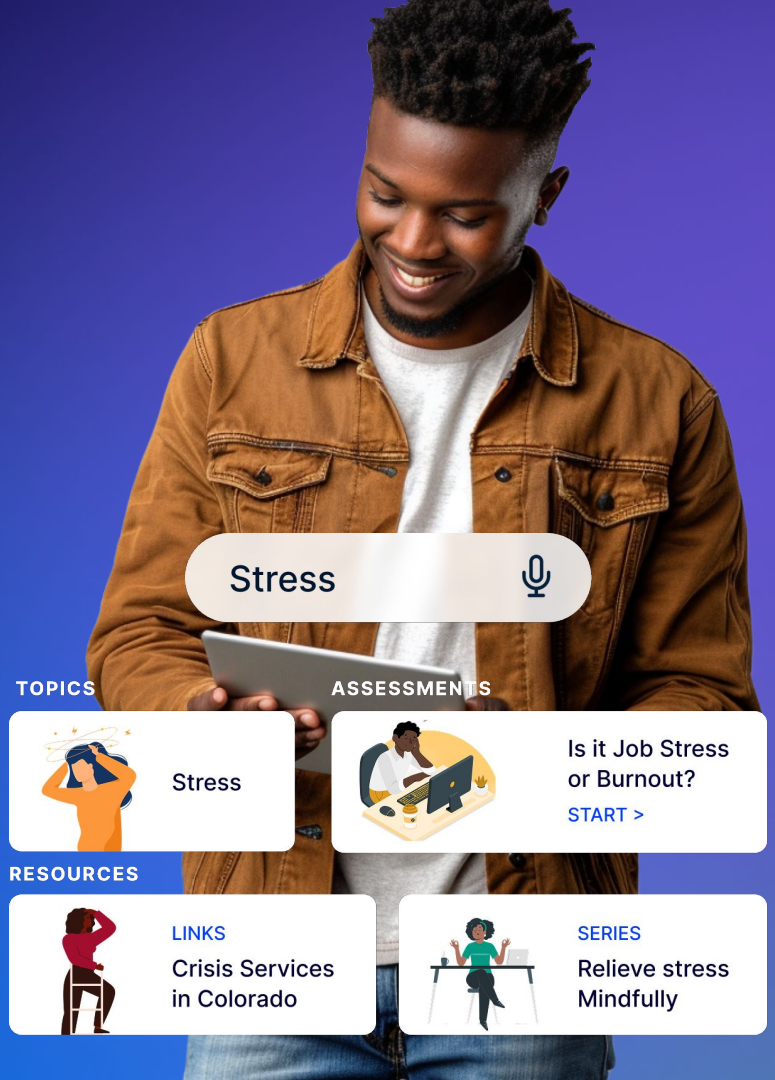
CredibleMind & algolia

Algolia helps CredibleMind users quickly and easily find life-changing resources



CredibleMind

Use Case:

Health, B2B2C

Headquarters:

Sausalito, CA

Algolia Customer

2018

Key Results Qualitative

+ Quick, easy development
+ Personalized search results
+ Fast search results

Key Number Plays

+ Doubled revenue year-over-year
+ 61% of users changed behavior

Feature Usage

+ Search API
+ ReleventSort
+ Multi-Quer
+ Custom Ranking
+ Replica Indices
+ Filters and Facets

“Getting people to the best resource for them is like our core business goal and Algolia is how we do that. All the query results and carousels on our website are customized and powered by Algolia. It helps our users find what they need just when they need it.”

Marcos Athanasoulis, co-founder and CTO, CredibleMind

The Challenges

- Provide customized search results
- Large number of topics and language support
- Need for high-performance and uptime

