

Summary: Smart Snippets ML model



Definition

- Provides the most relevant answers to user queries directly on top of the result page in the form of a snippet.
- The snippet consists of the title of the document, the relevant section of the page and the URL.



Best practices

- The content should contain HTML elements (ideally in `<p>` tag).
- An ideal model for industries where accuracy, security and adherence to original content are paramount (e.g., finance, health, or pharma).



Common applications

- Search Interfaces
- Agent Insight Panel
- IPX (In-product experience)
- Chatbot



Benefits

- Increase case deflection
- Improve customer satisfaction
- Facilitate self-service success