Your Website Visitors Deserve a Better Search Experience

Relevant, Personalized, Actionable Search

Advancing Website Search to the Next Level

Your website is not just a set of static pages with a great design and outstanding navigation. Instead of clicking around, visitors will often immediately go to the search box to try to find the information they are seeking. And studies suggest that when people search and receive the results that are relevant to them, the conversion ratio is much higher. The standard for your website experience is set by organizations like Google, Amazon, and others.

In an era of self-service and personalization, search has evolved to become the most important function on many websites, delivering experiences that drive business value in the form of higher conversion rates, increased customer engagement, and additional revenue.

User Experience is Paramount

The user experience governs how users interact with your website to find what they are looking for. This is their first impression of your site and overall brand, and it goes a long way in providing an experience that meets their ultimate needs and expectations while helping them find the information they seek. So not only do you need to make the search box prominent on your site, but it also needs to:

1. Provide Natural Language Search that understands user intent.

2. Offer suggestions and provide personalized search results.

3. Provide filtering features to help visitors quickly get to what they are looking for.

4. Be responsive.

5. Provide accurate answers by using Natural Language.

Let's explore each of these further:

1. **Provide Natural Language Search that understands user intent.**

   Your website search must understand visitor intent both by using machine learning based on past experiences as well as natural language search to resemble an experience similar to that of sites like Google and Amazon. Traditional filtering needs to still be there, but the world of web has moved to natural language search, and it has become a MUST HAVE.

2. **Suggestions and personalized results:**

   a. Website search must be able to provide auto-complete functionality as visitors type their searches based on what others similar to them have previously found helpful. By taking advantage of machine learning, these search suggestions save your visitors time, avoid frustration, and ensure that they are getting the most relevant results possible without even searching. When relevant results are provided quickly, it creates a memorable, positive experience.

   b. BAI advanced search understands human behavior and intent, even when visitors make a typo or aren't completely sure what they're looking for. We use machine learning and past searches to recommend alternate spelling for common misspellings, speeding up the process delivering relevant results. We also provide synonyms and variety of other ways to help get users to the right information.
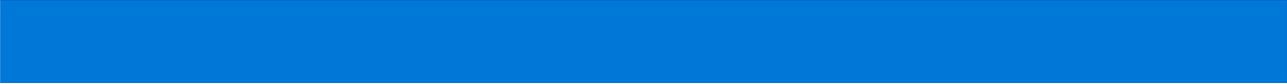
3. **Provide filtering features to help visitors quickly get to what they are looking for.**

   Natural language search can and will decrease the need for traditional filtering, but visitors still like to be provided with options. So, empower your visitors based on search terms by providing dynamic filters and facets. This lets your visitors get to the most relevant content quickly rather than sifting through volumes of information, which they would never do anyway.

   With BAI, both natural language search and facets are auto-applied to improve relevancy by using a variety of data about the visitor. This includes things such as location, persona, and previous searches by other similar visitors for a truly outstanding personalized experience.

4. **Make sure it is responsive.**

   Do not invest in another site for mobile experiences. Instead, make sure your existing site is responsive. BAI advanced search is responsive out of the box, so you do not have to invest time and money developing a responsive solution. Natural language search is critical for mobile users given the smaller space and requirement for faster, more accurate results.

5. **Provide accurate answers by using natural language.**

   Instead of just using simple keyword search, take advantage of natural language to provide answers to what your visitors are looking for. You should also provide exact answers from within a document, independent of the format of the document. This
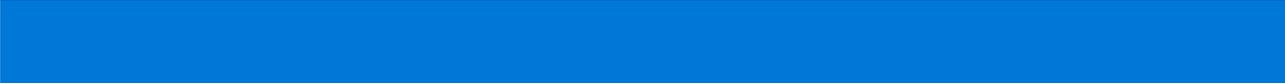
saves visitors from looking through documents, which effectively automates generating FAQs for your visitors.

BAI Makes Advanced Search Easy

Our software portfolio transforms the outcome of digital interactions through advanced search experiences that are relevant, personalized, and actionable. Our advanced search software not only works within websites, but also with customer portals and across enterprises; turning searches into actionable insights, regardless of where your content or users are.

Our software portfolio consists of:

- SmartHub, a user experience platform that integrates with AI technology to provide a modern, web-like search experience.

- AutoClassifier, automated tagging to deliver highly accurate and relevant first page results.

- Connectors, search across 80+ information sources.

- SmartAutomation, uses API-led connectivity to make search actionable.