



**synaptic  
search**   
FLAT QUERY AI ASSISTANT CONTROL



# Transcending Keywords: Intelligent Search for the Modern Enterprise

Built by CohesionX, Synaptic search is an API on the VectorMind AI platform that lets users search structured business data (e.g. inventory, product catalogues, lead data) using natural language rather than forcing rigid queries or forms.

Users can submit questions in natural language (web, chat, mobile), while the system doesn't require them to know the underlying data schema. Results are ordered by relevance (not just literal matches). It may provide suggestions, synonyms, and insights derived from combining semantic and structured queries. Though initially applied in automotive retail, Synaptic Search is applied across industries: payroll systems, lead generation, internal staff search, etc.

Synaptic Search lowers the barrier to querying structured data, improves user experience, surfaces insights that would be hidden behind rigid schemas or form-based interfaces.

## CLIENT CHALLENGE

Weelee.co.za provides a platform for buying, selling, and trading in used vehicles. They offer a streamlined process for selling cars, connecting sellers with multiple verified buyers through an online bidding platform. They also provide a large inventory of quality pre-owned vehicles for buyers. Weelee emphasises trust, transparency, and competitive pricing in their operations.

### Structured data, unstructured Intent

In digital automotive retail environments, customers expect seamless, intuitive interactions. But most legacy systems still require structured, form-based inputs: tick boxes, dropdowns, and rigid filters. While this works for engineers and analysts, it alienates end users.

Imagine a car buyer visiting a dealership's website. They don't say, "Run a SQL query for sedans under R300,000 with fewer than 50,000 km." Instead, they ask:

"What used automatics do you have under 300k?"

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HARMONY IN EXPERTISE

The gap between user language and database logic caused real business issues:

- 1 Reduced engagement:** Prospective buyers struggled to find what they wanted.
- 2 Lost leads:** Valuable inventory remained hidden.
- 3 Sales friction:** Sales teams missed out simply because systems couldn't understand natural intent.

## THE SYNAPTIC SEARCH SOLUTION

To break down these barriers, CohesionX created Synaptic Search — a GenAI-powered natural language search engine built for structured business data. Synaptic Search understands the user's intent and adapts to them, not the other way around.

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- ✓ **Parses natural language using semantic embeddings & large language models.**
- ✓ **Extracts entities and constraints, even from ambiguous or conversational phrasing.**

**Blends multiple techniques:**

- Embeddings match user intent with tags, descriptions, and metadata.
- Fuzzy logic accounts for misspellings and synonyms.
- SQL filters apply hard constraints (price, location, year).
- Weighted scoring ranks results beyond literal matches.

## BUSINESS IMPACT: A SMARTER FRONT-OF-HOUSE

Synaptic Search transformed how users and internal staff interact with data:

**Customer-facing:** Buyers now search listings in their own words, discovering inventory that previously went unseen.

**Internal tools:** Staff find colleagues in payroll, retrieve leads, or book services, all through natural language prompts.

**Cross-industry application:** Originally built for automotive, Synaptic Search now powers search in a variety of other retail domains, HR systems, lead management, and beyond.



# BENEFITS DELIVERED BY SYNAPTIC SEARCH

## Increased conversions

More listings viewed, more leads generated, more stock discovered

## Reduced training time

No need to teach users how to 'use the system'; they just ask naturally

## Scalable across domains

Easily implemented in HR, sales, support, or any structured-data context

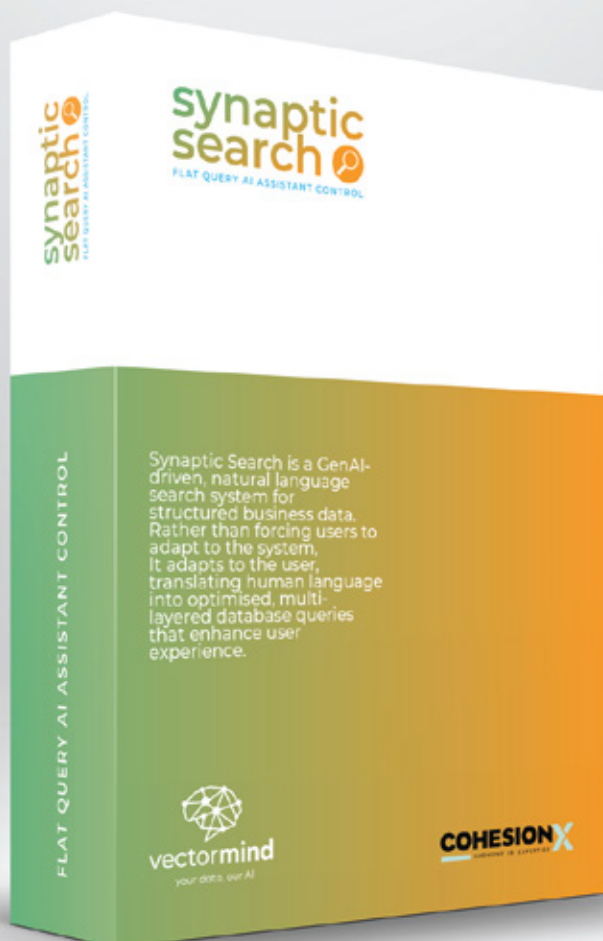
## Lower cognitive load

Removes complexity for users and staff alike

## Actionable insights

The AI proactively asks "Did you mean...?" when user input is unclear or slightly inaccurate, using fuzzy matching and semantic analysis to correct errors, uncover relevant results, and highlight patterns or data gaps that may otherwise go unnoticed.

Synaptic Search bridges the gap between human intent and structured data, turning traditional databases into intuitive, conversational systems. By removing forms and filters, and enabling users to speak the way they think, it unlocks visibility, accelerates discovery, and improves decision-making.



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