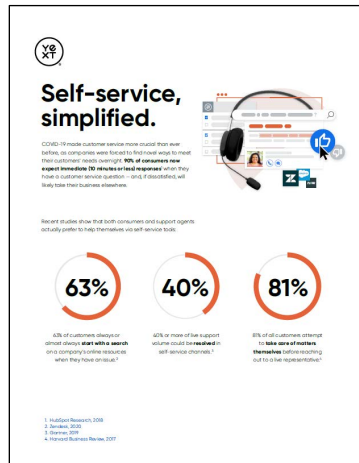# Self-Service Simplified

Thank you for accessing this Yext resource! Carahsoft is the government distributor for Yext Customer experience(CX) solutions available via NASA SEWP V, ITES-SW2, NASPO ValuePoint, and other contract vehicles.

To learn how to take the next step toward acquiring Yext's solutions, please check out the following resources and information:

For additional resources:
carah.io/YextResource

For upcoming events:
carah.io/Yext_Events

For additional Yext solutions:
carah.io/YextSolution

For additional Customer Experience solutions:
carah.io/CXsolutions

To set up a meeting:
Yext@carahsoft.com
703-673-3570

To purchase, check out the contract vehicles available for procurement:
carah.io/YextContracts

Self-service, simplified.

COVID-19 made customer service more crucial than ever before, as companies were forced to find novel ways to meet their customers' needs overnight. **90% of consumers now expect immediate (10 minutes or less) responses**[1] when they have a customer service question — and, if dissatisfied, will likely take their business elsewhere.
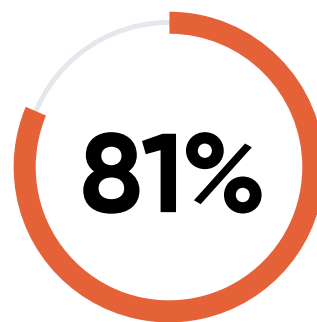
Recent studies show that both consumers and support agents actually prefer to help themselves via self-service tools:

63%
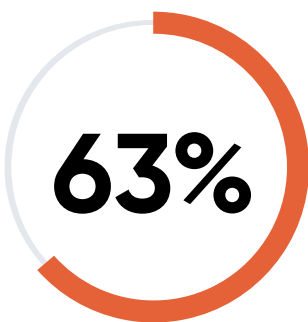
63% of customers always or almost always **start with a search** on a company's online resources when they have an issue.[2]

40%
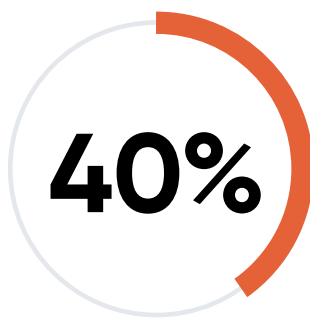
40% or more of live support volume could be **resolved** in self-service channels.[3]

81%

81% of all customers attempt to **take care of matters themselves** before reaching out to a live representative.[4]

1. HubSpot Research, 2018
2. Zendesk, 2020
3. Gartner, 2019
4. Harvard Business Review, 2017

With Yext, Support leaders can empower customers to self-serve through a world-class **AI search experience**. Our solutions use sophisticated natural language understanding 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.

Yext's core technology suits any organization's self-service needs, capable of both organizing knowledge and resolving customer issues efficiently both on your own site and across third-party experiences. Frustrated consumers now no longer need to dig into long portions of text or scroll through endless pages to get the information they need.
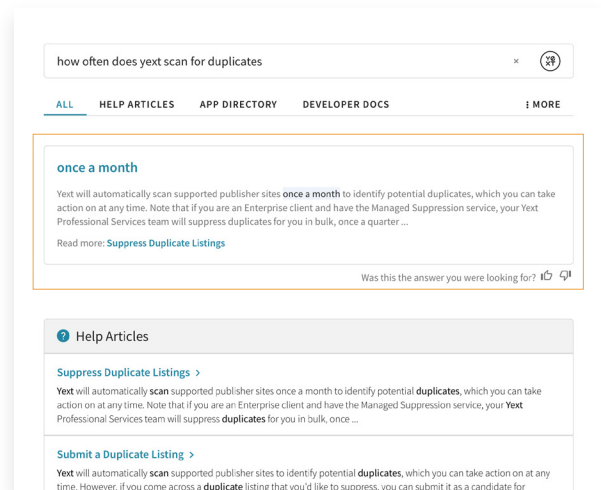
Getting started is fast and does not require upheaval to existing systems or IT resources. Your dedicated account team will get you set up seamlessly.