The Solutions

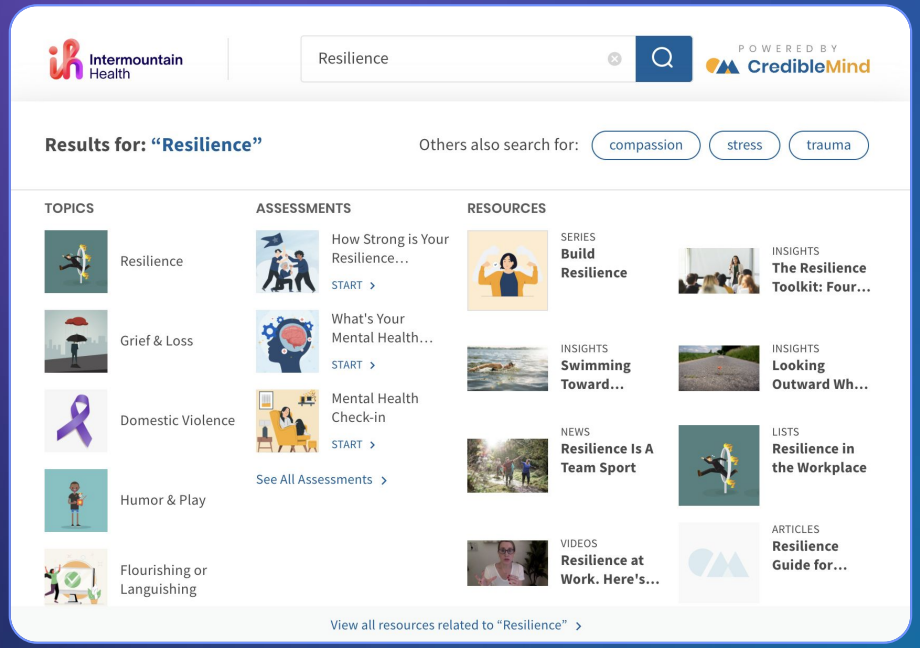
- Algolia to power Search and carousels
- Rapid implementation (> one week)
- Quick, easy development

The Results

- Excellent user experience
- Fast, customized query results
- Scalability and ease of innovation

Summary

To quickly and easily provide nearly a million users with the mental health content and resources they are looking for, CredibleMind turned to Algolia Search and a wide range of features. Learn how the company uses Algolia as a core building block of its life-changing solution, serving up fast, customized query results that empower mental well-being anywhere and anytime.



Founded in 2018 with a mission to help people flourish in life, particularly around mental health, CredibleMind provides a complete population-based mental health ecosystem to insurers, communities, universities and large businesses.

It offers its customers' members and employees crucial mental well-being content, online assessments, exercises and thousands of healthcare-vetted resources and analytics, as well as pointing them to the services and supports that can help them overcome their challenges.

Since its inception, CredibleMind has experienced spectacular success. In just the last year the company doubled its revenue, and it is fast approaching the one-million-user mark. Today, more than 35 million people across the U.S. have access to its platform through their community, insurer or employer health plan.

CredibleMind co-founder and Chief Technology Officer Marcos Athanasoulis attributes much of that success to his product's strong search and discovery capabilities.

