

AI Search for Salesforce Service Cloud

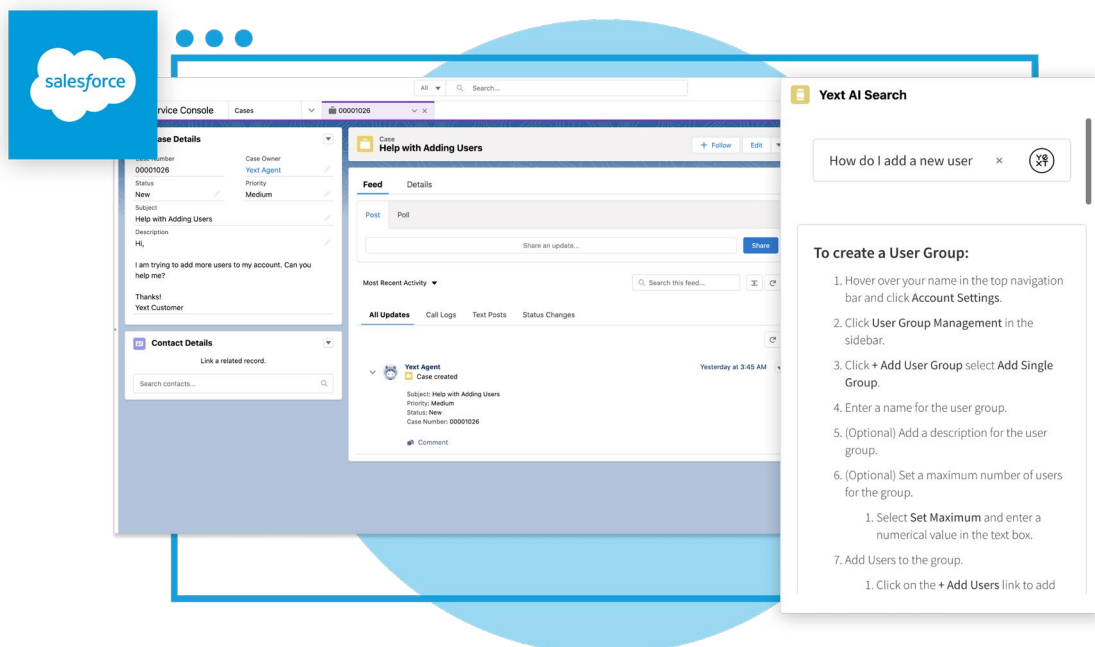
Customers want to answer their own questions, with 81% attempting to do so before reaching out for live support.¹ Now, you automatically can add Yext AI Search to your Salesforce-powered help site, agent console, and case form, embedding a world-class search experience with **natural language understanding** to interpret people's **intent** and deliver contextually relevant **direct answers**. Customers can answer their own support questions independently – and because agents are equipped with the same knowledge as your customers, they can be partners in issue resolution if needed.

Unlike keyword-based search that only returns links, Yext uses **multiple search algorithms** to pull exact answers from within a document or article and surface answers as a rich snippet.

With our Yext AI Search app, you can:

- Give customers and agents **direct answers instantly** – no long-form articles or blue links
- Display all relevant content – regardless of where it is stored – in a single unified search experience through a **federated architecture**
- Scale customer service operations by offering **24/7/365 support** to prospects, customers, and partners alike

To see how Yext AI Search can improve service for customers and agents alike, reach out to your account executive to get a demo today!



1. Harvard Business Review

Traditional Help Site Search

1000 results for "what analytics do you support?"

[how do you contact support?](#) 1 3
Support > Community > Support Forum
March 01, 2021 14:26
This the worst **support** ever. how do you talk to a live person??

[Understand What File Types are Supported by our iOS Preview](#)
Support > Mobile > Using it for iOS
February 26, 2020 19:37
It currently **supports** the same file types **supported** on our website:

[Do your enterprise groups support Group Nesting?](#) 2
Support > Community > Platform and Developer Forum
February 03, 2020 02:31
Do your enterprise groups **support** group nesting? Where GroupA can have a member GroupB.

[Tell us what you want to hear!](#)
Support > Community > Certified Professional Forum
May 12, 2020 11:17
As we plan for the future, please tell us **what** content would be most valuable to you and help you get the **most out of your**

[How Much Content Do You Want To Migrate?](#) 2
Support > Staying organized > Migrating and Previewing Content
February 26, 2020 19:38
Once you determine **what** you plan to keep and work with, you must **prepare** your content.

