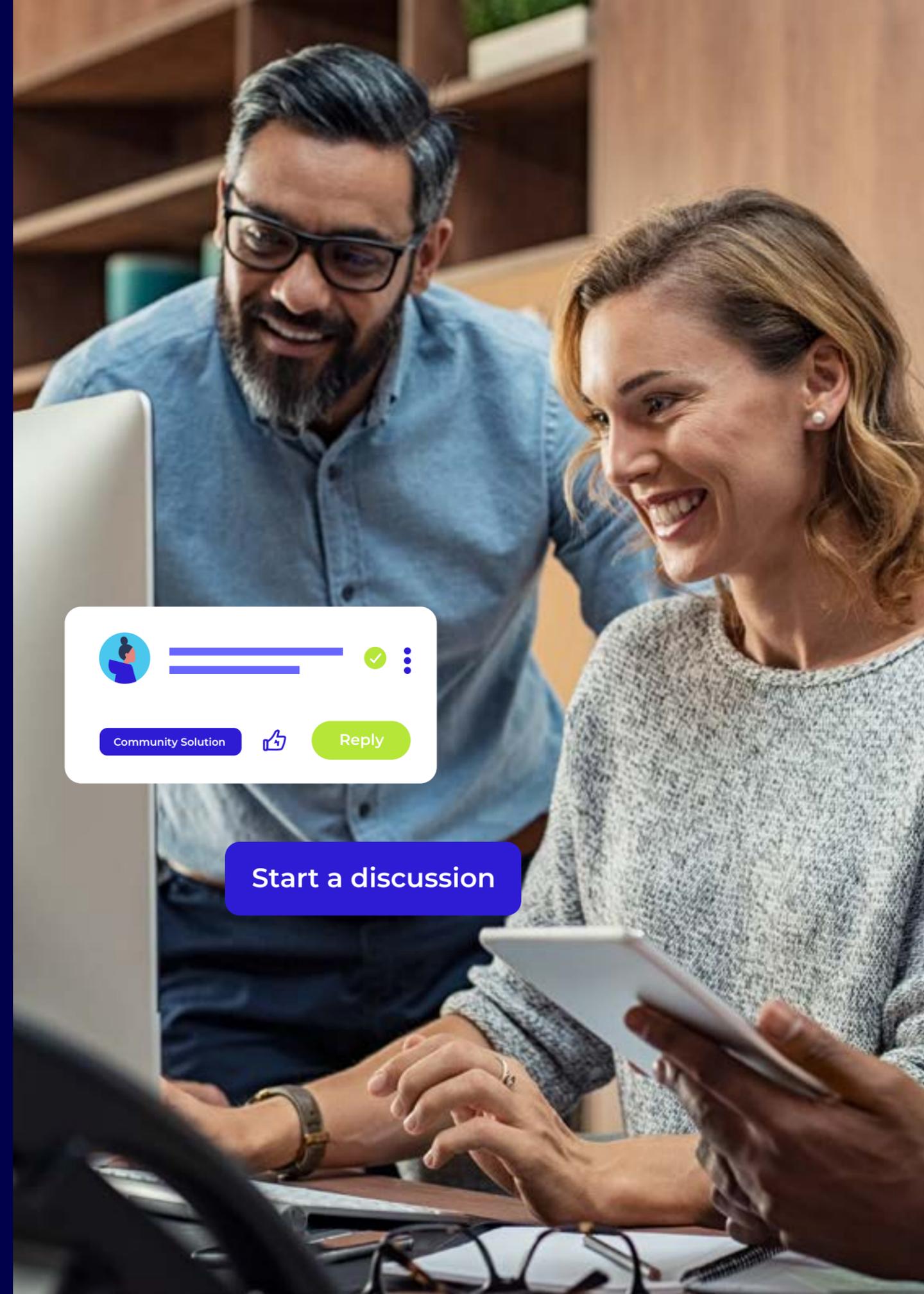


alteryx

CASE STUDY

Alteryx fuels engagement with Khoros and SearchUnify

Khoros  + SearchUnify[®]



Executive summary

As a global leader in analytic process automation (APA), Alteryx unifies analytics, data science, and business process automation in one, end-to-end platform to accelerate digital transformation.

