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AI search is disrupting keyword search

1999

Keyword Search is Stuck Here

2021

AI Search Provides Direct Answers

How much does Slack cost?

95% say Slack is key to their team's success

FREQUENTLY ASKED QUESTIONS

How much does Slack Cost?

We offer multiple pricing plans; choose the one that is right for your team. You can pay by month or by year, and cancel any time.

LEARN MORE

Are Slack apps free?

We need to add new users to our team. How will that be billed?

What is Slack Connect?

How do businesses use Slack?

RESOURCES

Pricing

Choose the plan that's right for your team.

Learn More ↪
AI search engines have...
### The value of AI search

<table>
<thead>
<tr>
<th>Marketing</th>
<th>Support</th>
<th>Developer</th>
<th>Ecommerce</th>
<th>Workplace</th>
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<tr>
<td>More conversions</td>
<td>Happier customers</td>
<td>Faster, cheaper implementations</td>
<td>Increased Average Order</td>
<td>Better productivity</td>
</tr>
<tr>
<td>1.4X increase in onsite conversions with AI search*</td>
<td>AI search powers higher customer satisfaction</td>
<td>AI search is 9x faster to build on Yext than home-built solutions, with 89% lower 3-year TCO*</td>
<td>Leveraging machine learning has shown and increase of 50% in average order value**</td>
<td>Employees find content faster and work more productively with AI search</td>
</tr>
</tbody>
</table>

*Yext Proprietary Study, 2021, Developer results based on Yext modeling and assumptions.

**Eventige Media Group, 2021
The Answers Platform

Solutions
- Marketing Answers
- Support Answers
- Developer Answers
- Ecommerce Answers
- Workplace Answers

Platform
- Natural Language
- Multi Algorithm
- Publisher SDK
- Knowledge Network
- Static Site Generator
- Streaming Architecture
- Review Monitoring
- Intelligent Review Response
- Custom Dashboards
- Report Builder
- SDKs & API
- Dynamic Reranking
- Duplicate Suppression
- Custom Third-party Feeds
- Responsive Design
- Multi Language
- Review Generation
- Sentiment Analysis
- Competitive Intelligence
- Conversion Tracking

knowledge graph

search  listings  pages  reviews  analytics
Yext Solutions for Customer Support

- Help Site Search
- Case Form Deflection
- Agent Desktop Search
- SEO for Help Center
- In-App Support
- Knowledge Base
Help Site Search

Empower customers to find instant answers to their support questions within FAQs, guides, tutorials, videos, ebooks, product manuals, etc.

- **Give customers** **direct answers** instantly - no long-form articles or blue links
- **Display content in a** **single unified search experience** through a **federated architecture**
- Prevent issues from becoming cases by allowing customers to **self-serve**
- Scale customer service operations by offering **24/7/365 support** to prospects, customers, and partners alike
- **Rerank FAQs** based on which ones have resolved questions before

85% of customer service interactions will start with self-service by 2022, up from 48% in 2019

Case Form Deflection

Decrease case creation by recommending related content based on the issue being raised – right within the case submission form.

- Suggest **relevant answers** right as customers fill out the details of their issue.
- Proactively **deflect ticket submissions** and **reduce inbound case volume** by suggesting relevant content.
- Use ML and NLU to **understand and act upon customer cues in real-time**.
- Decrease cost-to-serve.

84% of people want to solve their own problem before reverting to raising support tickets.

Source: https://www.addsearch.com/blog/shockingly-high-cost-poor-site-search
Agent Desktop Search

Empower agents to find instant answers in their internal portal as they guide customers in troubleshooting issues

- Empower your agents to drive faster case resolution that increases customer loyalty and satisfaction
- Troubleshoot customer problems at scale with intelligent case clustering
- Reduce internal information silos by centralizing all support data for easy retrieval
- Vary results by user, based on role or access level
- Reduce agent attrition by keeping them educated and equipped for success
- Help onboard new agents
- Give agents visibility into what your customers need most

20%
Average time an agent spends understanding customer questions and searching for information

SEO for Help Center

Answer your customers’ questions before they even reach your help site by improving your ranking and presence in search

- Influence rich search results across different search engines via optimized web pages and articles
- Sync pre-answered FAQs to proactively answer consumers’ common questions and help further them along the path to conversion
- Track and answer questions consumers ask on third party sites, like Google listings, and share proactive FAQs
- Gain insight into the most frequently asked questions and topics about your business
- Monitor and respond to feedback from customers within reviews across the web

89% of millennials use a search engine to find answers before making a call to get customer service

89% of millennials use a search engine to find answers before making a call to get customer service

Source: Salesforce study, 2017
In-App Support
A “digital concierge” for your web, mobile, and desktop apps that expands into a Yext search experience when clicked

57% of consumers are frustrated with inconsistent answers across chatbot and human-assisted service

- Provide your customers with an intuitive, chat-like search experience, either inside your application or behind your user login
- Add just a few lines of code to start providing the answers your customers seek, without incurring costs for your support team
- Delivers versatile value as:
  - A “website assistant”
  - A first line of defense for a chatbot
  - An educational tool for complex products
  - A way to deter shopping cart abandonment
  - A product discoverability tool for considered purchases

Knowledge Base

A graph-based “one-stop shop” for all the information your teams need

$5.7M A typical organization employing 1,000 workers wastes over $5.7M annually searching for, but not finding, information

- Store all your team’s content and information — and the relationships among data points — in a dynamic, graph-based system
- Empower your teams to find the information they need with a world-class search experience
- Leverage pre-built or fully customizable formats for data types like FAQs, Support Articles, Products, Job Openings, and many more
- Create and edit pages or other content with customizable page templates
- Allow your teams the appropriate view, comment, or edit access with robust workflows and approvals at the record, folder, or system level

Source: IDC, 2014
Thank you