SearchUnify | zendesk guide

SearchUnify's Unified Cognitive Platform for Zendesk Guide

Drive Self-Service and Improve Content Findability
with Cognitive Technology

Zendesk Guide is a knowledge base that promotes effective self-service and empowers agents with relevant information at the point of need, thereby augmenting their productivity.

However, to extend these capabilities beyond the Zendesk ecosystem, you need a unified cognitive platform. Enter SearchUnify. Built on the core of cognitive technology, machine learning, and an insights engine, it coherently integrates disparate repositories within your Zendesk console to keep your self-service portals in pristine conditions. Let's see how!

01. Integrate Silos with Unified Information Discovery

SearchUnify creates a unified index of all repositories, thus enabling a cohesive unit of organizational knowledge. That ensures a single search request scans internal and external repositories from within the Zendesk Guide, thereby surfacing relevant content. Additionally, instant access to all help knowledge levitates agent productivity.
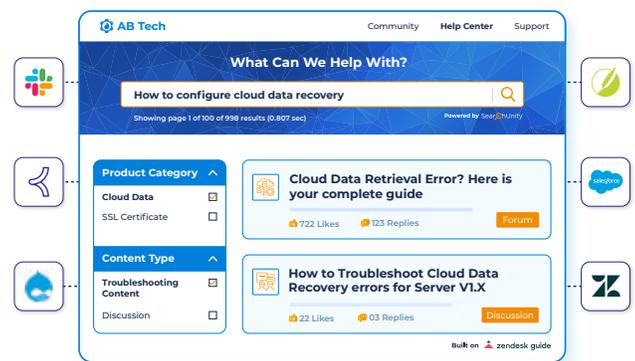

02. Boost Content Relevance with AI-powered Tuning
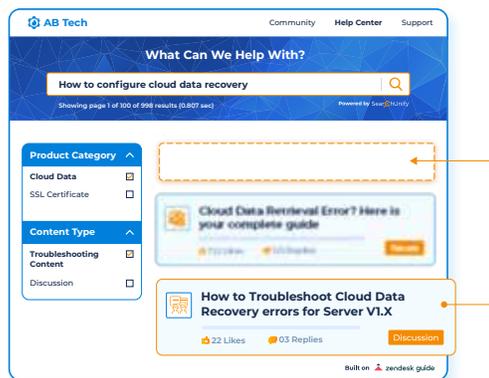
Imagine a user's frustration when the content they need is reposed at the bottom of SERPs. With SearchUnify's Automatic Tuning, relevant content is proactively placed at the top based on user role, clickstream, behavior, etc. You can also manually rank results on a variety of factors like keywords, content sources, date created, intent, historical data, etc.

03. Fuel Contextual Results with NLP

Human language is not always precise. And, users don't frame inch-perfect queries while searching. SearchUnify ensures this doesn't hamper their experience. It leverages NLU, NLP, and ML algorithms to demystify their intent and ensure they only see content relevant to their immediate needs. That helps provide a frictionless knowledge discovery.
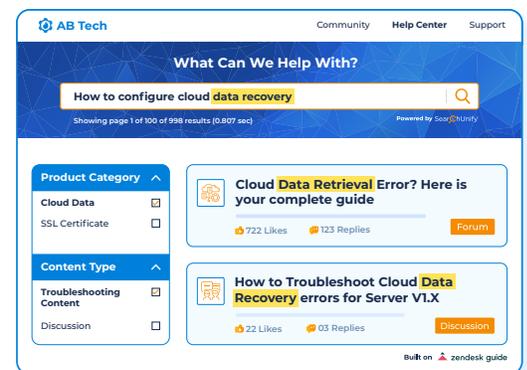
04. Leverage Real-time Insights into Content Gaps

