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LasikPlus Sees Searches Soar with Yext Answers

Shortly after integrating Yext's modern search to its website, LasikPlus answered more than 8,500 online questions and achieved a click-through rate greater than 25% for site search results.

NEW YORK, Jan. 11, 2021 /PRNewswire/ --[Yext, Inc.](#) (NYSE: YEXT), the Search Experience Cloud company, today announced its success modernizing the website of *LasikPlus*, a leading provider of laser vision correction, with Yext Answers, the company's revolutionary search product.



With Answers, which is powered by advanced natural language processing (NLP) and Bidirectional Encoder Representations from Transformers (BERT) technology, *LasikPlus's* website can now understand the more complex questions about the procedure posed by LASIK candidates on their website — and return official, direct answers. In addition, Yext Answers provides dynamic results, like videos and maps, as well as integrated calls-to-action.

Since launching with Yext Answers in the late summer, *LasikPlus* answered more than 8,500 questions on its website. The brand achieved a click-through rate greater than 25% for site search results.

"When you're in consideration mode for LASIK eye surgery, you're also in education mode, which means you have a lot of questions," said LaGenia Watkins, Marketing Assistant at *LasikPlus*. "With Yext Answers, patients are able to get the answers they need right away. But the platform also gives us important insights into what people are searching for so we can make strategic communication updates to our site. And really listening to what our patients want is going to help us stay competitive."

"For health decisions as important as vision correction, it's critical for LASIK candidates to have access to all of the information they need to make the choice that's right for them," said Carrie Liken, Head of Industry for Healthcare at Yext. "*LasikPlus* has made this possible by incorporating a modern search experience to their website with Yext Answers. By providing up-to-date, accurate answers to their patients' most critical questions, they are building even more trust and credibility — and that's never been more important."

[Read more about Yext's work equipping *LasikPlus* with state-of-the-art search technology here.](#)

About Yext

The ultimate source for official answers about a business online should be the business itself. However, when consumers ask questions on company websites, too often they are left in the dark with wrong answers. [Yext](#) (NYSE: YEXT), the Search Experience Cloud, solves this problem by organizing a business's facts so it can provide official answers to consumer questions — wherever people search. Starting with the company website, then extending across search engines and voice assistants, businesses around the world, like T-Mobile, Jaguar Land Rover, BBVA USA, and Kiehl's — as well as organizations like the U.S. State Department and World Health Organization — trust Yext to radically improve the search experience on their websites and across the entire search ecosystem.

Yext's mission is to help businesses and organizations around the world deliver official answers everywhere people search. Yext has been named a Best Place to Work by Fortune and Great Place to Work®, as well as a Best Workplace for Women. Yext is headquartered in New York City with offices in Amsterdam, Berlin, Chicago, Dallas, Geneva, London, Miami, Milan, Paris, San Francisco, Shanghai, Tokyo, and the Washington, D.C. area — and work-from-home offices all around the world.

CONTACT: Amanda Kontor, pr@yext.com



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