



# The Answers Platform

First Quarter Fiscal 2022 Financial Results

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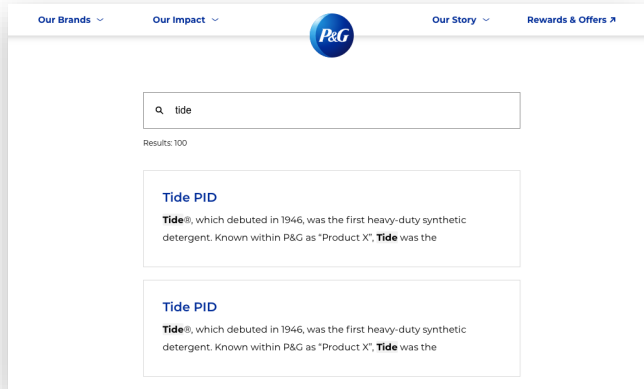
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# AI search is disrupting keyword search



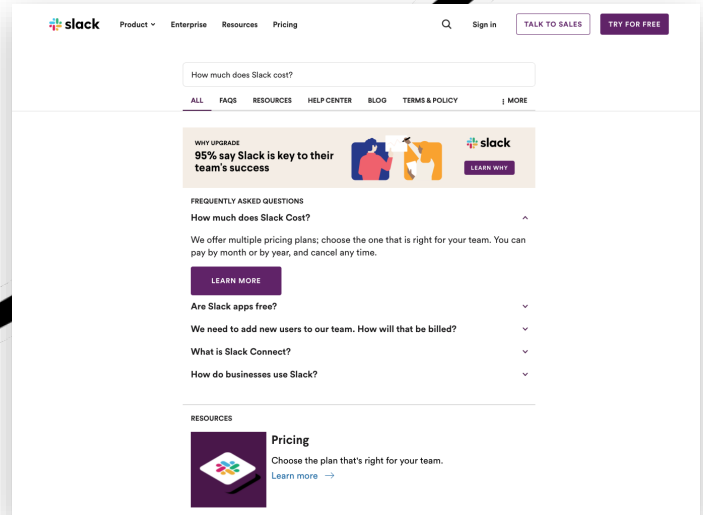
1999

Keyword Search is Stuck Here\_

AI Search Provides Direct Answers\_

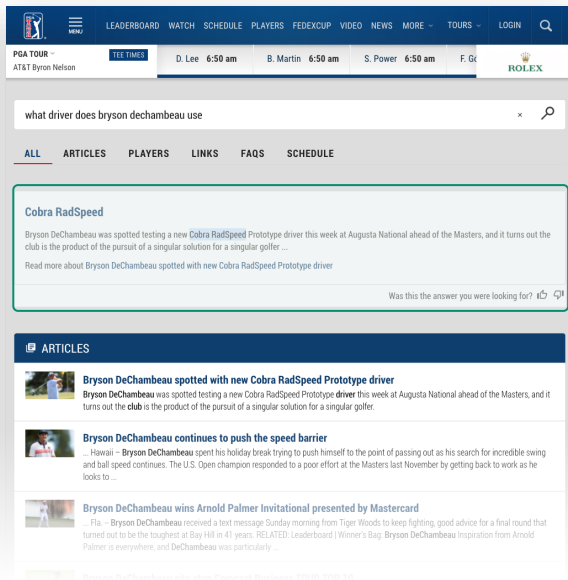


2021



# AI search engines have...

 Natural Language



PGA TOUR  
AT&T Byron Nelson

LEADERBOARD WATCH SCHEDULE PLAYERS FEDEXCUP VIDEO NEWS MORE TOURS LOGIN

what driver does bryson dechambeau use

ALL ARTICLES PLAYERS LINKS FAQs SCHEDULE

**Cobra RadSpeed**

Bryson DeChambeau was spotted testing a new Cobra RadSpeed Prototype driver this week at Augusta National ahead of the Masters, and it turns out the club is the product of the pursuit of a singular solution for a singular golfer...

Read more about Bryson DeChambeau spotted with new Cobra RadSpeed Prototype driver

Was this the answer you were looking for?

**ARTICLES**

**Bryson DeChambeau spotted with new Cobra RadSpeed Prototype driver**

Bryson DeChambeau was spotted testing a new Cobra RadSpeed Prototype driver this week at Augusta National ahead of the Masters, and it turns out the club is the product of the pursuit of a singular solution for a singular golfer.