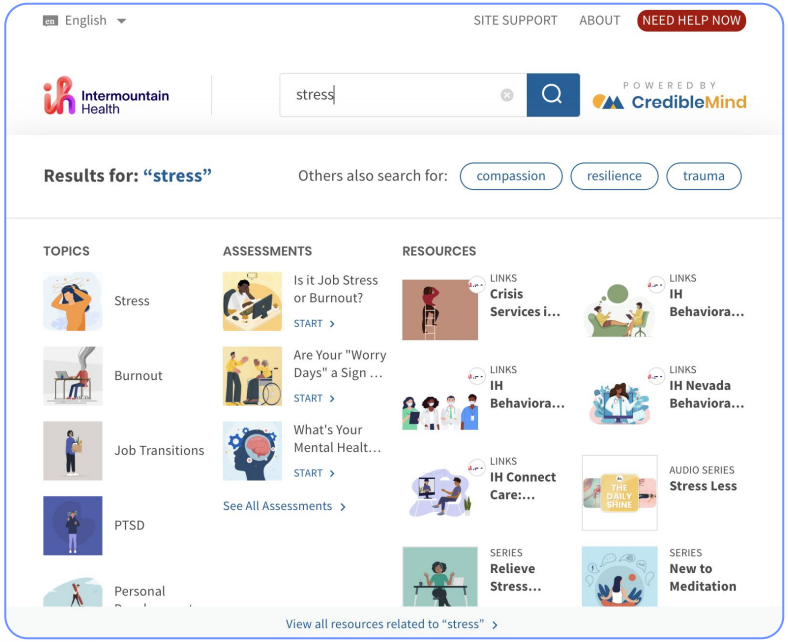
The Challenge

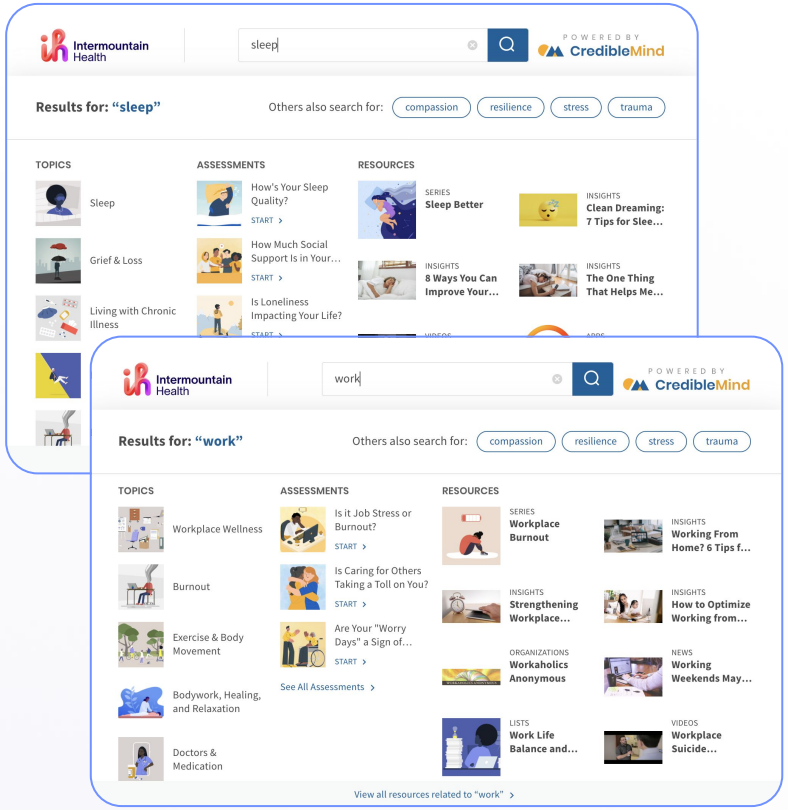
Helping users find the health resources they need when they need them

As one might expect from a company sharing mental health resources, CredibleMind has sophisticated search requirements.

With more than 20,000 resources covering a wide variety of mental wellness topics, and over 37 languages supported, CredibleMind needed a foolproof way of quickly providing users with the right content at the right time.

“I think our biggest challenge is that we have so many resources and we need to get people to the resources they want,” Athanasoulis says. “People love to have choices, but if they have too many choices, they get overwhelmed.”





Building an in-house solution that handles the scale and complexity of the CredibleMind product would be time-consuming and cost-prohibitive so the company investigated several search solutions that might meet its needs for high performance, solid uptime and cost-effectiveness.

It ultimately selected Algolia because of its search performance, speed of implementation, clear documentation and UI console. As well, other platforms, like Elasticsearch, required the company to use its servers for search, which ran counter to its technology strategy.

"I'm proud to say we're 100 percent serverless because we're using tools like Algolia, Contentful and Google Firebase."

The Solution

“We love how fast it is.
Search results just pop right up”

Marcos Athanasoulis, co-founder and CTO, CredibleMind

High-performance search and development ease

Algolia is being used for instant search and filtering as well as carousels on content pages. Implementation took less than a week and has been refined as resources have grown.

On the backend, CredibleMind has integrated Algolia with Contentful, with Algolia pulling content to display from the headless content management system. The search solution also supports the company's need to provide resources in multiple languages with high performance and zero downtime.

Athanasoulis says how easy it was to add custom search attributes to content — and still have blazingly fast responses — was, in fact, one of his favorite elements of the solution.

"We love how fast it is. Search results just pop right up," he says. He adds that the company website hasn't gone down, nor has Algolia, since its inception.

In addition to the Search API, CredibleMind has implemented ReleventSort, Multi-Query and Custom Ranking, as well as standard Replica Indices and optional Filters and Facets.

Algolia meets CredibleMind's need for a very sophisticated solution. For example, if a user completes an online assessment on a specific aspect of well-being, Algolia generates personalized carousels with resources and additional content based on their responses.

"It's cool. And, honestly, if we were trying to code this ourselves, it would be a lot of work and slow," Athanasoulis says. "Obviously, we have some coding to wrap around it, but we can have all our 20 to 30 thousand resources in Algolia, all tagged into different topics or factors, and can quickly use the Algolia API to populate the page."

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