



**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 **Intelligent Chatbot, Agent Helper, Community Helper, KCS Enabler, and Escalation Predictor** – 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 has a well-thought-out technical architecture that should enable the company to fill gaps in data ingestion, tuning, and tools to build custom applications.

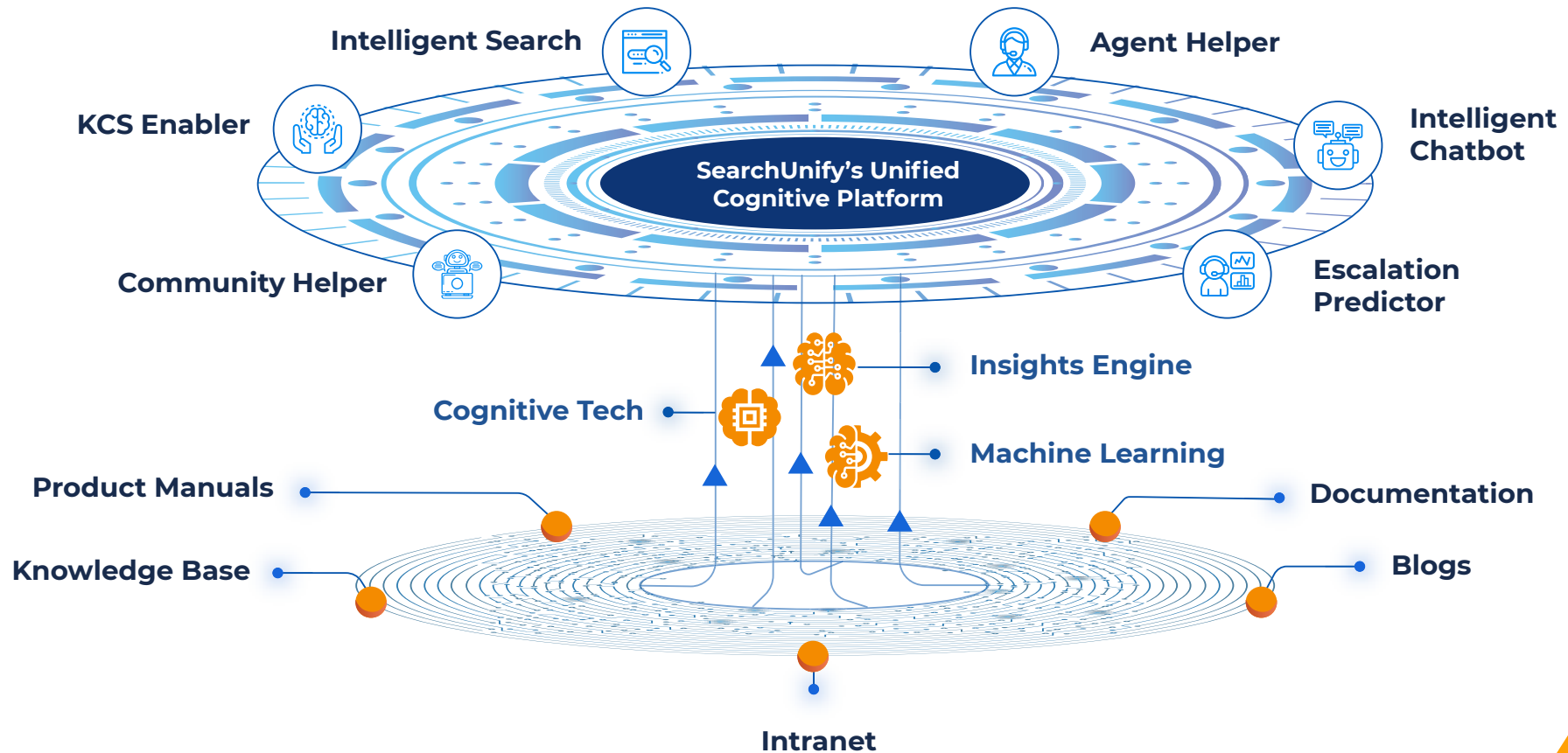
Mike Gualteri, VP & Principal Analyst, Forrester

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. 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.


Cognitive Technology




Unsupervised ML



Intent & Entity Recognition



User Journey Insights



Natural Language Processing

AI Powered Chatbot

Hey! How can i help you?

Cloud Packages
Backup Support

Help Resources

I want to know about your SSL Certificate's Configuration Capabilities

Sure! Here is a custom guide for you on our SSL capabilities
[\[Guide\] SSL Certificate Configuration Capabilities Version X3.4](#)

Let me know if you want me to connect you with someone for assistance

Talk to Sales Expert
Talk to Security Expert

Thanks!

