

# 3 Ways to Deliver Effortless In-Product Experiences With Cognitive Search



## What is In-Product Experience (IPX)?

In-product experience means the interaction of a customer within the application. A good IPX empowers customers to ask for and receive help inside your web application, without any tab hopping.

### Why does IPX matter?

It takes an average of about 25 minutes (23 minutes and 15 seconds, to be exact) to return to the original task after an interruption.<sup>[1]</sup>

It's no secret that customers want to self-serve and resolve queries on their own. That said, jumping from your product or web application to different self-service portals can hamper the user experience. Bringing support right inside your product can help make the support experience more intuitive, by providing help right where your customer needs it.

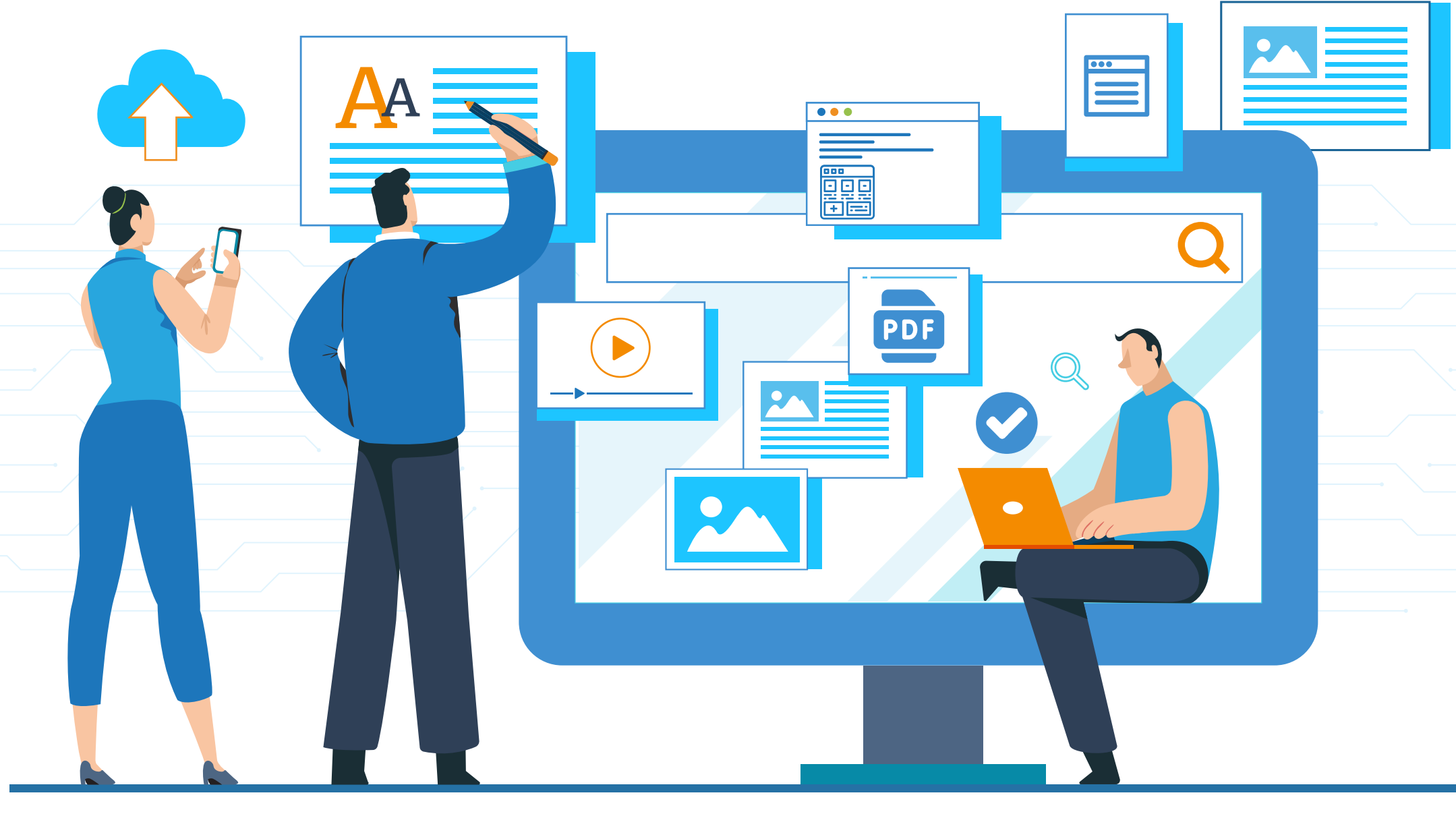


## How Cognitive Search Helps Deliver Stellar In-Product Experiences?

### 01

#### Access to Content from Across The Enterprise

A cognitive engine saves precious time by integrating disparate content sources from across the enterprise and delivering all the self-help information at one place instead of having to hop away from your web application or product.

