

# TSIA Improves Search Results, User Experience, and Member Satisfaction with Coveo for Advanced Website Search



The Technology Services Industry Association (TSIA) is the world's leading organization dedicated to advancing the business of technology services. Technology services organizations large and small look to TSIA for world-class business frameworks, best practices based on real-world results, detailed performance benchmarking, exceptional peer networking opportunities and high-profile certification and awards programs. TSIA corporate members represent the world's top technology companies as well as scores of innovative small and midsize businesses in four major markets: enterprise IT and telecom, consumer technology, healthcare and healthcare IT and industrial equipment and technology.

TSIA is an organization that produces a vast amount of content. Prior to Coveo, employees – much less members – could not easily find the content they needed on TSIA's website. With the help of Coveo for Advanced Website Search, TSIA was able to improve its search results, increase member satisfaction and enhance the user experience.

## The Challenge

TSIA is the leading professional association of the technology services industry. Its members include thousands of services executives,



**Industry:**  
Professional Association

## Business Goals:

- ▶ Improve search capabilities for members and employees
- ▶ Optimize access to relevant content
- ▶ Increase member engagement and renewal rates

## Coveo Solution:

Coveo for Advanced Website Search

## Results at a Glance:

- ▶ Improved website search, delivering the right content to the right person at the right time
- ▶ Membership renewals are on the rise, due to increased customer satisfaction
- ▶ For the past three months compared to the same period a year ago, login activity has increased 63% and downloads have nearly doubled (92% increase).

managers and professionals from around the globe, representing the world's leading enterprise and consumer technology companies, as well as scores of innovative small and midsize businesses across nine vertical industries. One of the things these members value is access to leading-edge research on TSIA's website (www.tsia.com).

***It's hard to draw a direct line between not finding content and customer satisfaction, but we knew from talking to departing members that search was a direct contributor to their overall experience. When members can't find the content they need quickly, it's less likely that they will stay engaged.***

*Stephen Smith, Chief Financial Officer  
TSIA*

"We generate hundreds of new pieces of content each year through the research team, conferences and webinars that we do," said Stephen Smith, Chief Financial Officer. "For our members, having the ability to quickly search our website and find the most relevant content is critical. We were having significant challenges with our search capabilities and results."

TSIA used Google Enterprise Search, but found it wasn't optimized in a way that helped members find the information they needed. "We didn't have the ability to search by filters such as author, date or document type to make the search truly relevant, so Google brought back lots of irrelevant content," noted Smith. "And while some people knew how to do advanced functions in Google to narrow down their search, it wasn't taking advantage of all the information in our CMS."

This created a number of issues for TSIA. When members didn't find the right content, they didn't return to the website as often and that had an impact on overall satisfaction. "It's hard to draw a direct line between not finding con-

tent and satisfaction, but we knew from talking to departing members that search was a direct contributor to their decision not to renew," said Smith. "When members can't find the content they need quickly, it's less likely they'll stay engaged."

TSIA's internal staff experienced challenges as well, Smith noted. Due to the poor search capabilities on TSIA's website, the research team's ability to quickly answer member inquiries was constrained. "This was an enormous problem for us. Even our CEO and head of research had difficulties finding the content they needed. They knew it existed, and in some cases even knew the name of the document they were searching for. But they couldn't find it, or it wouldn't come up correctly – buried in 100 pages of results."

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TSIA*

Finally, enough was enough. TSIA's CEO directly tasked Smith with finding a way to dramatically improve TSIA's website search.

## **Selecting and Implementing Coveo**

TSIA evaluated a number of vendor solutions and ultimately chose longtime partner Coveo, based on the superior functionality and cost of its solution, Coveo for Advanced Website Search. "A lot of companies offered solutions for either knowledge management or case management, but our primary focus was on improving search." Since Smith oversees the finance, IT, HR and legal functions at TSIA, he was the ultimate selector in the evaluation process.

One of the other deciding factors for choosing Coveo was its faceted search and navigation.

Once a user has selected one facet, they can further narrow their search by continuing to include and exclude additional facets as well as sort results by relevancy, date and view count. “I can tell you that I use these facets all the time. I know everyone else does too and we really appreciate the feature.”

With Coveo, it is now easy for members and internal teams to instantly find the content they’re looking for. When they type a search term into the new search box on TSIA’s website, they can now get a list of key documents and web pages, be able to sort by relevance or by date, and apply a series of filters to make their search more relevant.

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***Stephen Smith, Chief Financial Officer  
TSIA***

Smith also noted that TSIA’s overall experience with the Coveo team, as well as his own personal experience, was exceptionally positive throughout the implementation process. “To me, this feels like a partnership rather than a vendor relationship. Coveo makes sure all of our needs are met, and I truly believe the company is invested in making us successful. Customer service is what differentiates one company from the next, and Coveo is doing an outstanding job providing the right service to its customers.”

## Results

In the last six months, TSIA has put extensive effort into improving its search capabilities and member engagement. Implementing Coveo was a key part of that strategy. “I knew Coveo was an investment we needed to make,” said Smith. “Members subscribe to our business in order to access our research, benchmarks and

insights. Their ability to find what they need is essential, and directly correlates to their satisfaction and our bottom line. If I could save just two membership renewals a year, it would more than cover the cost of implementing Coveo.”

***I would definitely choose Coveo again. It is the best solution for our business.***

***Stephen Smith, Chief Financial Officer  
TSIA***

Since deploying Coveo, TSIA has radically improved its search results. “We think a lot about and truly value customer experience. Coveo is a giant leap forward for TSIA, enabling us to get the right information to the right person at the right time.”

Coveo has made an impact on TSIA internally as well, said Smith. “Our CEO and research teams are thrilled. They feel like they can finally access data when they need it. As a result, I haven’t heard a complaint about our search capabilities in months. I have very, very happy employees now.”

In addition, Smith noted, TSIA didn’t have to provide any training to use Coveo, saving them time and resources. “It’s very intuitive. Anyone can figure out the facets on their own, and that to me is very useful. Coveo provides out-of-the-box usability that drives additional value, and extends far beyond what a standard search tool offers.”

“I would definitely choose Coveo again. It is the best solution for our business,” Smith concluded.

## GET STARTED WITH COVEO

For more information visit Coveo’s website at [www.coveo.com](http://www.coveo.com), or call Coveo at **1-800-635-5476**.