Searching for the Google Experience

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Contents

Executive summary

Who would have ever imagined the impact of Google on our lives?

Imagine trying to find information online without Google's help. Its capabilities have become so attuned to our needs that its predictions are often scarily accurate. The search bar is continuously improved to help anybody, anytime, on any device, find information anywhere in the world.

It's become an invaluable resource we can't live without.

Sadly, enterprise-driven search, whether for employees, clients, or website visitors, does not deliver a comparable experience. Finding information can be disconnected and unnecessarily complex, leading to decreased productivity, frustration, and poor brand perceptions.
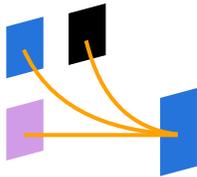
If a business wants to remain competitive in an ever-evolving digital world, its search experience must behave more like Google. A satisfying search experience increases productivity, reduces duplication of efforts, and improves engagement.

Using a search bar that delivers the correct information is much easier and more efficient than searching multiple systems. Providing a Google-like search experience within an enterprise has been challenging until recently, but with technological innovations, it is now easier than ever to replicate and scale enterprise search.

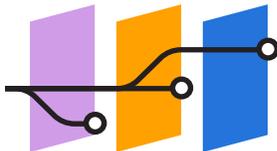# Create a Google-inspired enterprise search experience for your employees.

Following Google's success involves implementing some essential functions Google discovered to be instrumental in search success. These are compared to the current situation in most of today's enterprises, highlighting how you can innovate to bring a Google-like search experience to your internal teams.

Infrastructure connectivity

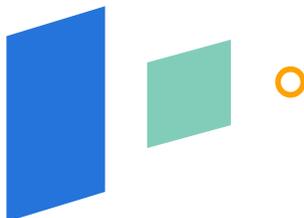**Google**: Since the web is interconnected, Google can search the entire world.

Enterprises: Use state-of-the-art technology networks and connectivity, continuing to invest to keep up with the ever-changing world.

Information connectivity

Google: There are no silos on the web, so you don't have to go to the site to find information. The Google search bar works to find the information, regardless of where it is.

Enterprises: This is not true in most enterprises. Team members either need to know where to go or search system-by-system, using different systems and interfaces, each with its own quirks. Emulating the web and connecting information to a unified interface is the first step to providing a Google-like experience.

Searching

Google: On the web, you can use keywords and sentences to search, make typos, view previous searches, and still find relevant information. Search-as-you-type understands your intent and helps navigate you. Analytics also help organizations make intelligent decisions about improving search.
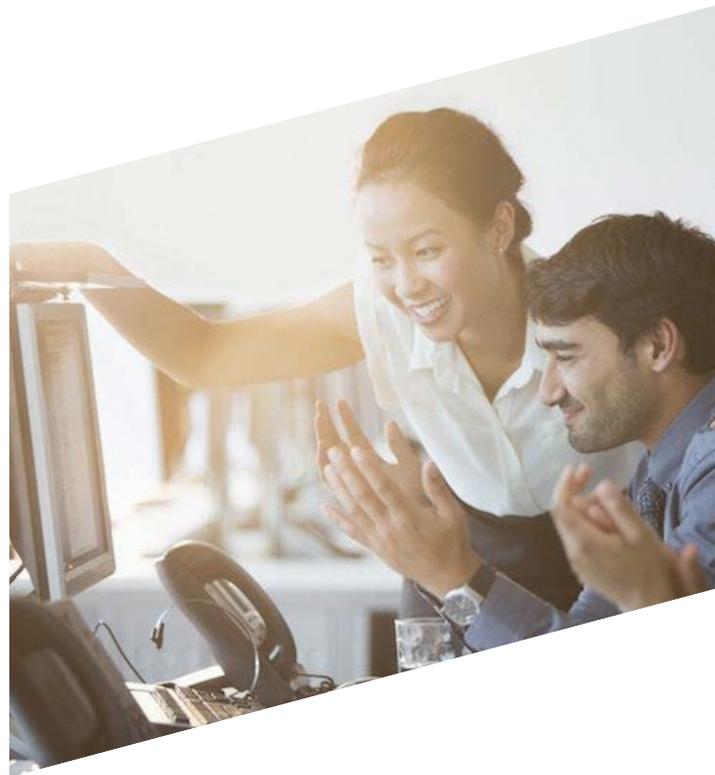
Enterprises: NLP technologies such as Microsoft Cognitive Services, Amazon Comprehend, and Open-Source Technologies like Rasa and spaCy, along with backend analytics, enable organizations to emulate what Google does.