Irrelevant search results
in the form of blue links

Yext Help Site Search

how often does yext scan for duplicates 28

[ALL](#) [HELP ARTICLES](#) [APP DIRECTORY](#) [DEVELOPER DOCS](#) [MORE](#)

once a month

Yext will automatically scan supported publisher sites **once a month** to identify potential duplicates, which you can take action on at any time. Note that if you are an Enterprise client and have the Managed Suppression service, your Yext Professional Services team will suppress duplicates for you in bulk, once a quarter ...

Read more: [Suppress Duplicate Listings](#)

Was this the answer you were looking for? 1 2

Help Articles

[Suppress Duplicate Listings >](#)

Yext will automatically **scan** supported publisher sites once a month to identify potential **duplicates**, which you can take action on at any time. Note that if you are an Enterprise client and have the Managed Suppression service, your Yext Professional Services team will suppress **duplicates** for you in bulk, once ...

[Submit a Duplicate Listing >](#)

Yext will automatically **scan** supported publisher sites to identify potential **duplicates**, which you can take action on at any time. However, if you come across a **duplicate** listing that you'd like to suppress, you can submit it as a candidate for

Direct answers in the
form of featured snippets



Increase Customer & Agent Satisfaction

Build strong loyalty with customers and agents alike by delivering a superior CX across your Salesforce-powered support experiences



Improve Case Deflection & Reduce Resolution Times

Lift the burden on your support team and empower customers to self-serve when they can find direct answers instantly



Provide a Superior Customer Experience

Display results from any support-related content in one unified search experience, whether or not it lives in Service Cloud today

Empower both customers and agents

by bringing AI Search to your Salesforce Service Cloud Suite



Help Site Search

Allow customers to find instant answers to their support questions via FAQs, guides, tutorials, videos, ebooks, manuals, and more on your SFSC help site.



Case Form Deflection

Decrease case creation by recommending content related to the issue being raised – right within the submission form.



Agent Desktop Search

Help agents find instant answers as they guide customers in troubleshooting issues – all within your SFSC agent console.

What makes Yext's AI Search for Salesforce Service Cloud different?



Extractive QA

Returns direct answers from the most relevant documents as featured snippets, not blue links



Knowledge Graph

Store and display results from all support-related content, whether it's stored in Service Cloud, another knowledge base, or elsewhere



Federated Architecture

Queries multiple data sources and aggregates the results in one unified experience – even if that content lives outside of your usual knowledge base and/or Salesforce systems



Semantic Text Search

Searches based on intent, not keywords. Uses AI to match and retrieve relevant documents even if no keywords are shared

Answer support questions before they become support tickets.



Data Connectors



Dynamic Re-Ranking



Experience Training



Customizable Query Rules, set by you



Low-Code Configuration



Varied Data Structures, One Interface



Advanced Analytics



Website Crawler

Adding Yext AI Search to your Salesforce Service Cloud instance adds real value

90%

of questions could be answered by direct answers¹

42%

reduction in customers escalating issues to live customer service at Three Mobile

63%

of people start with searching a company's resources when they have an issue²

236%

reduction in call volume for Häagen-Dazs after implementing Yext AI Search

92%

of customers will continue contacting customer service as frequently as they did during the pandemic³

95%

of tuition questions answered for Wilkes University prospects in the form of a knowledge card – the same way Google return direct answers or knowledge cards for queries

"Yext AI Search is a welcome addition to AppExchange, as they power digital transformation for customers with a search platform that enables faster resolution times, more manageable ticket volumes, and higher customer satisfaction rates."

Woodson Martin

GM of Salesforce AppExchange



2. Yext Data

3. Zendesk

4. Salesforce



Yext's mission is to transform the enterprise with AI search.

With the explosion of information and data online, search has never been more important. However, while the world of consumer search has innovated over time, enterprise search has not. In fact, the majority of enterprise search is powered by outdated keyword technology that only scans for keywords and delivers a list of hyperlinks rather than actually answering questions.

Yext, the AI Search Company, offers a modern, AI-powered Answers Platform that understands natural language so that when people ask questions about a business online they get direct answers – not links.

Learn more at yext.com.