- ➔ 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

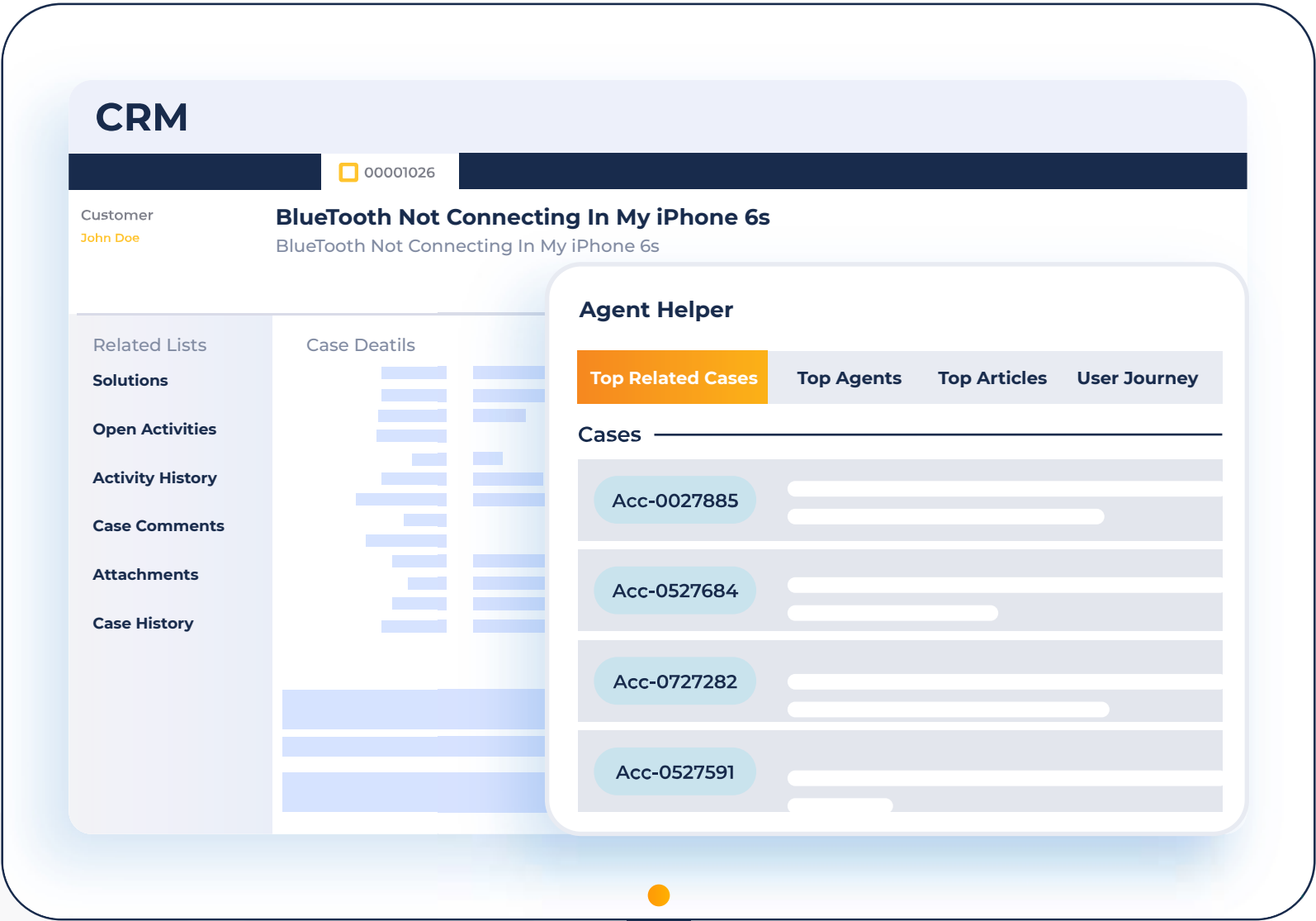
02. Agent Helper

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**”