Web-like search functions use natural language and predictive AI.

Personalized search results

Google: Takes into consideration location, search history, interests, user intent, and more to provide personalized search results.

Enterprises: You can provide similar or even better functionality with newer, integrated software. Employees searching for information can receive personalized results based on various criteria. They can even find internal experts based on their digital footprints, for example, projects or documents they have worked on.

Relevancy

Google: If it's not on the first page, there is a good chance nobody will find it, and if the content isn't tagged, it won't be on the first page. The SEO industry specifically addresses this issue, and organizations invest in tagging web pages to be found more easily.

Enterprises: User tagging doesn't work because older information is rarely tagged correctly, and there is no SEO. Tags need to represent the totality of a document, where online, tags are per page. Without tagging, users can't find the right documents, making the top results irrelevant. Enterprises must use technology to automate document understanding and tagging. The best approach is to tag information automatically as part of connecting systems to a search engine. In some cases, such as document management systems (DMS), auto-tagging can be done directly within the DMS with technologies like AutoClassifier.
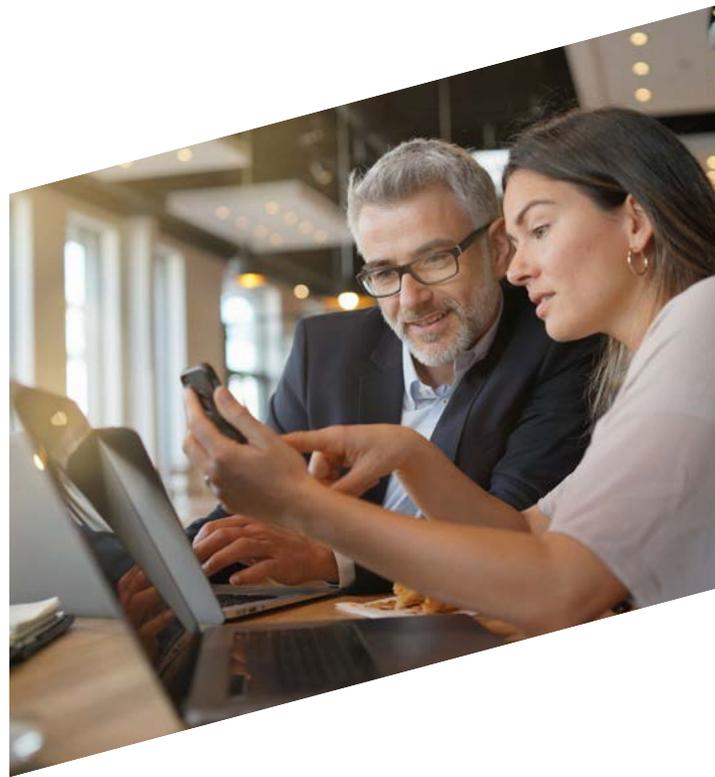
Enterprise search solutions empower employees.

Web search is actionable

Google: On the web, as soon as you find information, you can act on it.

Enterprises: Hybrid robotic automation and integration platforms make this possible within organizations. Users can search in the applications they work in and take action without needing to go to multiple systems.

Single versus multiple indices

Google: The web is a combination of single and multiple indices. Many sites have their own index, but Google can federate across multiple indices with a great user experience. Amazon has a search engine, as does Expedia, and then there is Google. Numerous results are merged at search time for a seamless search experience.

Enterprises: These days, search engines are open and flexible. Many new application platforms use modern search engines and have APIs that remove the 'lowest common denominator' impact on users. A web-like hybrid approach is the way to go, where the live DMS search index is merged with a second index rich with information from other enterprise systems. This approach has significant advantages, as the freshness of the index provides updated results and the lifetime cost and burden on IT are lower.

You don't need a fully custom solution.

Google has paved the way for an enterprise search implementation that mirrors the experience users have on the web. When Microsoft acquired FAST and introduced SharePoint 2010, many tried to solve their search issues with a customized implementation. A personalized approach is expensive, difficult to maintain, inflexible, and not future-proofed.

Technology has evolved such that organizations can now use the search engines and NLP platforms of their choice with BA Insight's out-of-the-box connectors to deploy search-based applications that improve productivity, loyalty, and the search experience for employees, customers, and website visitors.

BA Insight

Upland BA Insight transforms the outcome of digital interactions through advanced search experiences that are relevant, personalized, and actionable. Our connector-based software works within the enterprise, customer portals, and websites. It turns searches into actionable insights, regardless of where your content or users reside.

Want to learn more?

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