

CAIJ raises the bar with Coveo's personalized website search



The Centre d'accès à l'information juridique (CAIJ) is a network of 40 libraries serving the members of the Québec Bar and Judiciary. CAIJ offers research and training services as well as a range of research tools accessible online through the JuriBistro™ search tools Suite. CAIJ's mission is to "make legal information available, with priority given to the members of the Québec Bar and Judiciary, and to ensure that access is the same regardless of geographical location or work environment." Every day, CAIJ strives to reduce the time, effort and cost of accessing legal information. For more information, visit <http://www.caij.qc.ca>.

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Sonia Loubier, CAIJ IT Director

The Challenge

One of the largest sources of legal information in North America, CAIJ is a comprehensive and complex information network providing more than 26,000 of Québec's legal professionals with critical background information. In 2003, the CAIJ created the first of its JuriBistro tools, the library network catalogue. Since then, the JuriBistro™ tools suite has been continuously upgraded by adding tools to find such infor-



**CENTRE D'ACCÈS À
L'INFORMATION JURIDIQUE**

Business Goals:

- ▶ Increase the number of users and queries of CAIJ's JuriBistro search solution
- ▶ Optimize the access to legal information
- ▶ Maximize value from existing legal assets

Coveo Solution:

Coveo for Advanced Website Search

Results at a Glance*:

CAIJ website – usage statistics:

- ▶ 67 percent increase in average visit duration
- ▶ 18 percent increase in visitors
- ▶ 33 percent increase in page views

JuriBistro™ UNIK – usage statistics

- ▶ Doubling of search queries and visits

*First year following Coveo implementation

mation as full-text legal documents, research Q & A's and annotated legislation.

However, with information scattered across multiple databases, CAIJ members needed to navigate through multiple portals to find all the information they were seeking. When a user needed to access a document, he or she first needed to identify the relevant JuriBistro™ search tool in which to search and adapt their queries to the specific tool. This was not only time-consuming, but siloed databases led to challenges in correlating legal information that was housed in separate places.

The challenges extended from the user base to the organization's staff as well, who had to train their clientele on a diverse set of tools. There were also compatibility issues among the separate systems, as certain tools could not index certain types of legal documents. "The challenge for us was to have a tool that had a single entry point," said Sonia Loubier, CAIJ IT Director. "Some of our documents were full text in HTML, while others were in MARC format. It created a complex environment, which made it difficult to find what you were looking for."

Selecting and Implementing Coveo

In 2010, CAIJ began looking for technologies to help with consolidating their search tools into one unified indexing engine. A diverse team of professionals and IT specialists examined NStein, Coginov, Aquabrowser and Coveo. "The usability skills of staff with law, IT and communications degrees were called upon to evaluate these tools," said Ms. Loubier. "It was truly multidisciplinary, which allowed for a number of different perspectives to decide what would be the best solution for both administrators and users."

CAIJ selected Coveo for its intelligent unified indexing technology and its ability to index any data format, including HTML documents and MARC records, the international standard for the description of bibliographic items developed by the Library of Congress. MARC records facilitate the creation and dissemination of computerized cataloging from library to library.

After the selection, Coveo's team and CAIJ's developers had the system up and running by November 2011. The Coveo tool indexes data across all of the systems' one-million documents, then presents contextually relevant information across a custom-

designed interface tailored to legal professionals. It extracts and makes available custom metadata such as judge names, jurisdictions and courts automatically, using Coveo SmartFacets, that allow for advanced information navigation. Through its ability to consolidate millions of disparate documents into a single, unified user interface, the Coveo search technology allows for personalized information that's especially relevant for each user in an easy-to-use manner.

After one year of growth in usage and page views, the search tool continues to gain in popularity amongst our clientele.

Sonia Loubier, CAIJ IT Director

Results

Since the launch of JuriBistro™ UNIK developed with Coveo, CAIJ has observed a significant increase in usage due to the tool's user-friendliness and the high quality of its search results. In fact, the website's average visit duration has increased by 67 percent, search queries have doubled in JuriBistro™ UNIK and overall visitors have increased by 18 percent. "We give a lot of training sessions on UNIK," said Ms. Loubier. "The feedback during these sessions is extremely positive. Our clients are pleasantly surprised by the amount, the variety, and the quality of information they can retrieve with only one search engine."

The project also won two prestigious awards and recognition among Québec and Canada's legal and IT communities: the OCTAS Business Solutions Award for excellence and contributions in Québec's IT industry; and the Hugh Lawford Award for excellence by publishing a website that makes a significant contribution to legal research and scholarship in Canada.

Since JuriBistro™ UNIK'S launch, a RSS personalization option has been added in 2012, to keep clients up-to-date when new results become available for a specific search query. Looking ahead, an autocompleteness functionality and integration with the organization's new data mining tool are in the works. Usage stats continue to increase and "it continues to gain in popularity amongst our clientele," says Ms. Loubier.