

Zuora Redefines Discovery and Elevates Engagement on its Online Community with SearchUnify

zuora



INDUSTRY:
Enterprise
SaaS



HEADQUARTERS:
San Mateo, CA



SEARCHUNIFY SOLUTION:
AI-powered Search on
Lithium Community



CONTENT SOURCES INDEXED:
MindTouch (Help Docs), Lithium
(Customer Community), Swagger
(Developer Documentation)

Zuora creates cloud-based software that enables any company in any industry to successfully launch, manage, and transform into a subscription business.

THE CHALLENGES

The federated search solution on Zuora's community page yielded results from two sources - the help center and the community.

- The top 10 (most relevant) results didn't appear together; as a rule, the search was set to populating 5 results from each source, no matter what the query was
- Lack of faceting in the search and design made it impossible to filter results or drill down to the most relevant content
- The results took a long time to populate (even up to 30 seconds), and at times, they were not displayed at all
- The user experience on mobiles/tablets was sub-par; the results didn't appear properly
- It was not possible to control or personalize results due to lack of back-end intelligence



LANA LEE
SENIOR COMMUNITY
MANAGER & STRATEGIST
ZUORA INC.

As the Zuora Community Strategist, the level of metrics detail that SearchUnify provides for me in the administrator dashboard is impressive and useful. Not only does it give me a glimpse into the behavior of our community's visitors so that we can create a better, more optimized experience for them, but it also highlights the content gaps so that my team can quickly add needed content in the Community. At the end of the day, we want all Zuora Community users to be able to get the answer they need, as quickly as possible.

THE SOLUTION

SearchUnify is an AI-driven enterprise search solution that can enhance and convert your community into an effective self-service platform. It lets you:

- Integrate multiple content sources across different platforms in a single solution
- Derive actionable insights into content performance using real-time search analytics
- Show personalized and relevant information to each user based on their role, access permissions, search behavior and preferred data sources
- Deliver search results based on the syntax of the search, and not just keywords

THE RESULTS

With SearchUnify, Zuora was able to:

- Improve customer satisfaction by providing relevant results faster along with smart suggestions in the right context
- Heighten user engagement on all its knowledge-based platforms by facilitating the customer journey to various content sources