

## **Herzindagi.com Launches Chat-Based Smart Search Feature - HZ Buddy for Enhanced & Immersive User Experience**

*~HZ Buddy will respond to the user's search queries with a single click and is available in three languages: Hindi, English, and Tamil.~*

**July 13th, 2023, National:** Herzindagi.com, a leading women's lifestyle & entertainment portal by Jagran New Media, is excited to announce the launch of its innovative chat-based smart search feature, HZ Buddy. This chatbot is available for Hindi, English, & Tamil websites and will serve as a virtual guide for users, offering real-time support to enhance the overall search experience like never before.

HZ Buddy is designed to understand search queries and provide instant responses with relevant article links, helping visitors navigate through the website effortlessly with one click. The users will be able to utilize the chat-based search tool to ask questions, add context, and receive appropriate answers for specific needs. Whether users are looking for lifestyle tips, food recipes, beauty advice or entertainment news, HZ Buddy's search capabilities provide accurate and relevant results within a few seconds.

**Debosmita Bhattacharya, Product Head, Jagran New Media,** says, *"In today's fast-paced digital era, we recognize the importance of delivering information quickly and effortlessly. With thousands of articles spanning a wide range of topics, finding specific content can often be time-consuming and daunting. HZ Buddy, our new chat-based smart search feature, eliminates these challenges with a simplified and intuitive way to search and discover relevant articles in an instant. The chat-based smart search feature conversationally understands user queries.*

*The introduction of this search feature aligns with our commitment to enhance user satisfaction and engagement. By simplifying the search process and allowing users to swiftly explore our extensive collection of articles, we are well assured that this new feature will not only save time but also unlock a wealth of knowledge, empowering our users to make informed decisions and achieve their goals more efficiently. We invite all our readers to experience the power of our chat-based smart search feature on our website."*

**Pradeep Singh, AVP - Technology and Design, Jagran New Media,** says *"By leveraging advanced NLP techniques, we have trained our system to understand user queries in a conversational manner. Moreover, our chat-based smart search feature is designed to continuously learn and improve, adapting to user preferences and refining search results over time. With machine learning algorithms, we can optimize the search experience and enhance the accuracy and relevance of the results provided. This iterative process ensures that our users consistently receive the most precise and up-to-date information.*

*The development of our chat-based smart search feature has been a testament to our team's technical prowess and commitment to excellence. By leveraging cutting-edge technologies and*

*innovative approaches, we have created a powerful tool that empowers users to navigate our vast collection of articles effortlessly. We are excited to see how our users embrace and benefit from our chat-based smart search feature, HZ Buddy, and we remain committed to continuously enhancing its capabilities to meet their evolving needs.”*

**Megha Mamgain, AVP - Content & Strategy, Health and Lifestyle, Jagran New Media**, says, *“We are excited to offer HerZindagi.com's newest feature, HZ Buddy, to our readers. This feature will analyze a reader's preferences, interests, and requirements through conversation and provide tailored content recommendations. The readers will now find it easier to browse specific content based on their needs. Additionally, as content creators, we are thrilled that our vast content will now be able to surface with a click. HZ Buddy will streamline content, sieve through the hundreds of stories on the website, and curate a relevant list just for that particular query.”*

One of the key features of HZ Buddy is its Natural Language Processing (NLP) capability, which enables it to comprehend and respond to user queries in a conversational manner. This interactive approach ensures that users feel engaged and supported throughout their search experience.

Herzindagi.com remains committed to delivering high-quality and relevant content to its users, and the introduction of the chatbot aligns with this mission. The implementation of this cutting-edge technology underscores the platform's dedication to staying at the forefront of industry advancements and providing the best possible user experience.

The chatbot feature is now live on the Herzindagi.com website and app, accessible to users around the clock. The app can be downloaded on Android. Get ready to explore the enhanced functionality and personalized assistance provided by HZ Buddy.

Download the Herzindagi.com app here:

[https://play.google.com/store/apps/details?id=com.herzindagi.www.twa&hl=en\\_IN&gl=US](https://play.google.com/store/apps/details?id=com.herzindagi.www.twa&hl=en_IN&gl=US)

### **About Herzindagi.com**

Herzindagi.com is a leading women-centric lifestyle website which was launched in September 2017 under the umbrella of Jagran New Media. With the aim to close the gender and digital divide with relevant content tailored for new-age Indian women, Herzindagi.com brings credible reportage and well-researched information that intrigues readers' interest. It is currently available in three languages including Hindi, English, and Tamil.

The leading lifestyle website for women intends to provide information that would help, guide, and motivate its readers. The site reaches out to a user base of 27.1 Million (Comscore MMX Multi - Platform-Top 10, News/Information Publishers; February 2023). The website tops the chart as the leading women's website across 16 states as reported by comScore. In 2022, HZ-Mighty Hive Case Study won the IDMA Special Award in the 'Most Effective Use of Digital Analytics' category.

## **About Jagran New Media:**

[Jagran New Media](#) is the digital arm of [Jagran Prakashan Limited](#) - India's leading media and communications group with its interests spanning across Print, OOH, Activations, Radio, and Digital.

Jagran New Media has a reach of 84.5 Million users (Comscore MMX Multi-Platform; February 2023) and 67.18 Million Video Views (YouTube, June 2022) and consolidated its position amongst the top 8 news and info publishers in India. The company publishes multimedia content which includes over 7000 stories and 40 videos in a day.

JNM has an array of offerings under the media & publishing category and has been a pioneer in providing real-time content across genres, with news and politics being the primary drivers, education, lifestyle, health, auto, and technology are also significant contributors. The company has dedicated websites covering news & politics which include [www.jagran.com](http://www.jagran.com), [www.naidunia.com](http://www.naidunia.com), [www.inextlive.com](http://www.inextlive.com), [www.punjabijagran.com](http://www.punjabijagran.com), [www.gujaratijagran.com](http://www.gujaratijagran.com), and [english.jagran.com](http://english.jagran.com). A leading health website [www.onlymyhealth.com](http://www.onlymyhealth.com), women focus portal [www.herzindagi.com](http://www.herzindagi.com) in 3 languages, and a focused website for education [www.jagranjosh.com](http://www.jagranjosh.com). A leading fact-checking website [www.vishvasnews.com](http://www.vishvasnews.com) in 12 languages and a gaming vertical [www.jagranplay.com](http://www.jagranplay.com), also contribute to the offering.

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