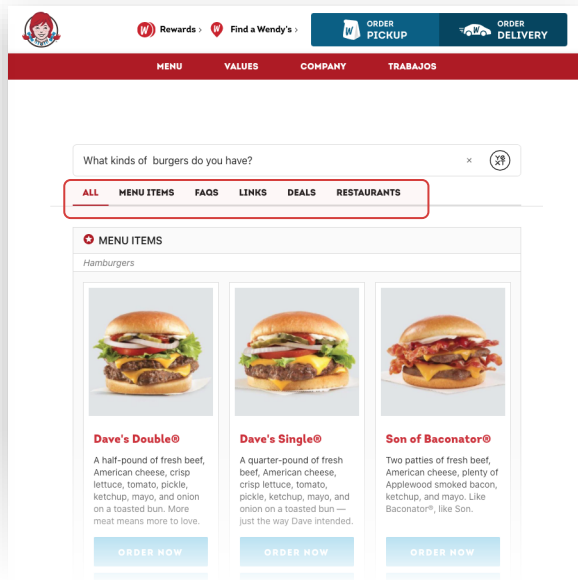
**Bryson DeChambeau continues to push the speed barrier**

Hawaii - Bryson DeChambeau spent his holiday break trying to push himself to the point of passing out as his search for incredible swing and ball speed continues. The U.S. Open champion responded to a poor effort at the Masters last November by getting back to work as he looks to...

**Bryson DeChambeau wins Arnold Palmer Invitational presented by Mastercard**

Fla - Bryson DeChambeau received a text message Sunday morning from Tiger Woods to keep fighting, good advice for a final round that turned out to be the toughest at Bay Hill in 41 years. RELATED: Leaderboard | Winner's Bag: Bryson DeChambeau Inspiration from Arnold Palmer is everywhere, and DeChambeau was particularly...

 Multi-Algorithms



Wendy's Rewards Find a Wendy's

ORDER PICKUP ORDER DELIVERY

MENU VALUES COMPANY TRABAJOS

What kinds of burgers do you have?

ALL MENU ITEMS FAQs LINKS DEALS RESTAURANTS

**MENU ITEMS**

Hamburgers

**Dave's Double®**

A half-pound of fresh beef, American cheese, crisp lettuce, tomato, pickle, ketchup, mayo, and onion on a toasted bun. More meat means more to love.

**Dave's Single®**

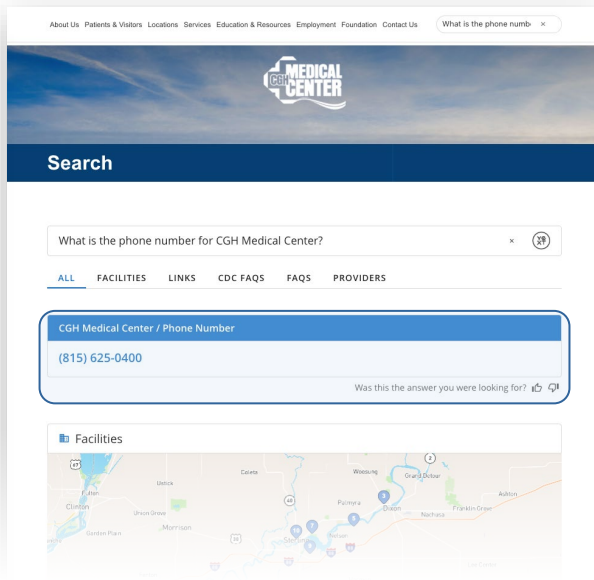
A quarter-pound of fresh beef, American cheese, crisp lettuce, tomato, pickle, ketchup, mayo, and onion on a toasted bun — just the way Dave intended.

**Son of Baconator®**

Two patties of fresh beef, American cheese, plenty of Applewood smoked bacon, ketchup, and mayo. Like Baconator®, like Son.

ORDER NOW

 Knowledge Graph



About Us Patients & Visitors Locations Services Education & Resources Employment Foundation Contact Us What is the phone number

**CGH MEDICAL CENTER**

Search

What is the phone number for CGH Medical Center?

