



Powering the Search of the ~~future~~ now

With Squiz Funnelback - Conversational Search

An introduction to conversational discovery and search



by HARMAN

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Go ahead,
I'm listening...

17:22



Today's landscape



Websites today have a big problem

1000s of pages

Making search a mini research project

Buried content

Deep website structures with multiple clicks

Confusing language

Acronyms and inconsistencies

Content discoverability is crucial to success

DID YOU KNOW?

48% of prospective students didn't realise a university offered their degree of choice, even though it was listed on the website.

Why? Website content was organised by internal department names and labels unfamiliar to new students.

Source: Nielson Norman Group Study



Meanwhile user behavior is rapidly evolving

50%+

of Gen Z users report abandoning websites with deep hierarchies in favor of platforms that present answers up-front through search or chat-based interactions.

– Forbes

90 million

people in the United States are using conversational search as their preferred search method in 2025 - compared with 13 million in 2023.

– SEM Rush

Since users are more likely to **ask** than **click**, websites must offer conversational experiences

Or risk other platforms crawling their content and taking them to another channel.

So is AI the answer?



Simply implementing AI is not enough

Low Content Quality

- Out of date
- Too many pages, hard to find
- Gaps and duplication
- Ambiguous, use of jargon
- Not enough resources



Insufficient Controls

- Unable to ring fence content
- No ability to monitor and govern responses
- Content boundaries essential for accurate responses
- AI without RAG



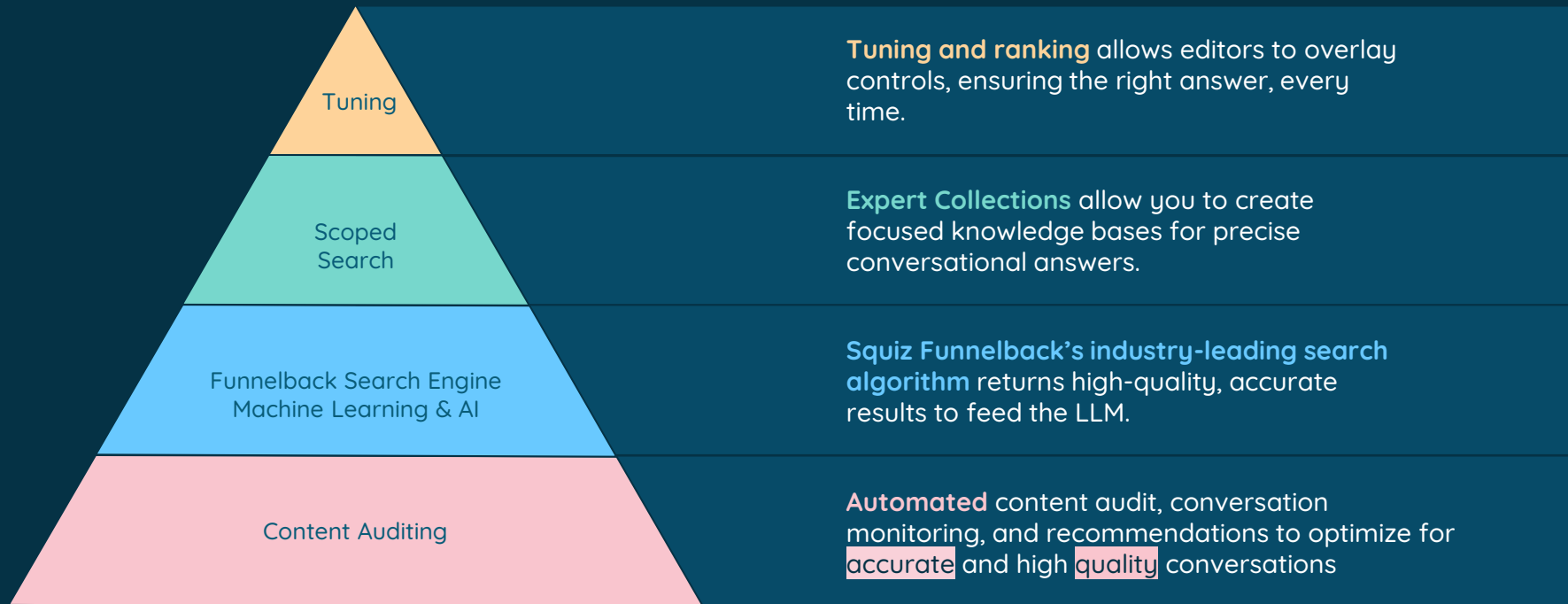
Risk

- Incorrect or misleading answers
- Exposure of sensitive/internal information
- Compliance violations from wrong procedures
- Loss of customer trust and confidence

