

October 14, 2021



Samsung Increases Net Promoter Score by 45% by Optimizing Help Site with Yext Support Answers

To improve its customer support experience, the industry leader dropped its legacy solution in favor of Yext's powerful multi-algorithm approach to search.

NEW YORK, Oct. 14, 2021 /PRNewswire/ --[Yext, Inc.](#) (NYSE: YEXT), the AI Search Company, and Samsung, a global industry leader in technology, today announced their success optimizing [Samsung's help site](#) with [Support Answers](#), Yext's AI-powered search solution for customer support.



In early 2020, as people began working from home, using cell phones, TVs, and kitchen appliances more than ever, Samsung's help site was inundated with questions about these products. By turning to Yext's Support Answers, Samsung was able to make its massive content library — comprised of thousands of help articles, FAQs, YouTube videos, and more — searchable on its help site. The ability to field natural language questions from customers with direct answers dramatically improved its customer support experience.

Within eleven weeks of launching with Support Answers, Samsung experienced significant

growth in every major customer satisfaction metric, increasing its Net Promoter Score (NPS) by 45%, Customer Satisfaction Score (CSAT) by 33%, number of resolved issues by 15%, and number of completed surveys by 8x. Tapping into Yext's performance analytics, Samsung was also able to boost click-through rates (CTR) by 40%. All told, Samsung increased customer engagement with its help site by 19%, streamlining the path to resolution and delighting customers along the way.

"Switching over to Yext — not just for search but also for knowledge management — has freed us from all of the baggage and tech debt that we had built up over the years with Elasticsearch," said Scott Messina, Director of Search and Design Strategy. "Before Yext, search on samsung.com was pretty typical relative to what other companies were doing — a magnifying glass at the top of the page. Now, when someone searches for an answer, they get one and are then on their way. That's one happier customer who doesn't have to deal with a phone call."

"For all companies — and especially for industry leaders like Samsung whose products are so widely used — a reliable support search experience that can actually deliver answers to customers' questions is an absolute must-have," said Joe Jorczak, Yext's Head of Industry for Service and Support. "Connecting all of a company's knowledge assets and support resources and using it to power an AI search experience can sound daunting, but Yext's collaboration with Samsung demonstrates both how seamless it can be and how many benefits it can bring, from increased customer satisfaction to reduced support costs to faster resolution times."

[Learn more about Yext's work with Samsung here.](#)

About Yext

[Yext](#) (NYSE: YEXT) is the AI Search Company and is on a mission to transform the enterprise with AI search.

With the explosion of information and data online, search has never been more important. However, while the world of consumer search has innovated over time, enterprise search has not. In fact, the majority of enterprise search is powered by outdated keyword search technology that only scans for keywords and delivers a list of hyperlinks rather than actually answering questions.

Yext, the AI Search Company, offers a modern, AI-powered Answers Platform that understands natural language so that when people ask questions about a business online they get direct answers – not links.

Brands like Verizon, Vanguard, Subway and Marriott — as well as organizations like the U.S. State Department and World Health Organization — trust Yext to radically improve their business with answers-led AI search.

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