateway that enabled search to cover more ground than ever irrespective of which silo you were in.



INTELLIGENT RESULTS

AI-powered algorithm automatically re-organized search results and facilitated navigation to maximize relevance, and thus, improved the overall user experience.



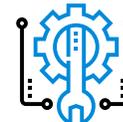
SEARCH OPTIMIZATION

Empowered the patron to manually modify ranking for any piece, restrict search queries from fetching dated results, and optimize results by a number of improvements - adding synonyms etc.



USER ENGAGEMENT

Provided users with smart suggestions, filters, and recommendations based on role to provide apt results, and thus improved engagement with the content.



MACHINE LEARNING

Machine learning delivers personalized results based on not just one user's journey, but learning across multiple user journeys, and hence, continuously improving search.



CONTENT GAP ANALYSIS

The customer can now analyze how users find information, identify content & relevance gaps, understand how search trends impact self-service success, and measure the success - one search at a time!

THE OUTCOME



75% spike in searches with results



Over 60% conversions on cross-channel content



30% rise in monthly site visits



40% surge in number of monthly searches

TESTIMONIALS

“One thing which I really liked is the ability to control and optimize search results. This, in turn, significantly improved content’s performance and further helped to stir things up on our community. To put it simply, it’s an incredible solution that turns your online community into a case-deflecting powerhouse!”

- *Global Community Specialist*

“We went ahead with SearchUnify simply because it can be deployed almost instantly and comes loaded with handy features. It provides several inbuilt click-and-deploy connectors for a variety of enterprise content platforms. Its form over function approach is practical and potent. This makes it more cost-effective over other comparable solutions.”

- *Director, Customer Empowerment*