

Intents™ Library for Automotive

InQira Datasheet

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"InQira has a strong intent-based approach to search that makes for very strong self-service tools."

INDUSTRY INTENTS LIBRARIES

- An Intent defines a category of user need that is industry-specific, such as "vehicle configuration research" and "financing and sales support"
- User search requests are automatically matched to Intents, if possible
- Predefined Intent responses are delivered to resolve a need, present an offer or otherwise guide the user to a business conversion
- Since a single Intent captures the meaning of many uniquely-worded questions, the effort to define and manage tailored responses for the majority of search requests is minimal

AUTOMOTIVE INTENTS

- InQira's Automotive Intents library contains over 50 Intents defined by domain experts, covering 75% of user requests
- The top-level Intent categories are:
 - + Product Research
 - + Marketing Programs
 - + Billing Inquiry and Support
 - + Financing and Sales Support
 - + Owner Support and Maintenance
 - + Customer Service Inquiry
 - + General Company Inquiry
 - + Website Inquiry

MANAGING THE USER EXPERIENCE, INTENT BY INTENT

InQira provides intelligent search software based upon natural language processing (NLP) technology. InQira's implementation of NLP has been designed to identify the intent, or meaning, of a search request, based on a deep understanding of language. With InQira, a search request can be both explicit, (i.e. via a search box), or implicitly inferred from a user's interaction with a Website or application.

InQira's understanding of language includes one or more base languages, such as English, French and Korean, company-specific concepts like product names, and industry-specific terminology, such as the difference between "stock" in the securities versus retail industries.

InQira has taken natural language processing one step further, by creating industry-specific Intent Libraries. An Intent Library automatically associates user search requests with a predefined question category, if possible. Categories are related to user goals, such as "vehicle configuration research", or "financing and sales support", and have been defined by InQira through rigorous research and domain expertise. Many uniquely worded questions can map to a single intent.

When a search request is equated with a specific Intent, InQira will present the user with any predefined response to that Intent, which can include special offers, additional information, a resolution workflow and many other optional "portlets" for influencing the user experience. Because a single Intent captures the meaning of many uniquely worded questions, the effort for an organization to define and administer tailored responses to the majority of search requests is minimal. Achieving the same result without InQira's Intent Library could be prohibitively time-consuming or impossible. Companies attempting to use a typical search engine to personalize customer interactions will need months of monitoring and administration to identify terms, term usage, and context to create thousands of rules that define the underlying customer needs automatically captured by InQira's Intent Libraries.

PRODUCT SPECIFICATIONS

- Product Components:**
 Intents consist of predefined rules expressed in IML (InQuira Match Language) format, plus related analytics reports and User Experience Manager controls
- System Requirements:**
 Intent Libraries use negligible disk, RAM and CPU resources
- Performance Impact:**
 Varies based on the number of Intents and complexity of Intent responses, with minor impact for up to hundreds of Intents
- Capacities and Restrictions:**
 Intent libraries are limited only by the capacity of the file system
- Prerequisites:**
 Requires InQuira Intelligent Search and language ontologies to be installed, plus InQuira Search Analytics for Intents reporting
- Availability:**
 Automotive Intents are compatible with InQuira 7.2 and later; Intent support for French, Italian, German and Spanish is available starting with InQuira 7.3

"InQuira stacks up so well against our customer service search evaluation criteria that we're going to have to raise the bar. The support for seeker intent makes experience management far more efficient and effective than other approaches we've seen."

— Susan Aldrich
 Patricia Seybold Group

"InQuira can prefilter content displayed, based on customer demographics, and with their unique "intent analysis" companies gain a fuller understanding of what customers are asking and why."

— John Ragsdale
 Forrester Research

AUTOMOTIVE INTENTS HIERARCHY

Automotive Intents were determined through linguistic and statistical analysis of question logs from leading automotive websites. A separate intent has been created for every category which received more than 0.5% of search questions. InQuira's Automotive Intent library is structured as a hierarchy of over 50 separate intents, covering 75% of all user search requests. The top level includes **Product Research, Billing Inquiry and Support, Financing and Sales Support, Marketing Programs, Customer Service Inquiry, Owner Support and Maintenance, General Company Inquiry** and **Website Inquiry** Intents. Subsequent levels of Intents are more specific, with two to four levels in total, as shown in Figure 1.

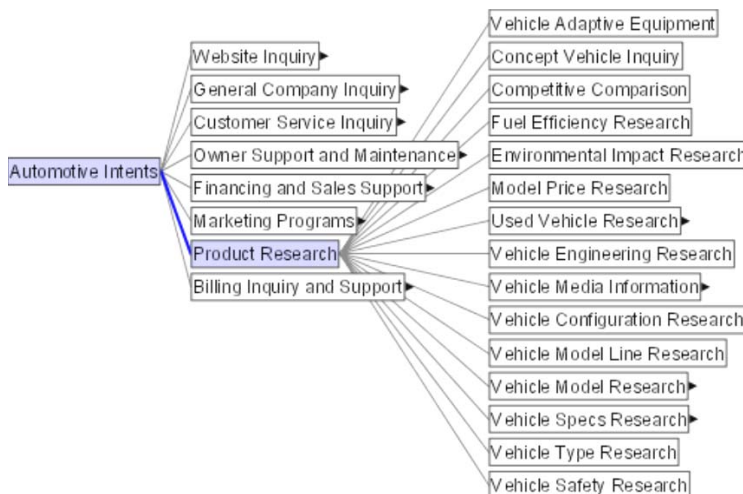


Figure 1 – Partial view of the Automotive Intents Hierarchy

FEATURES

BENEFITS

<ul style="list-style-type: none"> Over 100 pre-defined Auto Intents, covering 75% of user searches 	Automotive expertise has been packaged into a comprehensive but concise framework for user interactions, dramatically simplifying the business analyst's efforts to manage user experience
<ul style="list-style-type: none"> Intents are structured in a parent-child hierarchy 	Intent responses can be created at multiple levels of specificity, from high-level, generalized responses with minimal effort, to very targeted responses matching the lowest levels in the hierarchy
<ul style="list-style-type: none"> Mapping of search requests to Intents is automatic 	Regardless of the phrasing, InQuira's natural language intelligence understands the meaning of a request and matches it to the correct intent without any user intervention
<ul style="list-style-type: none"> Intent responses are defined via the User Experience Manager 	Marketers have a graphical tool for designing and modifying the actions taken by the system when an Intent is matched to an explicit or implicit search request
<ul style="list-style-type: none"> New Intents are suggested automatically 	As user needs change, business analysts have an automated way of identifying the need for new Intents by running a utility that analyses search logs (starting with InQuira 8.0)
<ul style="list-style-type: none"> InQuira Analytics reports on Intents usage and content gaps 	Business analysts gain insight for adding new Intents and modifying existing Intent responses
<ul style="list-style-type: none"> Intents work for all supported languages 	Multi-lingual implementations have the full power of Intents for all languages