CRM

00001026

Customer
John Doe

BlueTooth Not Connecting In My iPhone 6s

BlueTooth Not Connecting In My iPhone 6s

Related Lists

Solutions

Open Activities

Activity History

Case Comments

Attachments

Case History

Case Deatils

Agent Helper

Top Related Cases

Top Agents

Top Articles

User Journey

Cases

Acc-0027885

Acc-0527684

Acc-0727282

Acc-0527591

03. 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>



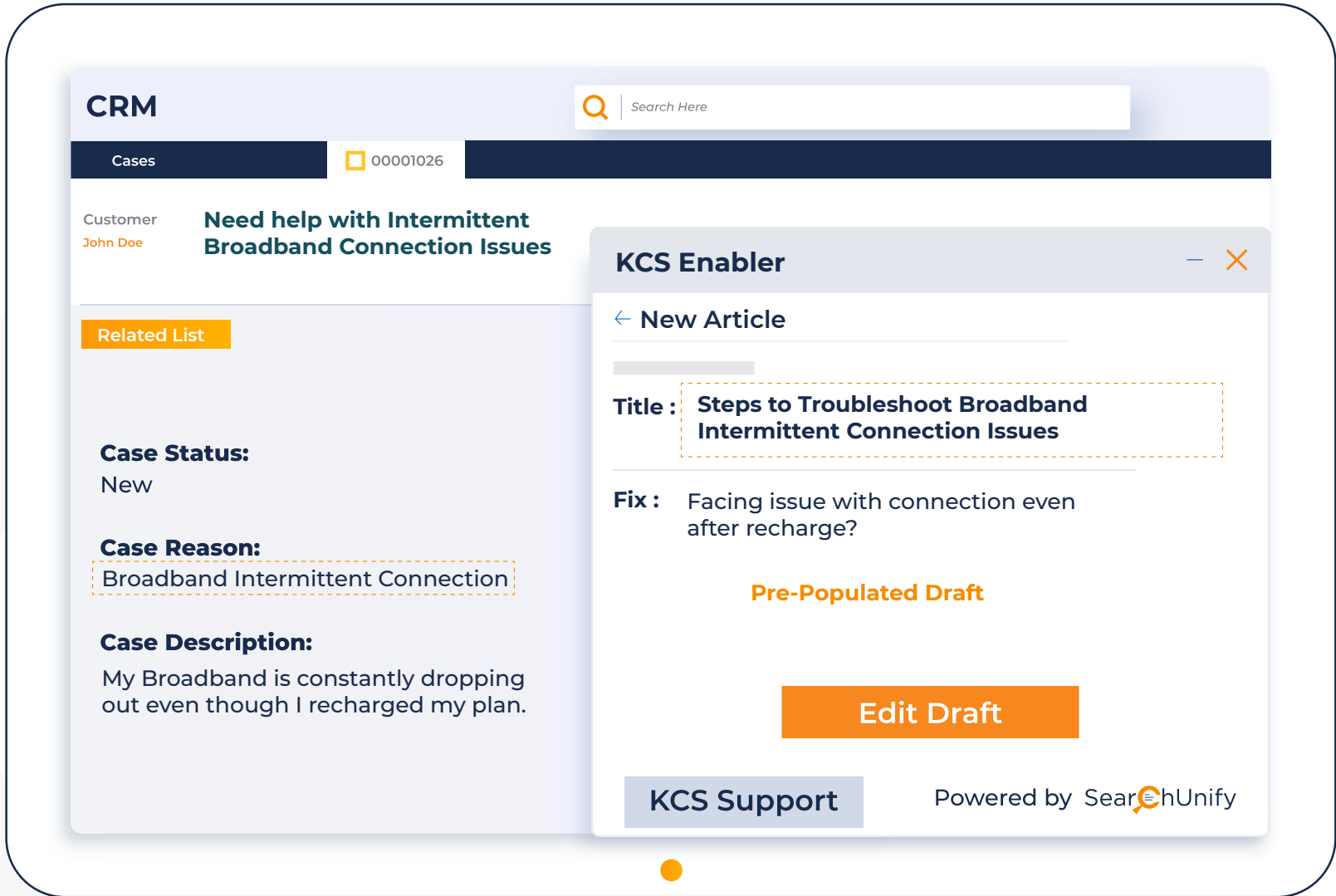
04. KCS Enabler

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



05. 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).



Scaling Support Outcomes for Leading **Global Enterprises**

2021 STEVIE® WINNER



62%

increase in Case
Deflection

2020 STEVIE® WINNER



20%

increase in Case
Deflection



20%

increase in Case
Deflection



15%

increase in Agent
Productivity

Leading RPA
Solution Provider

20%

increase in Case
Deflection

Leading API-first Data
Platform Provider

\$200,000

per month savings in
support costs



15%

increase in User
Searches

Awards and Accolades



THE STEVIE® AWARDS FOR
SALES & CUSTOMER SERVICE

SearchUnify honored with two **Silver Stevies** at the 2021 Stevie® Awards for Sales and Customer Service



THE STEVIE® AWARDS FOR
SALES & CUSTOMER SERVICE

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



SearchUnify named **Leader** in G2's Winter 2021, Fall and Summer 2020 **Grid® Report for Enterprise Search**



SearchUnify named finalist for "**Best Technology Innovation**" at The Global ContactCenterWorld Awards 2020



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



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



SearchUnify named finalist for "**Best New Technology Solution**" at the 2020 ICMI Global Contact Center Awards

Our Technology

Partners

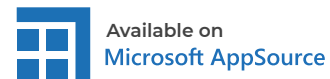


zendesk



Adobe
Experience
Manager

servicenow™



Let's **Connect**



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