Traditional Help Site Search
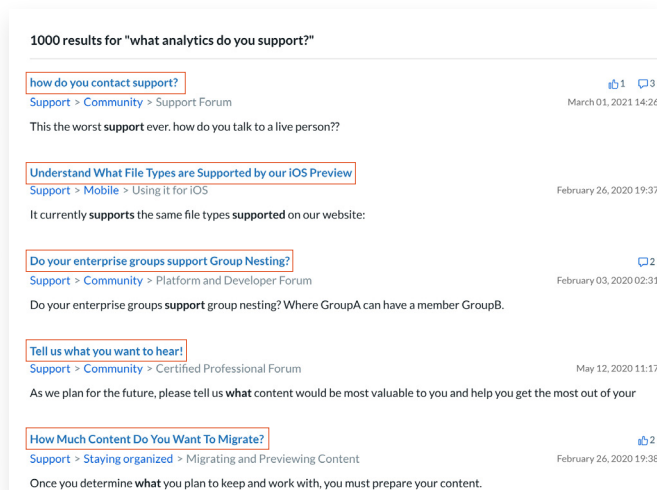
Irrelevant search results in the form of blue links

Yext Help Site Search

Direct answers in the form of featured snippets

Increase Customer and Agent Satisfaction

Empower both consumers and agents to self-serve by providing direct answers to their questions, on and off your website.

Reduce Support Costs

Solve repetitive, high-volume questions instantly and prioritize live service interactions for more complex issues.

Anticipate Intent

Make educated decisions about what users need most and how you can help them best via robust analytics.

One platform, many solutions for support.

Help Site Search
Empower customers to find instant answers to their support questions via FAQs, guides, tutorials, videos, ebooks, manuals, and more.

Case Form Deflection
Decrease case creation by recommending content related to the issue being raised - right within the case submission form.

Agent Desktop Search
Help agents find instant answers in their internal portal as they guide customers in troubleshooting issues.

SEO for Help Center
Answer customers' questions before they even reach your help site by improving your ranking and presence in search

In-App Support
A 'digital concierge' for your web, mobile, and desktop apps that expands into a Yext search experience when clicked.
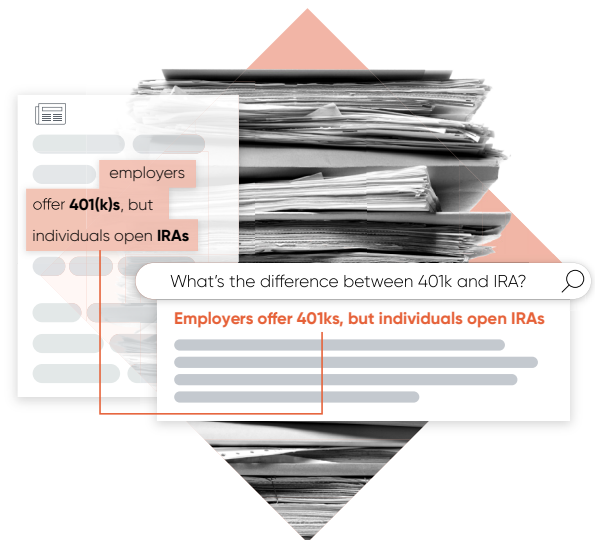
Knowledge Base
A graph-based "one-stop shop" for all the information your support teams need.

What makes Yext different?

Unlike keyword-based search that only returns links, AI search from Yext uses **multiple search algorithms** to surface the best results – including **Extractive Question Answering** (QA), which pulls exact answers from within a document or article and surfaces it as a rich snippet. And, **Semantic Text Search** embeds both search queries and FAQs in vector space to determine the most relevant answers —no synonyms required!

employers offer **401(k)s**, but individuals open **IRAs**

What's the difference between 401k and IRA?

Employers offer 401ks, but individuals open IRAs

Answer support questions before they become support tickets.

- Direct Answers
- Extractive QA
- Semantic Text Search
- The Yext Knowledge Graph

- Federated Architecture
- Dynamic Re-Ranking
- Low-Code Configuration
- Website Crawler

- Varied Data Structures, One Interface
- Data Connectors

AI search delivers value.

UK WIRELESS PROVIDER

42%
reduction in
escalations to live
customer service

US REGIONAL BANK

$1.21M
projected annual
support cost savings

US TELECOM COMPANY

$3.97M
projected annual
support cost savings

US HEALTHCARE CLIENT

$116K
projected annual
support cost savings

US RETAIL BANK

36%
decrease in loan
relief questions

The cost of a do-it-yourself transaction is measured in pennies, while **the average cost of a live service interaction (phone, e-mail, or webchat) is more than $7 for a B2C company and more than $13 for a B2B company.**[5]

Graham Johnston
Head of Omnichannel, Three Mobile

"Yext has been a **game-changer** in getting real-time insight and producing content that answers those questions and directs customers to the right place. The control and visibility allows us to turn those situations into action and it's been brilliant."

5. Harvard Business Review, 2017

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**.