



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE



Advanced Search

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Agenda

- Quick review of search theory
- Quick review of RightNow search features
- Quick review of key RightNow search reports
- Quick review of RightNow search configurations
- Open forum

- **GOAL:** Allow *ALL* the experts in the room a chance to share ideas and solutions
 - How many in the room have used RightNow for >5 years?

- Also in room: Neal Richter, Head of Research
Penni Kolpin, Knowledge Base Administrator

Search Theory

- Search consists of 2 parts:
 1. Indexing
 2. Searching
- Indexing makes content quickly found
 - Like the index of a book
 - If not in the index, not searchable
- Searching queries the index and ranks the results

Search Theory

- **Indexing steps**
 1. Identify document
 2. Parse content
 3. Remove common words
 4. Stem remaining words to base form
 5. Record word frequency
 6. Record word location

Search Theory

- **Searching steps**
 1. Parse query
 2. Remove common words
 3. Stem words to base form
 4. Compare query to index
 5. Score results from index

RightNow Search Features

- Standard Search
 - Answers, Incidents, Opportunities, Contacts, Organizations, Offers
 - Wide range of configuration
- Suggested Answers
 - End User incident submission
 - CSR incident response
- Conceptual Search
- Topic Words

RightNow Search Features

- Suggested Searches
- Did You Mean?
- Dynamic Search Result Truncation
- Automated Stopword Suggestions
- External Document Search/Web Site Search

Key RightNow Search Reports

- Think: SEO
- Keyword Searches
- Gap
- Custom
 - Sessions

RightNow Search Configurations

- Configuration settings
 - Scoring Bias
 - COMMON: SA_SOLVED_WEIGH_PREF, SRCH_BODY_WEIGHT, SRCH_DESC_WEIGHT, SRCH_SUBJ_WEIGHT, SRCH_KEY_WEIGHT, SRCH_PROD_WEIGHT, SRCH_CAT_WEIGHT, SRCH_ATTACH_WEIGHT
 - And/Or
 - RNT UI: ANS_AND_SEARCH
 - Dynamic Truncation Bias
 - RNT UI: SEARCH_RESULT_LIMITING
 - Concept-biased Search
 - RNT UI: SEARCH_RELEVANCE_FOCUS
 - RNT UI: SA_NL_MATCH_THRESHOLD

RightNow Search Configurations

- File Manager (wordlist files)
 - Stop Words (also: Admin→Service→Knowledge Base Configuration)
 - Aliases

Open Forum

- Any and all *general interest* questions
- Functionality?
- Feature set?
- Tuning?

Common Questions

- When should I use keywords vs. aliases?
- How do I know how to adjust bias (weight) settings?
- How can I make a specific document rank high in the result list?
- How can I make more content searchable?
- How can I get my KB indexed by Google, or other external engines?