

Self-service, simplified.

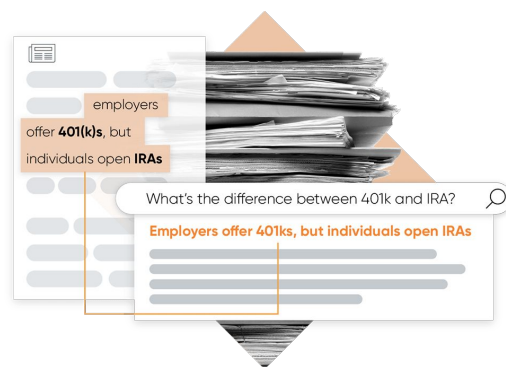
With Yext, Support leaders can empower customers to self-serve through a world-class search experience. Our solutions use sophisticated **natural language understanding** and **multiple search algorithms** to interpret people's intent and deliver contextually relevant **direct answers**, giving users the information they seek on public websites, internal portals, chatbots, and even third-party search engines. With self-serve solutions from Yext, customer service teams can focus on providing a high-touch experience that drives business and improves customer loyalty.

What makes Yext unique? Many things!



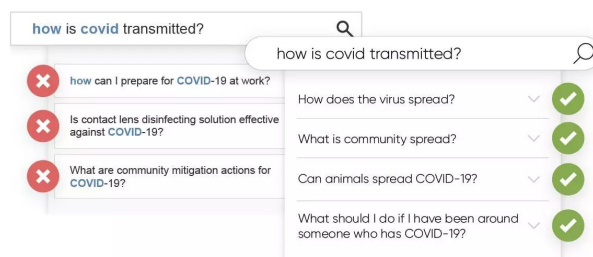
Direct answers, not links

Our Extractive QA algorithm searches unstructured data – such as help articles, product manuals, blog posts, and more – to return direct answers in the form of featured snippets.



Semantic Text Search

Instead of relying on keywords, we embed both search queries and FAQs in vector space and use an algorithm to determine the most relevant FAQs—no synonyms required!



The Yext Knowledge Graph

A brain-like database that stores and maps the relationships between your help articles, guides, FAQs, tutorials, product manuals, and other data sources, and brings it all together into a single, unified search experience. With Yext, you can manage your data at scale while your customers and agents troubleshoot on their own.

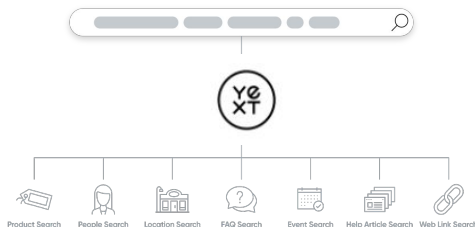


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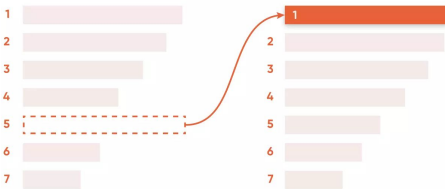
Federated architecture

Queries multiple data sources and aggregates the results in one unified experience, regardless of where the data is stored. Integrates with third-party systems to return even more results to customers, all in one place.



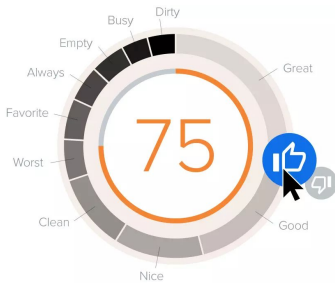
Dynamic re-ranking

Machine learning automatically reranks results based on user engagement data and what has historically resolved consumer problems.



Sentiment analysis

Analyze customer feedback at scale to understand what's working and what improvements you can make to the experience you deliver.



Intelligent case clustering

Takes the subject of the main case being viewed and uses semantic text search to match to other cases with semantically similar case names.

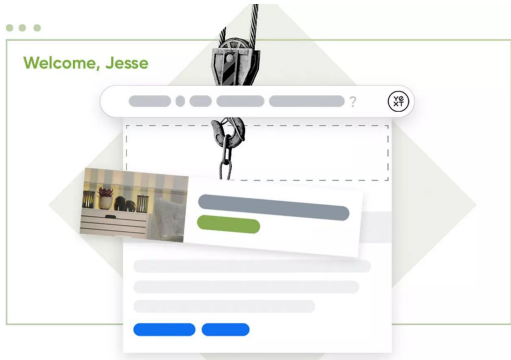


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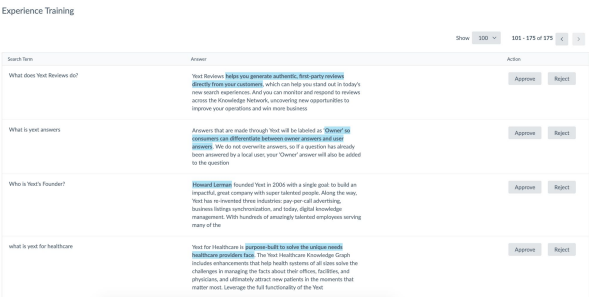
Personalized search results

Augment your customers' search experiences with business rules that boost, bury, and personalize search results.



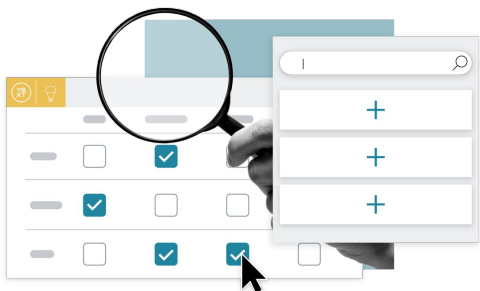
Experience training

Train our algorithms by providing feedback on its predictions and help improve the relevancy of results over time



Low-code configuration

Create a new search experience from scratch using a point-and-click interface while maintaining full control over the configuration of your search experience.



Website crawler

Scrapes web pages to extract content to store in the Knowledge Graph.

