

Google

Introduction

This case study of Google is based on a June 2022 survey of Algolia customers by TechValidate, a 3rd-party research service.



“Much simpler UI and instrumentation when ripping and replacing. Easy to use and very scalable. Very happy with our decision!”

Challenges

The business challenges that led Google to evaluate and ultimately select Algolia:

- Lack of configurability with the previous solution
- Weak outputs

Use Case

Organization’s business type/industry: Technology

The vendors or solutions they evaluated prior to selecting Algolia:

- Elastic Search
- Yext

Results

Google achieved the following results with Algolia:

The most valuable aspects/features of Algolia that factored in their decision to choose Algolia over other vendors they evaluated:

- Fast results
- Personalization
- Highly configurable
- Improved dashboard

After implementing Algolia, the percentage improvement they have seen, or expect to see, in the following areas of their business:

- Reduced time to implementation: 50 to 75%
- Reduced technical overhead: 50 to 75%
- Improved scalability: greater than 75%
- Improved security and privacy: 50 to 75%
- Improved customer experience: greater than 75%
- Increase in revenue from search/discovery: 50 to 75%

Google rates Algolia on the following capabilities compared to other vendors:

- Available features: Significantly better
- Compatibility with existing tech stack: Significantly better
- Security: Significantly better
- Performance and scalability: Superior
- Ease of use for increased adoption across teams: Better
- Dedicated & responsive customer support: Better

The benefits they’ve experienced, as a result of using Algolia:

- Quickly and easily scale with the business
- Decreased time on the maintenance of search
- Improved code quality
- Increased revenue
- Improved customer experience

Google agrees that:

- Their dev team has more time to innovate and spends less time managing back end operations supporting business requests.
- Algolia has helped them have more flexibility in their operations by having visibility and understanding of their ranking strategy.
- Algolia is easy to implement, allowing them to quickly get a solution into production.
- Algolia is a reliable software solution that they can trust.

Company Profile

Company:
Google

Company Size:
Global 500

Industry:
Professional Services

About Algolia

Algolia is the search-as-a-service platform that enables companies of all sizes to deliver fast and relevant digital experiences that drive real results. With Algolia, consumers are able to easily find and discover what they want across web, mobile, and voice. Algolia allows developers and business teams to build and optimize delightful Search and Discovery experiences that increase online engagement, conversion rates and revenue.

Learn More:

[Algolia](#)