fractal

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%