



Your website visitors deserve a better search experience

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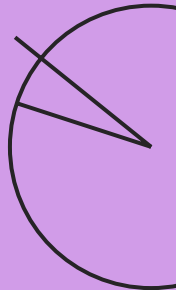
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Taking website experiences to the next level with AI-driven search



**8.5
billion**

Google processes over
8.5 billion searches per day



Our old website search experience was unreliable and tedious. BA Insight helped us provide our users with a truly intelligent, AI-driven user experience.

CTO
California Consulting Firm

Your website is so much more than a set of static pages with a great design and outstanding navigation. Your website experience is all about providing business-critical content to users searching for solutions. And instead of clicking around aimlessly, visitors want to be able to rely on your website's search box functionality to find the information they need.

Organizations like Google, Amazon, Microsoft, and others have set the standard for website experience. Studies suggest that when people search and immediately receive results relevant to them, the conversion ratio is much higher. So there's work to be done for many organizations looking to create a similar user experience.

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, ultimately, additional revenue.

User experience is paramount

The user experience governs how users interact with your website to find the content and information they are looking for. Your website is a user's first impression of your overall brand, so you must provide an experience that meets their ultimate needs and expectations while helping them find the information they seek.

What does this mean? Your company needs to make the search box prominent on your site, but more than that, it also needs to do the following:

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 has moved to natural language search, and it has become a MUST HAVE.

2. Offer suggestions and provide personalized search results.

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 utilizing 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 accurate results are provided quickly, it creates a memorable, positive experience.

Advanced search understands human behavior and intent, even when visitors make a typo or aren't completely sure what they're looking for. Machine learning and past searches can recommend alternate spelling for common mistakes, provide synonyms and a variety of other methods to speed up the delivery of relevant results.



9

hrs/week

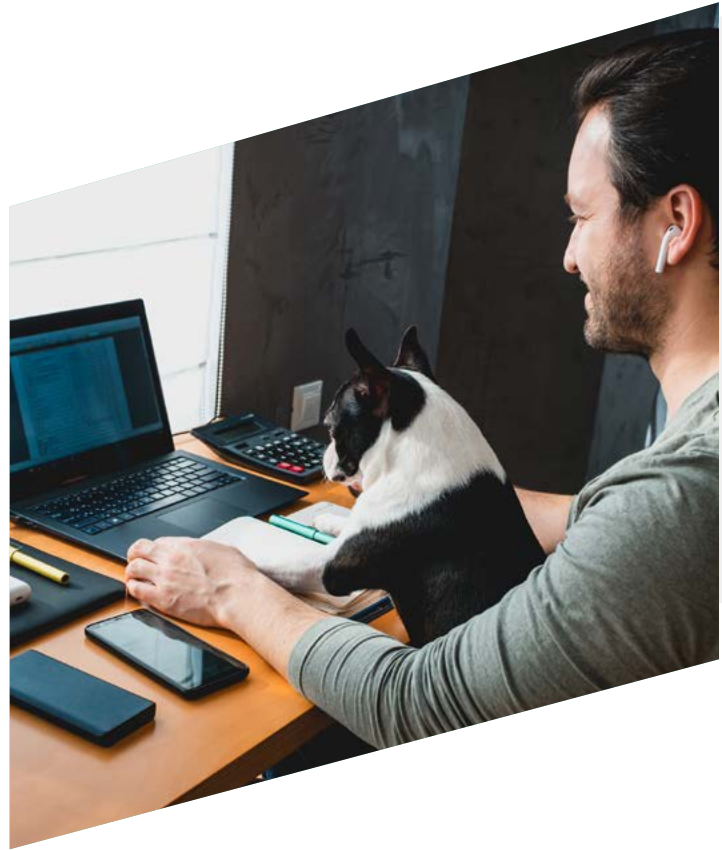
According to a McKinsey Report, employees spend 1.8 hours every day – approx. 9 hours a week – searching for and gathering information.

More methods to create an incredible website search experience

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

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

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



4. Make sure it's responsive.

Do not invest in another site for mobile experiences. Instead, make sure your existing site is responsive. BA Insight's advanced search is responsive out of the box, so organizations don't 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 with natural language.

Instead of just using simple keyword search, take advantage of natural language to offer solutions 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 having to look through documents, which effectively automates generating FAQs.



BA Insight makes advanced search easy

BA Insight's enterprise search software 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 is or users reside.

Our enterprise search technology consists of these key components:

- SmartHub, a user experience platform that integrates with AI technology to provide a modern, web-like search experience.
- AutoClassifier, which provides AI-integrated automated tagging to deliver highly accurate and relevant first page results.
- Connectors, which provide users with integrated search across 90+ information sources.
- SmartAutomation, which uses API-led connectivity to make search actionable.



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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