



“ GOSS Advanced Search lets us link our databases to the website, so residents can enter their postcode and get information about services in their area. It’s an innovative feature that we’re really happy with. ”

SHARON HUDSON, COMMUNICATIONS MANAGER, CRAVEN DISTRICT COUNCIL

SEARCH THAT WORKS

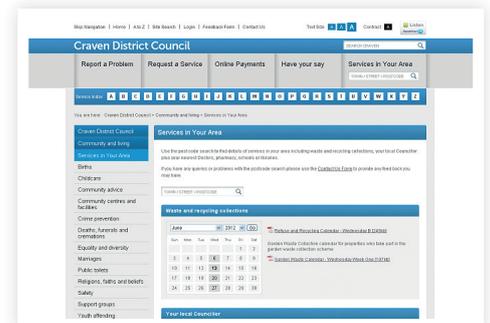
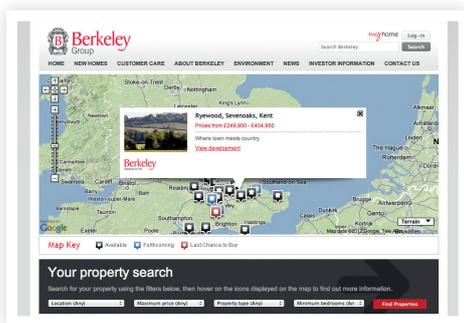
If people can't quickly find what they are looking for on your website, they will leave – possibly in the direction of a competitor. Implementing user journeys is helpful to a point, but those journeys tend to reflect what you'd like your users to do, rather than what they actually want to do. Useful and prominent search functionality is the best way to meet your online users' needs fast.

Benefits to your customers

- ▶ Find information easily
- ▶ Get answers online
- ▶ No need to make a call

Benefits to your organisation

- ▶ Reduce inbound calls
- ▶ Guide buying decisions
- ▶ Understand users' needs



Introducing GOSS Advanced Search

GOSS offers a broad choice of powerful, user-centric search functionality for your website. Options range from simple organic search to faceted, federated, predictive and geospatial search, as well as useful out-of-the-box features such as “Find my nearest...”, Smart FAQs and “You may like this...”.

Using GOSS Advanced Search, clients have been able to improve customer service, increase conversions and get a better understanding of why and how users interact with their website, enabling continuous improvements in site design, navigation and content.

Key features

GOSS Advanced Search provides a range of options to give your website users the best search experience possible, including:

- ▶ Predictive query suggestions to speed up searches
- ▶ Clearly-presented results pages with relevant search words displayed and multiple pagination and faceting options
- ▶ Federated search to allow users to search multiple internal and third-party data sources in addition to your website content
- ▶ Faceted search to enable users to narrow down results by selecting multiple criteria
- ▶ Display geospatial results related to users' geographical locations, with results on a map interface for immediate relevance
- ▶ Mobile-optimised search, including results based on the user's location
- ▶ “You may like this” recommendations based on other site visitors' behaviour

Why GOSS Interactive?

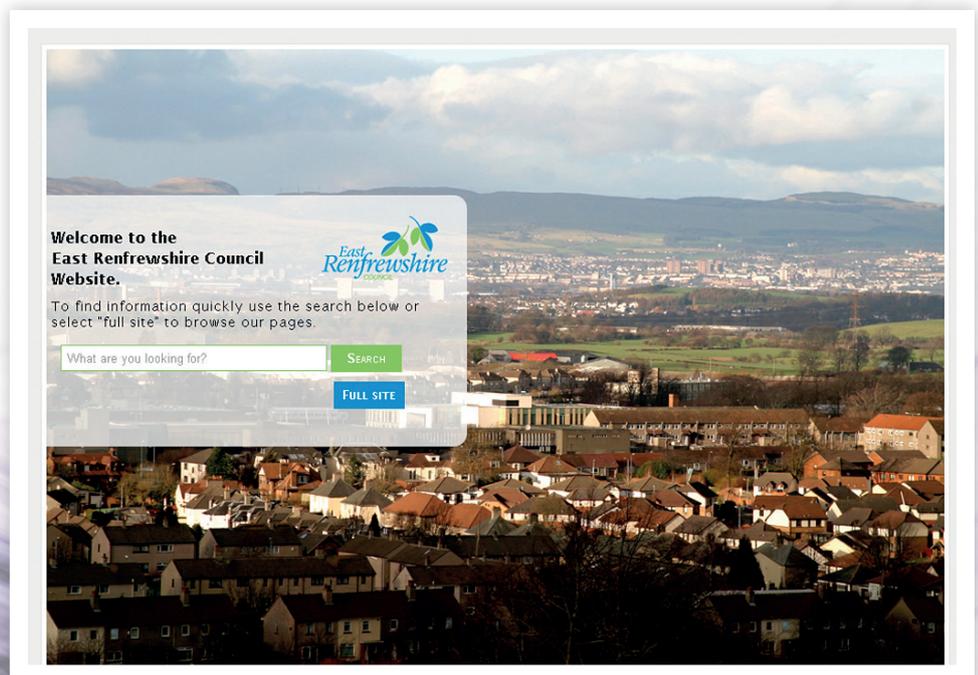
Leading edge web technology from GOSS Interactive powers some of the UK's leading websites, including the Met Office, Brittany Ferries, BBC, Berkeley Group, Virgin Trains and over 70 public sector organisations. Built around the multi-award-winning GOSS iCM content management system, our customer experience management tools and consultancy empower you to deliver web strategies that provide enhanced revenues and superior customer service.

90%

OF SMARTPHONE SEARCHES RESULT IN AN ACTION SUCH AS MAKING A PURCHASE OR VISITING A BUSINESS (GOOGLE BLOG)

“ The search facility is more effective and this helps end users to quickly find what they need far easier than they previously were able to. ”

JOHN PAUL MCKAY, PROJECT MANAGER (IT SYSTEMS), EAST RENFREWSHIRE COUNCIL



Get started today

As usability expert Jakob Nielsen notes: “Search is the user's lifeline when navigation fails.” Contact us today to discover how you can provide rich, helpful, and user-centric search functionality on your website.

W: www.gossinteractive.com, E: enquiries@gossinteractive.com, T: 0844 880 3637

Watch a video

See how search can power up your website.



www.gossinteractive.com/search