

Generative AI Smart Search

WHY SMART SEARCH?

- Many major brand websites have expanded significantly, accumulating substantial content. However, the effort put into content generation is wasted due to a lack of effective and intelligent search.
- Existing search focuses on providing a laundry list of links instead of precisely addressing the user's specific needs.
- Inadequate search functionality often prompts users to reach out to the contact center through calls or chats, consequently driving up operational costs.

HOW DOES IT HELP?

- Leverage Generative AI-Powered Search for a ChatGPT-like user experience.
- Provide personalized, up-to-date results aligned with current trends.
- Automatically scan and update website content.
- Implement predictive auto-suggestions, reducing user cognitive strain by 40%.
- Integrate videos, images, and diverse rich media content; offer voice support and multilingual capabilities.

WHAT IS THE IMPACT?



Increase in website
deflection of queries to
contact center by
25%



Increase in adoption
and usage of website
content by
40%



Increased in leads
generated by
25%



Reduction in website
bounce rate by
30%