ALL FACILITIES LINKS CDC FAQs FAQs PROVIDERS

**CGH Medical Center / Phone Number**

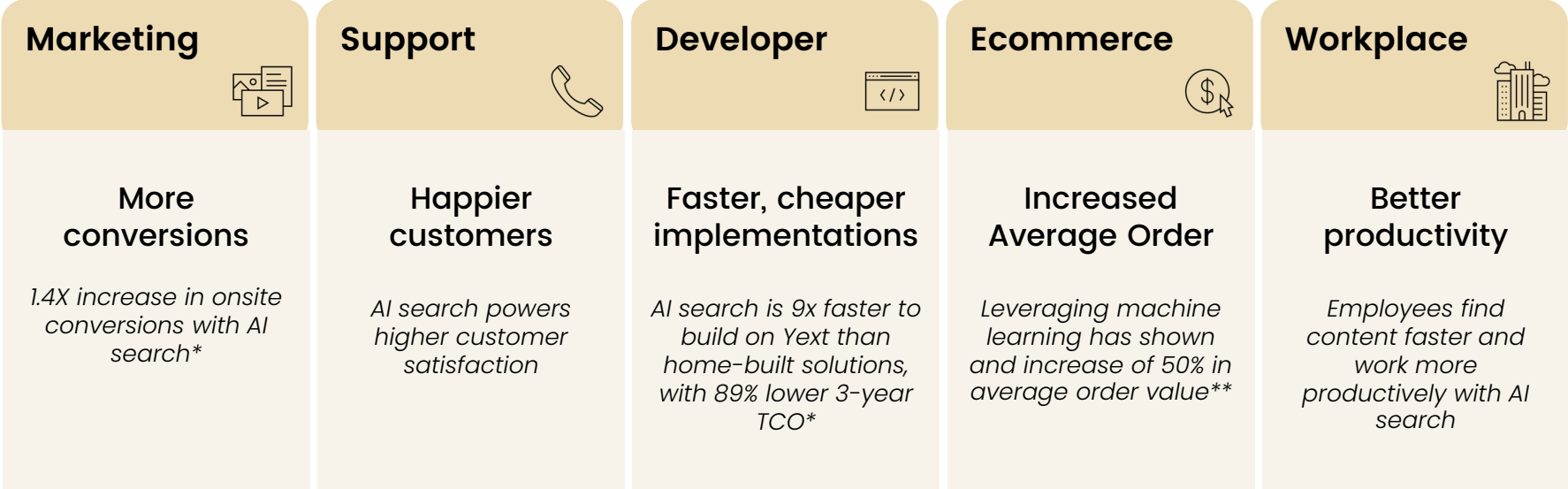
(815) 625-0400

Was this the answer you were looking for?

**Facilities**

Map showing the location of CGH Medical Center in Chicago, Illinois, with various landmarks and streets labeled.