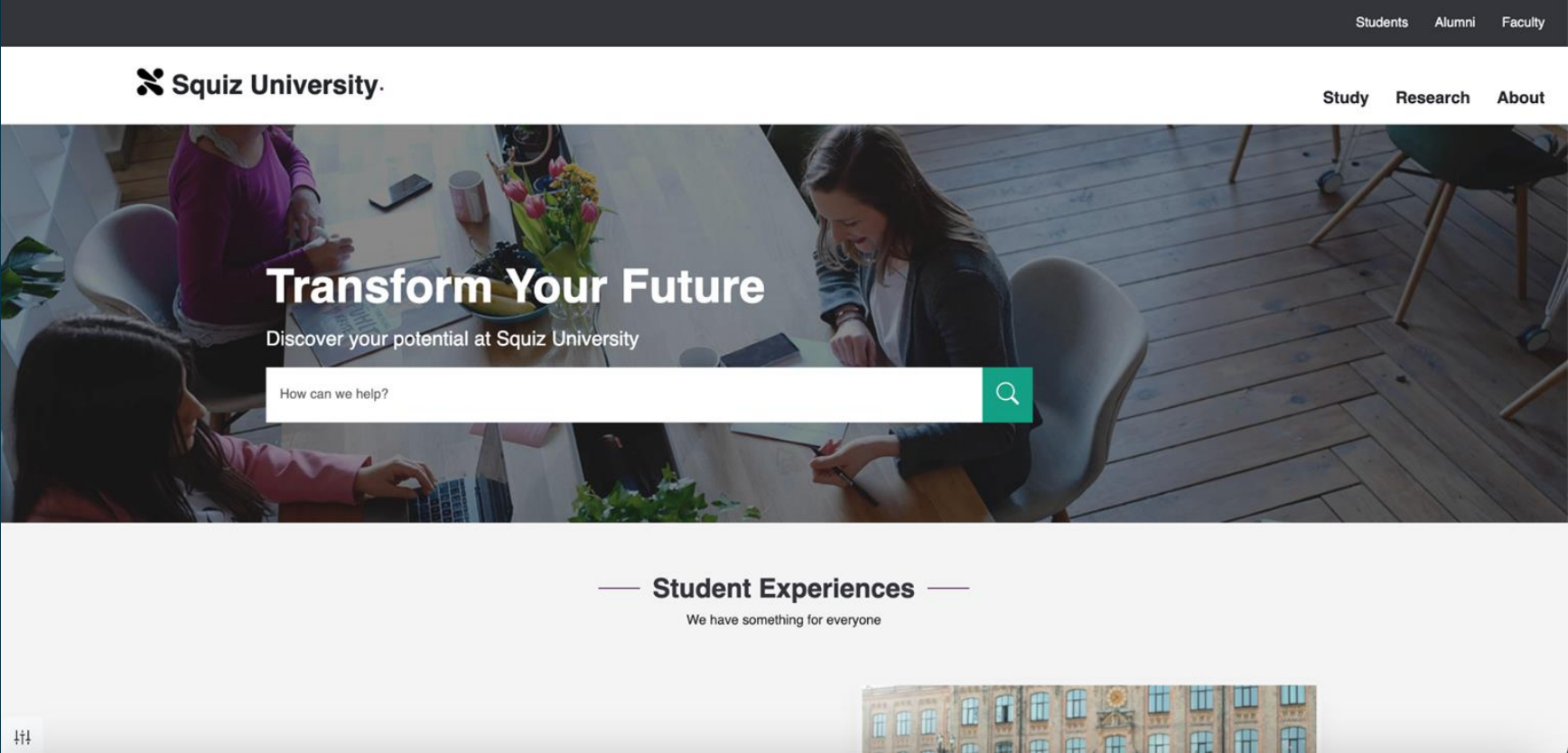
Introducing Squiz Funnelback Conversational Search



