

## Funnelback SaaS Quality Website Search

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*"Yes, we have gone live (with Funnelback). It has been a great result and most importantly we are happy with the level of customer uptake we are experiencing. It has been really good to get new search functionality out on our website within a quick 3 week turn around. Even just the insight we get to see what people are searching for is fantastic, let alone the fact that our customers and prospective customers are finding the information on our website that they are looking for!"*

Adam Blunt, Business Analyst - Online  
Medibank Private

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Funnelback SaaS is implemented, maintained and hosted in a professional hosting environment with redundancy. Hardware, software, upgrades and network traffic are all managed by Funnelback.

The need for quality website search is growing stronger every day as business environments become increasingly complex. Accurate, fast searching can dramatically increase the return on your information assets.

As more information is generated and stored on web sites, companies need efficient and effective ways for their web site users to search through information. Despite the wealth of search offerings on the market, most customer organisations are far from solving their search problems.

Funnelback is different because we provide a fully managed, effective technology solution backed by quality customer support.

We have a proven track record in designing, implementing and delivering a first class managed search service to many leading corporate and Government clients and we look forward to offering the same level of expertise and service to you.

### Benefits

**Increased revenue:** For commercially focused organisations, Funnelback SaaS leads customers to online purchases or buying decisions. According to Forrester Research, as much as 70% of online purchases start with a search, hence poor search often results in abandoned purchases and lost revenue. Funnelback solves this problem.

**Delivery of relevant information to users:** For government and not-for-profit organisations that are mandated to deliver information rather than products, Funnelback can provide simple and convenient access to the right information.

**Business Intelligence:** Whether the organisation is commercial or not for profit, Funnelback's query reports let you see information reflecting the "pulse" of the user. This analysis assists your organisation to re-focus your website content and fine tune your marketing initiatives. Funnelback can track search results your users are clicking on, which search terms are not returning any results, and which queries brought them to a particular page.

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### Deployment

Funnelback SaaS is a fully managed web site search service. It is available on demand, requiring no installation or purchase of hardware. The solution is hosted from our premier data centre (a Tier 1 provider) which includes high performance and a professional hosting environment with redundancy.

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### Features

Funnelback SaaS is fully managed and includes hardware, software, upgrades, tailored support packages and SLAs. We manage network traffic and bandwidth, crawling, indexing and query processing. We also provide you with access to your own dedicated admin user interface that enables a number of editing functions and access to your search analytics logs.

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## Funnelback SaaS Customers

- Australian Government
- Westpac
- Telstra
- The UK Electoral Commission
- New Zealand Automobile Association
- Bank of Queensland
- Oxfam Australia
- NSW Department of Health
- Medibank Private

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Funnelback's search result quality and tuning is our point of difference because it is based on leading edge technology originating from the CSIRO.

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## Features

Funnelback uses a high quality and tunable ranking algorithm. Search results are created by applying ranking criteria which help determine a score that can be tuned to increase the value of search results for your particular environment.

Funnelback's **Contextual Navigation** allows users to navigate search results via dynamic query refinement suggestions derived from the content. **Faceted navigation** uses metadata fields or other structured information to provide users with related options for refining their query.

Funnelback's **Pattern Analyser** can sense changes in market demand and enables performance based management. It can measure the effectiveness of a marketing campaign by reporting the magnitude and duration of a spike in search traffic.

Funnelback can also be used as a **platform** for developing more complex search applications. These include multimedia search, (including video, audio and images), related content (e.g. related news stories), e-commerce, geospatial search, email based media alerts and plagiarism detection systems.

## Search Quality

**Dynamically retrieve fresh information.** Funnelback ensures fresh content is always available by performing regular crawls of your site/s. Crawls can also be set to update only parts of the index which may have changed since the last crawl and therefore creates a balance between freshness and server speed.

**Refine and tune your search results.** The relevance ranking algorithm at the heart of the Funnelback query processing engine is made up of a number of weighted factors. These factors can be tuned to meet the specific characteristics of a website thus delivering high quality results to the user.

**Save time and find what you want.** Funnelback SaaS allows you to refine your query. You can limit your search by document type and date and you can search within your results. The advanced search form allows searching of last modified dates, document format and common metatags.

Funnelback search results are also presented in a user friendly format, with keyword highlighting optional to help users make decisions about the value of a search result before even viewing the page.

**Search without sacrificing accuracy, relevancy or speed.** The Funnelback search engine can index millions of documents with fast query response times. Funnelback can also suggest alternatives when typographical errors are made. It has a thesaurus, support of phrase searching and stemming (grammatical variations).

**Encourage diversity in search results.** Funnelback's same site suppression feature can be used to favour a mix of results from across an entire site/s, rather than preferring results from one particular section of the site. Administrators can specify the collections and files to offer for searching via simple configuration.

**Configure search results to be of greater value to users.** Funnelback's results optimisation enables manual configuration of search results. For example, featured pages (similar to 'sponsored links') can be added to the index, ensuring that for a particular query the featured pages are returned first regardless of the rest of the results. Funnelback also has the ability to weight favoured content.

**Use our intuitive administrative interface to configure your search facility.** The Funnelback search results are easy to customise to your corporate look and feel.