



UK's BBSRC uses Coveo Enterprise Search to leverage the wealth of information and knowledge on their website

Industry: Public Sector - Education

Customer: Biotechnology and Biological Sciences Research Council (BBSRC)

- One of seven Research Councils that work together as Research Councils U.K. funded from the Government's Department for Business, Innovation and Skills
- Current annual budget of £450M
- Supports internationally leading bioscience research, and a total of around 1600 scientists and 2000 research students in universities and institutes
- Employs 280 people at their headquarters in Swindon, Wiltshire, and 2200 at sponsored institutes

Objectives:

- Enable users to quickly locate the information they need on the website
- Provide the website with a functionally rich and intuitive user interface
- Implement a solution that requires low maintenance

Solution:

- Coveo Enterprise Search for Extranet

Results:

- Improved search functionality enables users to quickly find and access sought-after information
 - Enriched user experience
 - Leverage existing IT assets through a user-friendly management console
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Customer Success Story

BBSRC – Bioscience for the Future

The Biotechnology and Biological Sciences Research Council (BBSRC) is the U.K. funding agency for research in the life sciences. Sponsored by Government, BBSRC invests around £450M annually in a wide range of research that makes a significant contribution to the quality of life for U.K. citizens and supports a number of important industrial stakeholders across the agriculture, food, chemical, healthcare and pharmaceutical sectors.

BBSRC carries out its mission by funding internationally competitive research, providing training in the biosciences, fostering opportunities for knowledge transfer and innovation, and promoting interaction with the public and other stakeholders on issues of scientific interest in universities, centres and institutes.

A four-step selection process

The main driver to implement a search solution was to improve the user experience by making it easier for users to quickly locate the information they sought on the website. BBSRC was also looking to maximize usage of existing IT systems. The Council's selection process was broken down in to four parts:

1. The selection team identified potential solutions through an investigation and analysis of relevant technical reviews and reports on leading providers
2. They installed and evaluated trial software, where available, or the creation of demonstration sites by potential providers.
3. Where available, they evaluated solution providers' customer reference sites.
4. Assembled a formal assessment of each product based on the outcome of the previous steps.

Coveo Enterprise Search was selected as it best matched BBSRC's criteria. These included the solution's interface, particularly the intuitive navigation and customization capabilities, as well as accuracy and relevancy of search results. Furthermore, it was felt that Coveo offered the best value for the money.

Institutes of BBSRC include the Institute for Animal Health, the Institute of Food Research, the Babraham Institute (biomedical research), the John Innes Centre (Europe's premier research centre in plant and microbial science) and Rothamsted Research (cereals and arable farming research).

The Council aims to advance knowledge and technology (including the promotion and support of the exploitation of research outcomes), and provide trained scientists and engineers to meet the needs of users and industry beneficiaries thereby contributing to the economic competitiveness of the U. K. and the quality of life.



Paul Chitson
Head of Information
Services, BBSRC

“Coveo provides a robust, scalable and easily maintainable solution that performs straight out of the box.”

Looking to maximize the value of the website and tap into the wealth of its information

In relation to their research activities, the Council also plays an active role in generating public awareness, communicating research outcomes, encouraging public engagement and dialogue, and disseminating knowledge.

With their website, the goal is to provide users with the information they need regarding upcoming and ongoing research projects, as well as research outcomes in various fields, from the biology of stem cells to climate change to antibiotics research.

Each year, the BBSRC has approximately 500,000 visits to their website, excluding any access to it from within BBSRC. The visits to the site generate close to 220,000 searches per year, with the main users being researchers, government departments, companies, teachers, students and journalists.

Customer Success Story

Realizing the importance of making their research results more accessible to its wide stakeholder base, BBSRC redeveloped and launched its new corporate website in 2006. With a website featuring 1700 HTML pages, as well as 1300 documents of various file types, including MS Word and Excel documents, PDF, JPEG and GIF images, and video files, BBSRC needed to implement a powerful search solution so users, including employees, could quickly locate sought-after information.

“ Users of the BBSRC website can quickly find exactly what they are looking for. They are assisted by Coveo’s excellent suite of capabilities for refining search queries and results, including its automatic clustering facility. ”



Eric Winiarski
Head of Information
Management, BBSRC

In order to make relevant information quickly available, the BBSRC elected to implement a search solution. In doing so, the user experience would be facilitated through a functionally rich and intuitive user interface provided by a low-maintenance system.

Providing a better user experience while reaching a return on investment within one year

With effective search capabilities in place, users can now conduct simple queries on the entire corporate website content using an intuitive and familiar search box.

The results are sorted by relevancy for the user, generating a unified view of the data which can be further navigated using Coveo’s faceted search function to drill down, leveraging document metadata, to locate specific information. Enabling users to quickly access and retrieve the information they are looking for led to increased user satisfaction.

“ User feedback on our corporate website search facility has been very positive. Many web users rely on searching to navigate around websites, and the Coveo search ensures we meet the needs of these users by providing relevant, easy-to-use search results. ”



Kate Lin
Web Manager,
BBSRC

Based on the implementation cost of Coveo versus the website search tool they had been using, as well as some usability measurements and anecdotal user satisfaction feedback, BBSRC was able to reach a return on investment within a year. Furthermore, given Coveo’s strong connectivity, the Council is planning to leverage its capabilities to existing internal systems and the data stored in multiple repositories.

With the implementation of Coveo Enterprise Search, the level of self-service has greatly improved, yielding relevant results on the 600 searches that are conducted daily and reducing the number of inquiries that BBSRC receives via phone and email. In terms of the user experience, the broad user base that uses the website has provided positive feedback, as the search tool has proven to be easy to use and returns highly relevant results.



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