Regardless of how vast a KB is, it can fall short. SearchUnify can plug the gaps in your repositories by tracking how users find & consume content while also providing insights into what's working. That can help you create or update knowledge articles for better results. This way, you not only improve crucial metrics but also the overall self-service efficacy.
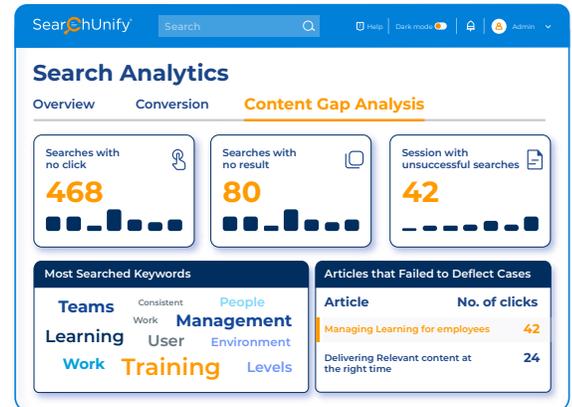
05. Harness the Power of AI for Hyper-Personalization
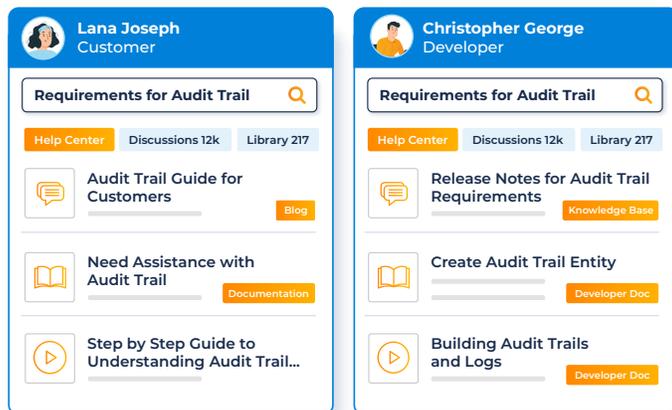
Different users have different needs, and catering to them all can be daunting. SearchUnify makes it happen with its real AI. It personalizes your users' journey by taking into account their search history, click-through data, profile, etc., to present highly apt results. That ensures your users find the right knowledge with minimal effort within and outside Zendesk.

06. Take Proactive Business Decisions with Search Analytics

SearchUnify's insights engine provides a 360° view of the user's digital footprints. With reports on Sessions with Unsuccessful Searches, Most Searched Keywords, Searches with No Results, etc., at your disposal, you can identify KBs that are most helpful to support engineers and customers. That helps make data-informed decisions for resource allocation.

Recognized by Industry Analysts

"SearchUnify's sweet spot is for enterprises that wish to quickly implement cognitive search for any number of digital experiences while having easy-to-use tools to customize and tune the results."

MIKE GUALTIERI
VP & Principal Analyst Forrester Research

Awards and Accolades

FORRESTER®

SearchUnify recognized as a **Strong Performer** in the Forrester Wave™: Cognitive Search, Q3 2021

SearchUnify honored with **Two Silver Stevies** at the 2022 Stevie® Awards for Sales & Customer Service

SearchUnify honored with a **Gold** and **Silver** Stevie at the 2022 Asia-Pacific Stevie® Awards

SearchUnify Wins **Gold** at the 9th Annual 2022 Sales, Marketing, Customer Success, & Operations Excellence Awards

AI TECH AWARDS

SearchUnify's **Intelligent Chatbot** awarded the 2021 AI Tech Award for Best Chatbot Solution

tsia TECHNOLOGY & SERVICES INDUSTRY ASSOCIATION

TSIA named our intelligent chatbot **"a best in breed"** and our application Agent Helper as **"next-gen"**

G2

SearchUnify named **Leader** in G2's **Grid® Report for Enterprise Search,** ten quarters in a row

AI

SearchUnify's **Intelligent Chatbot** Named Winner in 2022 Artificial Intelligence Excellence Awards

Other Supported Platforms

salesforce

Joomla!®

moodle

SharePoint

skilljar

WordPress

Khoros

Drupal™

Thought INDUSTRIES

YouTube

Dropbox

slack

higher logic

Google Drive

And More...