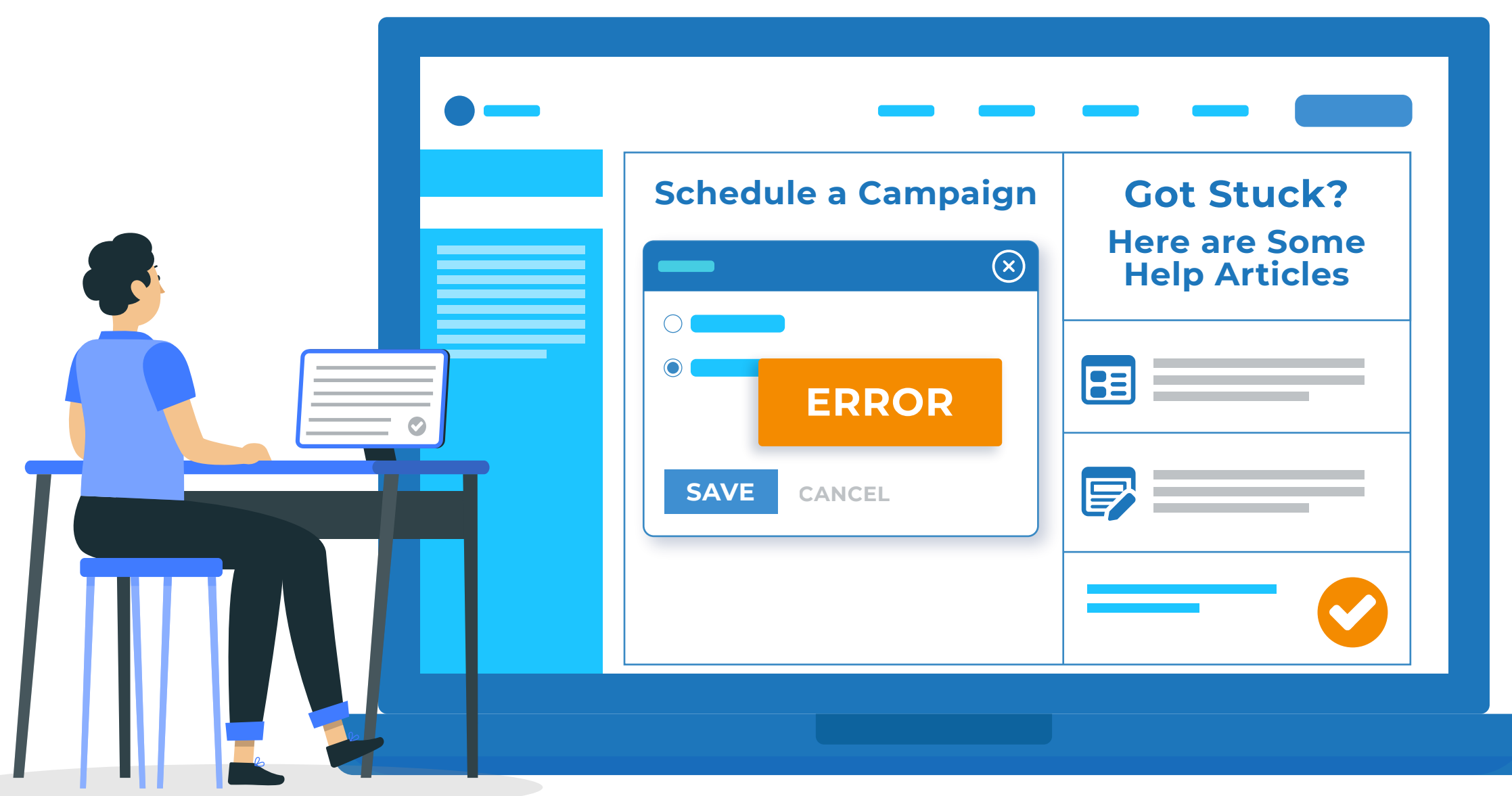


The incorporation of AI-enabled customer support by businesses has saved up to 30% in cost as it allows prompt resolution of basic customer queries.<sup>[2]</sup>

### 02

#### Provide In-The-Moment Contextual Guidance

A cognitive engine tracks user behavior and signals across your product to identify when a user gets stuck while navigating or performing an action. The engine analyzes these intents in real-time to recommend the right content that helps the user overcome that challenge, at the precise time and place.

