How intelligent enterprise search **elevated the post-sale experience** for customers of a global SaaS provider

EXECUTIVE SUMMARY

Who

Global SaaS provider with more than 1,000 customers worldwide

Goals

Getting customers "the content they need, in the moment they need it"

Challenges

Information was distributed across siloed repositories

Solution

Coveo-based and iTalent Digital-enhanced intelligent search and recommendations engine

Results

Dramatic increase in customer engagement as measured by total minutes spent on company properties, total page views, and session length

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> This enterprise-wide initiative combines multiple technologies, platforms, and teams to elevate the customer experience."

OVERVIEW

With more than 1,000 customers in almost 50 countries, our client is on a continuous quest to better serve the customer, which they write with a capital C. The company's foremost business motto is, "Customer First." The company has a number of platforms for serving the customer post-sale, including the online community (approx. 20,000 members), the knowledge hub (training and certification courses), tech support portal, and technical product documentation library.

CHALLENGE

Having so much information distributed across disparate repositories created a challenge for achieving the goal of getting customers "the content they need, in the moment they need it." In our client's view, the customer shouldn't have to think about where to find the information – it should just be there for them at their fingertips, whenever they need it.

SOLUTION

iTalent Digital worked in partnership with Coveo to build a customer-serving enterprise architecture that takes the customer experience to new heights. It positions the online community as the starting point for a customer's journey and makes the experience seamless through deep integrations of all of the various technology platforms combined with cutting-edge, hyper-personalized functionality made possible through machine learning.

iTalent then enhanced the user interface (UI) and deployed a Coveo-powered unified search functionality inside the community for both internal and external users, replacing the native Khoros search. The unified search capability works across the multiple data repositories to deliver relevant content to users searching from within the community, regardless of where the content resides. No longer do users have to switch back and forth from one property to another on a hunt for information.

The unified search functionality was also integrated with the company's Salesforce Service Cloud platform, so customer care agents can resolve support tickets faster. The support agents can now access information from any of the data repositories with a single search inside the agent console – no need to open multiple windows and platforms to locate important information for customers.

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DIGITAL

SOLUTION (CONTINUED)

In parallel, an innovative solution was engineered to incorporate restricted information into the unified search solution.

Certain information residing across the enterprise ecosystem is restricted to users with certain roles. Our client needed a way to allow authorized users (with specific roles) access to all of the information they are eligible to see via the unified search, while at the same time keeping the same information hidden from unauthorized users.

To enable this, iTalent Digital designed a function called Role-Based Search on top of the Coveo intelligent search engine. In an industry first, search results are now filtered and arranged on the screen according to who is searching for them, with certain information only visible to authorized users. This truly takes the concept of personalization to a new level.

The company then went on to enable the unified search tool on other properties, including the corporate website and the technical product documentation library. The company continues to explore the capabilities of unified search to enhance the overall customer experience.

171%
increase in total minutes online

73%
increase in total page views

60%
increase in total minutes per session

RESULTS

These architecture enhancements have dramatically impacted the customer experience, as indicated by key metrics such as total minutes online (171% increase year over year), total page views (up 73% YOY), and total minutes per session (now at 15.37 minutes, a nearly 60% YOY increase). This increased engagement can be explained by the ability of the unified search capability to offer up relevant content in the moment the customer needs it, all on one screen. Searches without results have plummeted by nearly 70% YOY (from more than 30K to under 10K) and searches with results rose by more than 24% to more than 242K within the first year of implementation.

ABOUT iTALENT DIGITAL

iTalent Digital is a global woman- and minority-owned software engineering and full-stack tech consulting company headquartered in Silicon Valley that champions the people side of tech. We challenge the status quo and help companies achieve exceptional business outcomes through a suite of digital transformation services such as Product Development and Engineering, Enterprise Community, Personalization and Unified Search, Data Transformation and Business Intelligence, SaaS Solutions, and Change Management.

The team has numerous awards to its name, including 25+ Stevie® Awards, two Forrester Groundswell Awards, five Khoros Awards, two Globee® Disruptor Company of the Year Awards, three IT World Innovation Awards, two Cisco Responsible Procurement Awards, and many others.

Vikas Sachdeva, Vice President of Product Engineering at iTalent Digital, was named 2022-2023 Coveo Most Valuable Partner

iTALENT'S ENTERPRISE SEARCH & PERSONALIZATION PRACTICE IS THE RECIPIENT OF PRESTIGIOUS INDUSTRY AWARDS

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