# The value of AI search

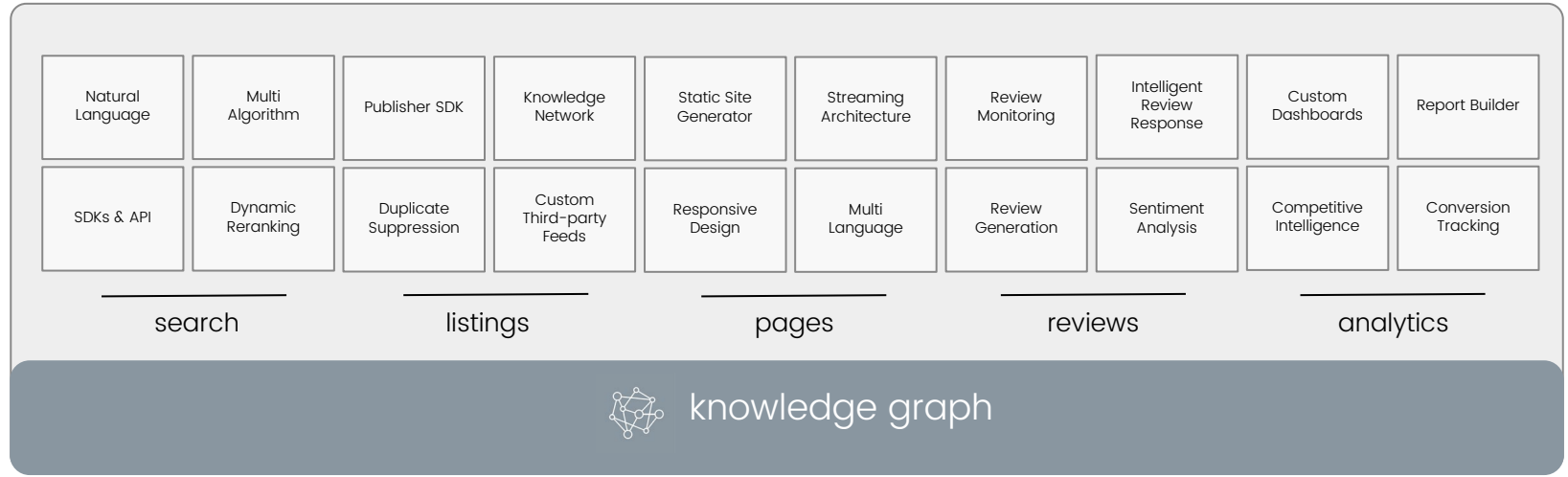


# The Answers Platform

*Solutions*



*Platform*



# Yext Solutions for Customer Support



**Help Site  
Search**



**Case Form  
Deflection**



**Agent Desktop  
Search**



**SEO for Help  
Center**



**In-App  
Support**



**Knowledge  
Base**

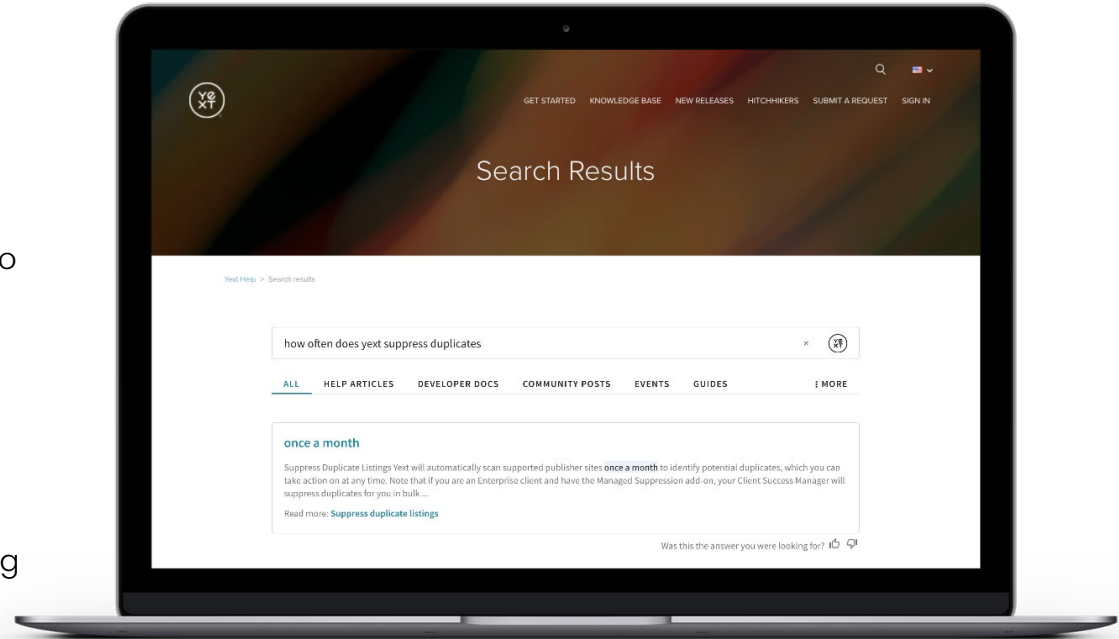
# Help Site Search

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



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

- 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





# Case Form Deflection



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

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

- 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

The screenshot shows a 'Contact Support' form with the following fields: 'EMAIL ADDRESS', 'TYPE OF ISSUE', and 'DESCRIPTION'. Below the 'TYPE OF ISSUE' field, there is a search bar containing the text 'How do I export a location?'. To the right of the form, there is a 'How can we help?' section with a search bar containing the same text. Below the search bar, there are tabs for 'ALL', 'HITCHHIKERS TRAINING MODULES', 'HELP ARTICLES', 'GUIDES', 'COMMUNITY POSTS', and 'I MORE'. Under the 'HITCHHIKERS TRAINING MODULES' tab, there are three cards: 'Entity Export Boundaries', 'Modifying Location Search Boundaries', and 'Facebook'. Each card has a 'BEGIN CONTENT' button. Below the cards, there is a 'View All >' link. Under the 'Help Articles' tab, there is a card for 'Export listing information >' with a sub-heading 'This article covers how to export information about your listings into a spreadsheet.'



