SearchUnify®

Enhancing Content Findability and Agent Productivity with SearchUnify's LLM-fueled Generative Question Answering

A leading SaaS company leverages the LLM-powered platform to reduce support costs by **45%** within **3 months**

About the Customer

The USA-based company offers a cloud-based solution that enables businesses to generate work management solutions effortlessly.

Problem Statement

The company had a fully stacked online customer community and agent console where users - customers and support agents - sought fast and relevant product-related information. However, there were some challenges.

➤ Community members often ended up with irrelevant results due to frequent encounters with fragmented articles and lack of personalization, leading them to create a case.

➤ On top of it, support agents spent a lot of time and effort jumping through hoops for finding apt information during the resolution process. This meant subpar content findability and increased resolution time.

➤ Consequently, case deflection numbers were plummeting to under 2% as users neither created cases nor clicked on search results after performing a search query.

Here's how LLM-powered SearchUnify Helped

➤ The SearchUnify team mapped Generative Question-Answers to specific articles, thus fine-tuning sentence transformers and retrieving relevant information. They also leveraged a dataset similar to SQUAD based on relevant questions, answers, and contextual information for training Language Models (LLMs). All this enabled LLMs to gauge knowledge base (KB) relevance and condense answers.

➤ SearchUnify further personalized the discovery experience for every user by tapping into their profile and populating results based on their purchase history.

The Impact

1 The client integrated SearchUnify's LLM-powered Generative Question Answering feature into its community that resulted in improved content findability.

2 The delivery of personalized content further led to an improvement in customer effort score (CES) from **62%** to **84%**.

3 The discovery and consumption of case resolving content improved expeditiously.

4 Support costs dropped significantly from over **$560,000** to **$310,000** with a reduced inflow of support tickets, within **3 months.**

5 The client saw over **60%** of users leveraging community search to resolve their queries in the first instance. An additional **8%** of self service resolutions stemmed from the case creation page as well.

6 Time to resolution was reduced by **31%.**

7 Self-service rate jumped from **78%** to **89%** within a quarter.

About SearchUnify

SearchUnify is a unified cognitive platform, by Grazitti Interactive, and is built on a machine learning and insights engine. The platform boasts a suite of AI-powered products, including Cognitive Search, Escalation Predictor, Virtual Assistant (SUVA), Agent Helper, Knowbler, and Community Helper. Leading enterprises globally rely on SearchUnify for revolutionizing information discovery and elevating support outcomes.

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