

## ELASTIC ENTERPRISE SEARCH

# Customer service search at scale: Get the right answer every time

Customers expect great search experiences whenever they engage with your brand. In our search-first world, customers seeking support — and internal teams providing it — rely on intuitive, helpful, relevant search to find answers fast. Great search yields impressive returns in increased customer satisfaction, brand loyalty, and agent productivity. According to Gartner, 96% of customers who need to spend significant effort to resolve their issues become disloyal, compared to just 9% who have a low-effort experience.

### How can search help with case deflection?

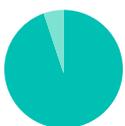
Robust knowledge base content combined with excellent search experiences equip customers with the ability to self-serve, reducing expensive support calls, emails, and chats.

### How can search help customer service agents be more productive?

Agents need to find information quickly. Giving them search tools that can rapidly provide relevant results across the content sources they rely on yields excellent returns in productivity.

### How can search drive improved customer service metrics?

There's a direct correlation between strong search experiences and satisfied customers, which can boost your critical metrics like C-SAT, CES, and NPS.



**90 percent of consumers now expect organizations to offer a self-service customer support portal.**

Source: Salesforce

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## Self-service and case deflection

More than 40% of website visitors say the site's [search experience](#) is the most important feature (source: Search Engine Journal). When customers can't find the answers they need — quickly — they turn to more expensive assisted support channels like phone, email, and chat. And worse, they'll become dissatisfied with their experience, leading to lower C-SAT and NPS scores. In fact, more than a third of customers report being frustrated by not finding the answers to simple questions on business' websites (source: Drift.com).

For customers more inclined to directly contact support, via a web form for example, the right search solution can serve up helpful content as they type their issue, steering them towards ready-made solutions from your help documentation or forums. Deflecting these cases midstream saves dollars downstream, without more costly agent involvement.

Both of these measures lower cost-to-serve and leave your customers with a positive brand experience — helping drive up those all-too-important metrics like C-SAT, Customer Effort Score (CES), and Net Promoter Score (NPS).



## Agent productivity

While customer service is trending to online channels, some industries (like insurance, finance, and banking) will always gravitate toward agent-assisted channels. More complex issues that require human interaction will always still exist. Productive agents become your differentiators. When a tool like [Elastic Workplace Search](#) puts the content they need at their fingertips, critical contact center analytics — average handle time (AHT), first case resolution (FCR), and one-and-done — improve, helping you control overall cost-to-serve metrics.



## Content gap identification

Search analytics can help spot trends and provide critical insight into what your customers are looking for. Utilizing these key metrics can help you zero in on areas where you can shore up your content. Filling these gaps helps you respond quickly to customer needs, improving satisfaction scores and helping keep support costs in check.

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