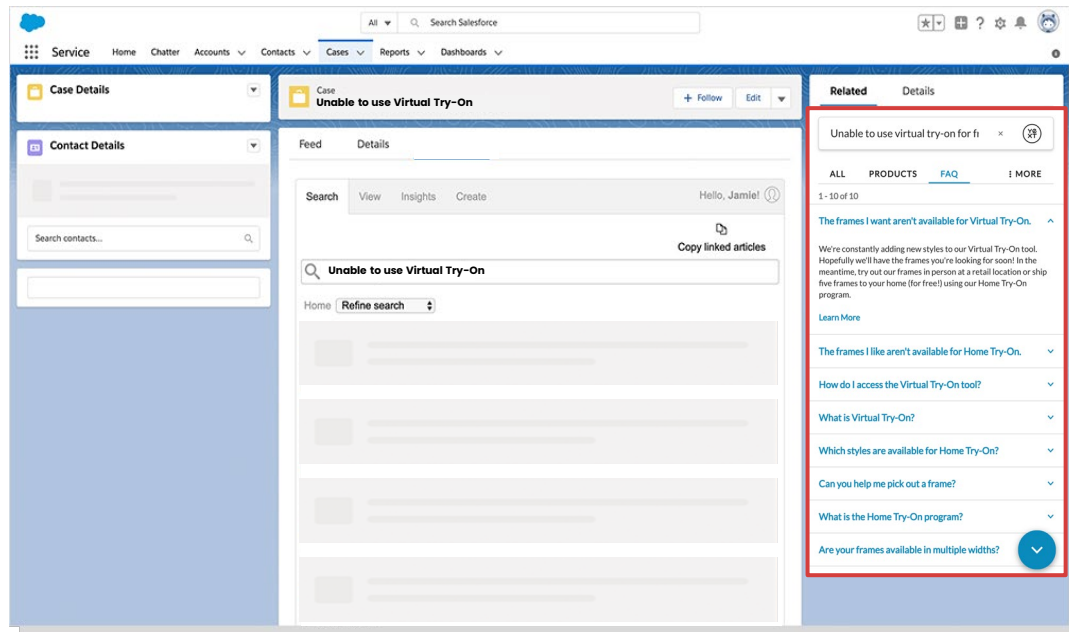
# Agent Desktop Search



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

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

- 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



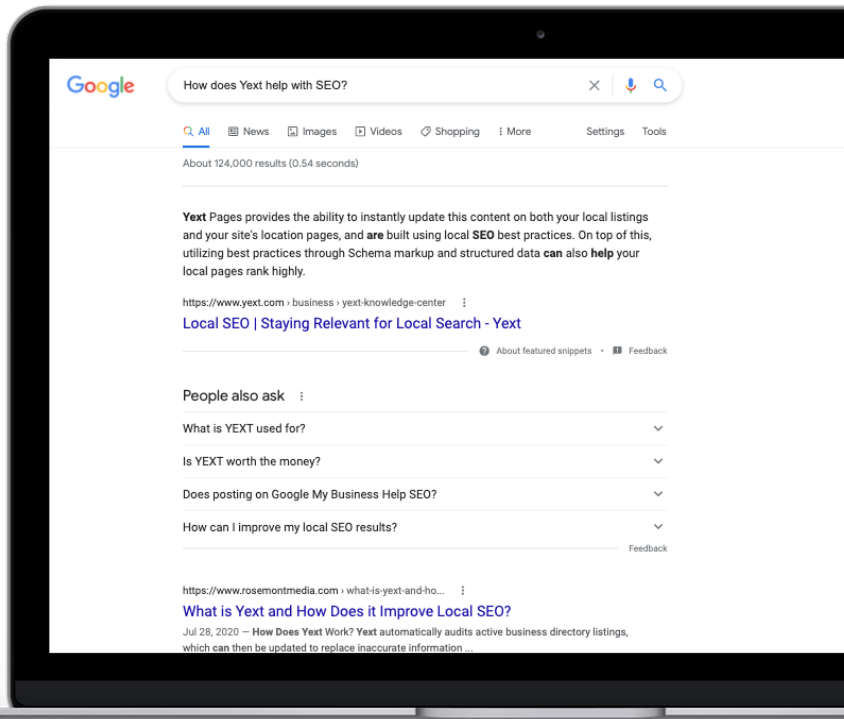
# SEO for Help Center



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

