

# What is Search Relevance?

Search relevance measures how accurately results match a user’s query and intent—ensuring the most relevant information surfaces instantly to enhance CX



## 5 Business Challenges Search Relevance Solves

1

POOR SELF-SERVICE ADOPTION

**THE CHALLENGE**  
Users abandon self-help due to irrelevant results

**THE FIX**  
Search relevance delivers precise, intent-based answers—boosting self-service success

2

RISING SUPPORT COSTS

**THE CHALLENGE**  
Irrelevant content slows agents down, increasing handle time and costs

**THE FIX**  
Relevant search delivers instant answers—reducing handle time and lowering support costs

3

LOW CASE DEFLECTION RATES

**THE CHALLENGE**  
Users escalate issues when answers aren’t easily found

**THE FIX**  
Context-aware results help deflect more tickets by resolving queries at first touch

4

PRODUCTIVITY BOTTLENECKS

**THE CHALLENGE**  
Employees waste time searching across silos

**THE FIX**  
Relevance surfaces the most useful results instantly—driving faster decision-making

5

INCONSISTENT CUSTOMER EXPERIENCES

**THE CHALLENGE**  
Fragmented or outdated content erodes trust

**THE FIX**  
Unified, relevant search ensures consistent, personalized experiences across all touchpoints

## Unlock Hyper-Relevant Answers with SearchUnify's Cognitive Search

SearchUnify Cognitive Search puts relevance at the core, delivering faster, more accurate answers across the user journey

**Intent-Based Results**  
Goes beyond keywords to deliver accurate, relevant answers

**Semantic & Contextual Understanding**  
Surfaces precise results using NLP and smart filters

**Self-Learning Engine**  
Continuously improves relevance with every interaction

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