Key capabilities:



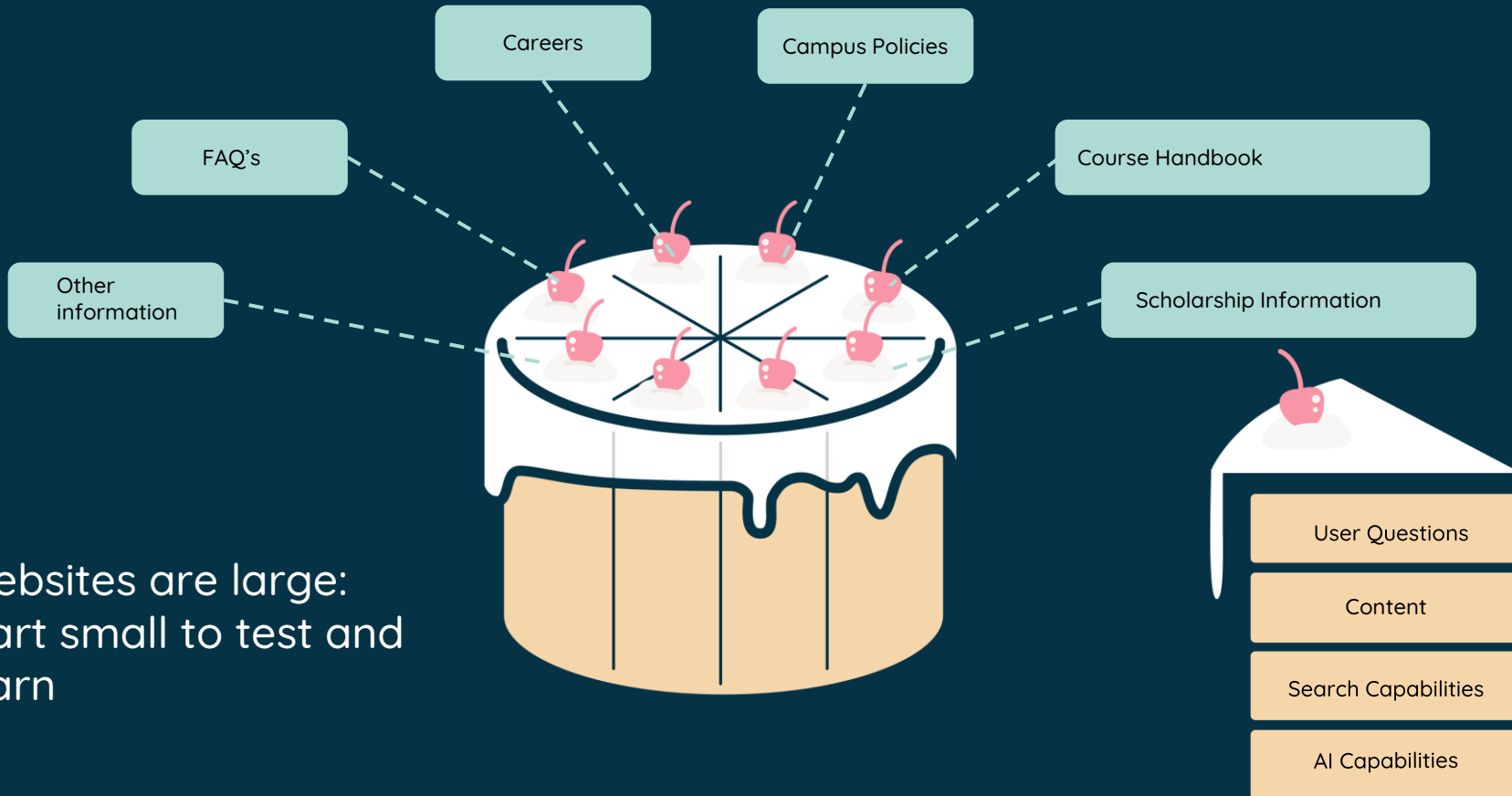
Funnelback Conversational Search Demo



Getting started



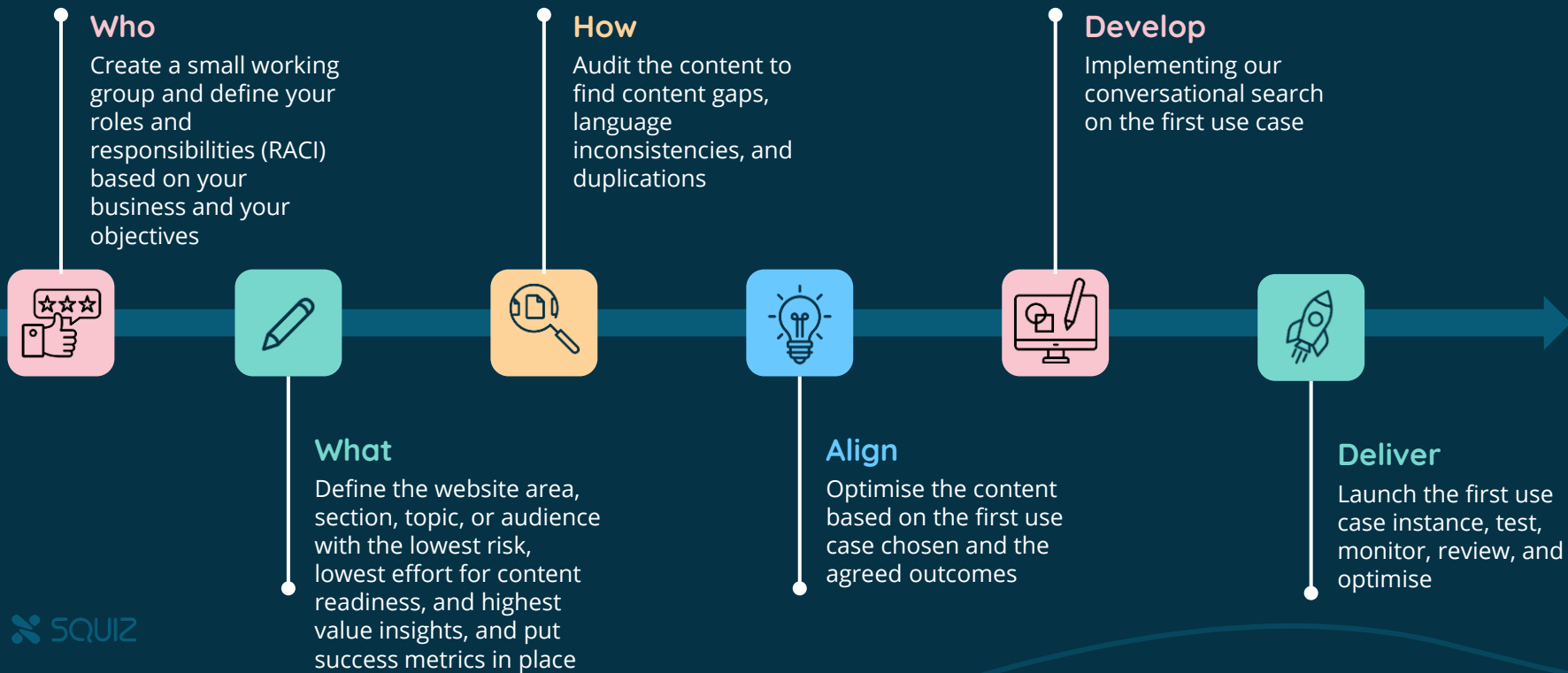
How to get started: Defining a “slice”



Websites are large:
start small to test and
learn

Our fast audit approach

Starting with the lowest risk, lowest effort, and highest value areas



Come and chat to us

Stand 15 - Squiz