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

- 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



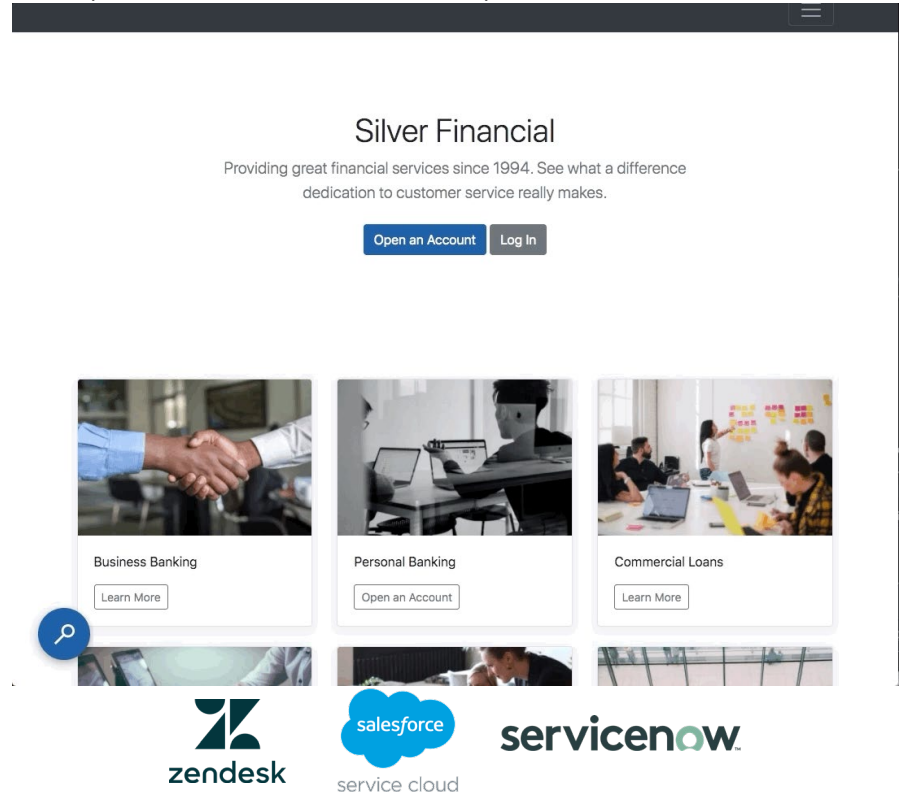
# In-App Support



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

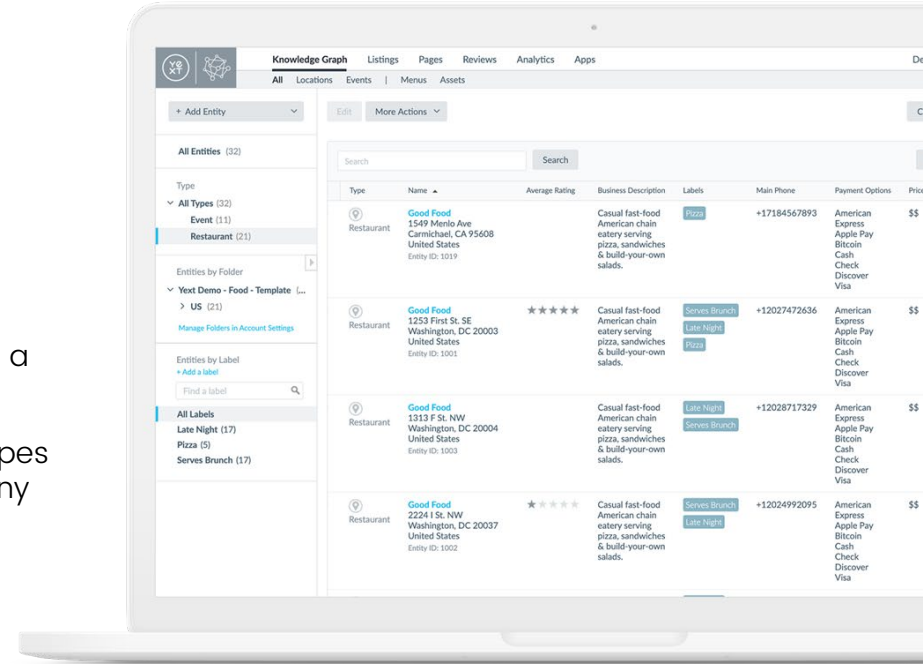


# Knowledge Base

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



**Thank you**