The Alteryx team invests heavily in its community of users, partners, and others to create an online space that benefits anyone willing to collaborate, innovate, and share insights. To keep community users from all over the world engaged, Alteryx needed to make sure they could instantly find what they were looking for.

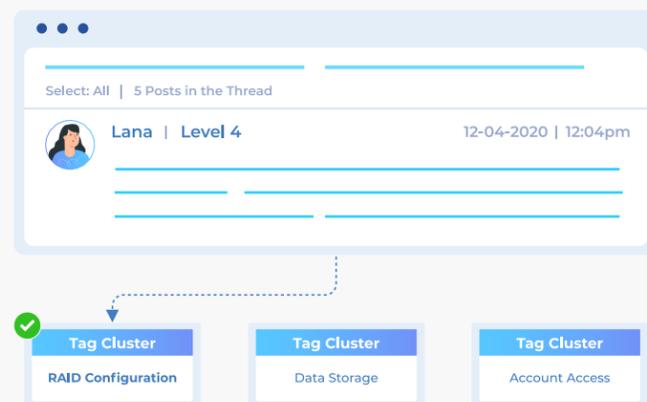
But with content residing in multiple places, in varied categories, with different tags and labels, the findability of relevant information became a significant challenge for this community.

The team updates the community home page design at regular intervals to ensure that the user experience is improved and everyone is able to find what they are searching for. In a recent homepage redesign, the team made community search a prominent feature to prompt users to search for what they need before navigating

to other areas of the community – Academy, Discussions, and Use Cases. They prompted community visitors to first utilize search to find information before visiting the academy, participating in discussions, or browsing use cases.

The team chose SearchUnify to power community search, which allowed them to unify content from Knowledge Base, YouTube, and the community, among other sources, and to make all relevant content quickly searchable. SearchUnify not only provided relevant, personalized search results with proactive search recommendations, it also offered custom search to deliver a tailored experience to community members.

SearchUnify enabled users to run global as well as faceted (or filtered) search, with the ability to filter results by content source, format, category, type, author, date, label, answered discussions and solved cases. It provided advanced search options to run exact match, phrase, and negative search. It also showed search tips on the homepage to help users search more efficiently.



How they made it work

Updated

home page design, making community search a prominent feature.

Integrated

content sources from Knowledge base, YouTube, and others.

Implemented

SearchUnify to power community search.

Customized

search results based on user behavior and characteristics.

Results

With a functional community design, Alteryx has been able to encourage users to search often and, with a custom and efficient search engine, has elevated their search and community experiences. It has witnessed a conversion ratio of over 50% on search results, which means the users are finding what they're looking for. In 2020, the Alteryx Community grew dramatically, with membership increasing by over 80,000 and posts/interactions increasing by over 115,000. Members of the Community continue to offer invaluable support to address and resolve Alteryx user challenges.

80k

Growth in Community Membership

115k

Growth in Community Posts

50%

Conversion Ratio on Search Results



Winner of CMX 2021 Community of the Year award

About SearchUnify

SearchUnify is a unified cognitive platform built on a core of cognitive technology, machine learning and an insights engine. It powers an intelligent search engine & AI-based applications including Intelligent Chatbot, Agent Helper, KCS Enabler, Escalation Predictor and Community Helper, that help elevate customer support & self-service. It indexes disparate content repositories, makes relevant content easily discoverable (on online communities, sites, customer portals, service consoles) and provides advanced insights into user search behavior, content usability, and content gaps – all while self-learning to deliver personalized and more relevant search results.

To see it live in action, [Request a free demo!](#)

Want to learn more? Visit us at [Khoros.com](https://khoros.com) or email us at questions@khoros.com