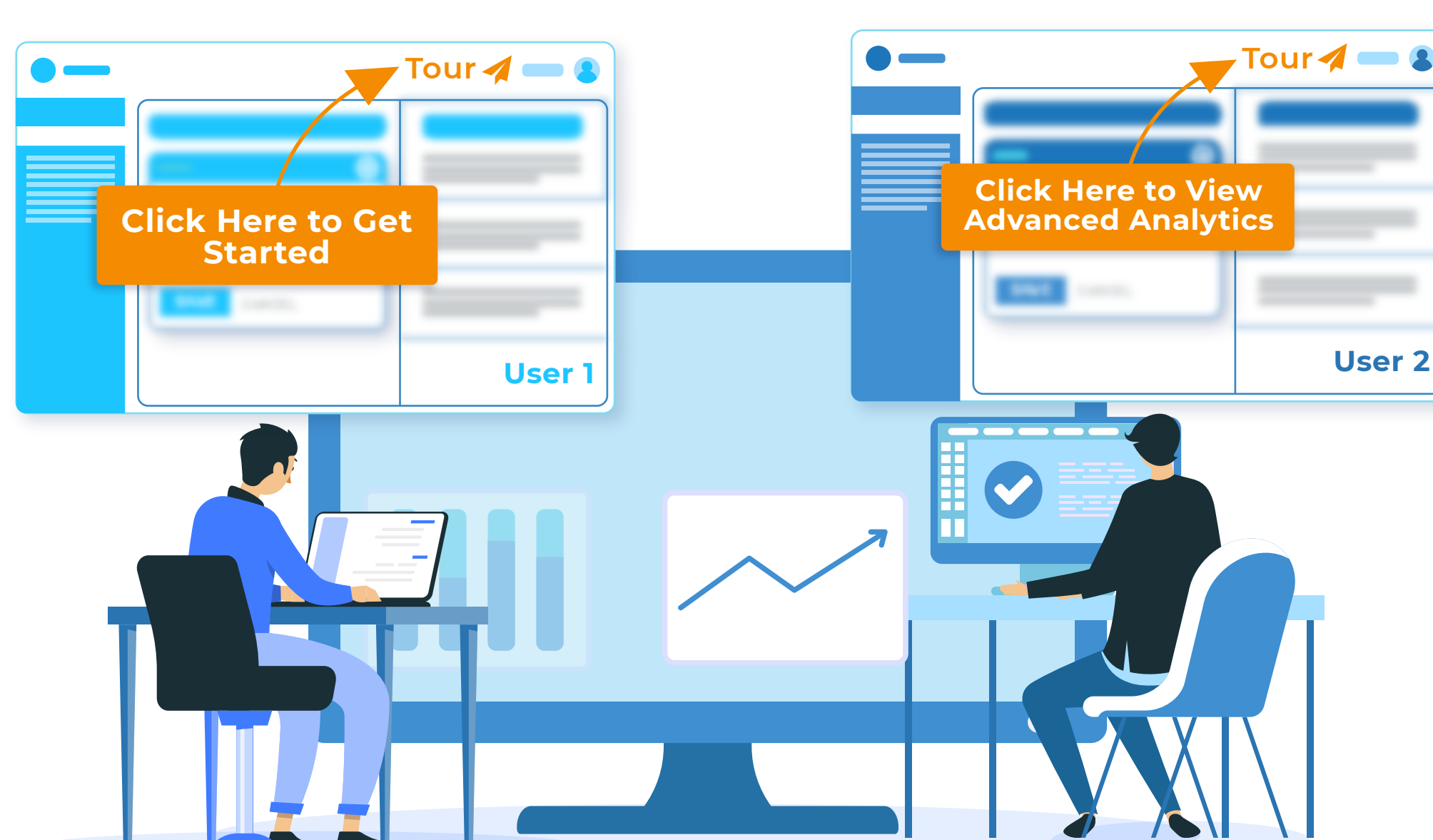


Majority of consumers increasingly prefer using self-service, offering voice driven applications and advanced contextual content, for support.<sup>[3]</sup>

### 03

#### Make the Discovery Experience Relevant

A cognitive engine leverages the power of advanced ML that learns from users' preferences, behavior, profile, and content's success rate. These insights help it differentiate between novices and advanced users to provide contextual in-product content suggestions and recommendations.



Over 70% consumers expect brands to leverage Artificial Intelligence to reduce case resolution time.<sup>[4]</sup>

#### Sources:

- <https://www.ics.uci.edu/~gmark/chi08-mark.pdf>
- <https://unibot.ai/blog/kak-ai-menjaet-princip-obsuzhivanija-klientov>
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- <https://customerthink.com/turbo-charging-customer-service-with-artificial-intelligence/>