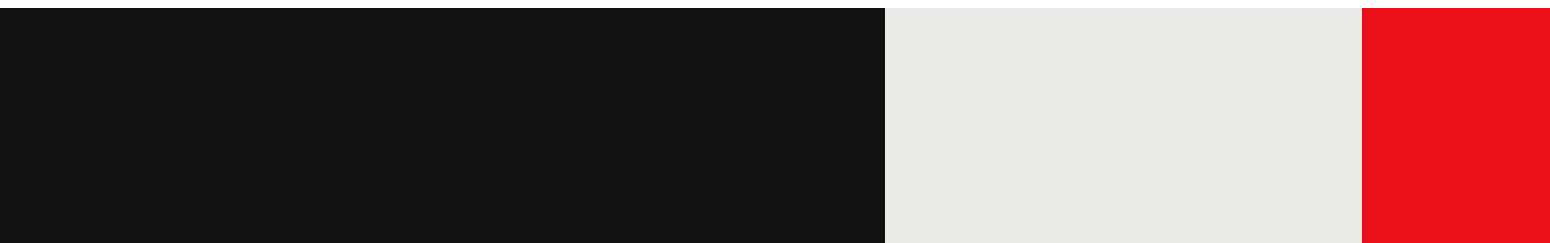# Cohere's multilingual AI search tool zeroes in on multinational businesses

Article

The news: Cohere released **Rerank 3.5**, a powerful new search model that can find the most relevant business data to answer user questions more precisely than traditional keyword and embedded search methods.

Supporting queries in over 100 languages and with expertise in business-critical languages like Arabic, Japanese, and Korean, Rerank is the latest example of the AI industry's expansion into

[search](#).

Why it's worth watching: Cohere is tackling a challenge for many multinational organizations—enabling seamless access to information across diverse linguistic and cultural contexts. **Thirty-seven percent of customer experience (CX) professionals cited on-demand generative search as the most impactful AI use case**, per IDC.

- Cohere says Rerank 3.5, which costs $2 for 1,000 searches, is **compatible with existing search systems** and can be enabled with a few lines of computer code.
- Its key features include nuanced search functions that range from basic keyword matching to deeper comprehension of intent and context.

Who benefits from enterprise AI search? Highly regulated industries such as finance and healthcare stand to gain substantial cost savings and risk reduction through precise, multilingual information retrieval.

- **For marketers, multilingual translation could enable campaigns to target non-English-speaking markets** effectively, unlocking new audiences.
- Rerank's potential to reduce language barriers for non-English markets makes it valuable for businesses where precision is vital.

Carving out a niche: With **OpenAI**, **Google**, and **Perplexity** focusing on consumer search, Cohere has the opportunity to corner the market for enterprises and multinational companies.

Our take: Companies like **Accenture** and **Notion** are already using Rerank, demonstrating Cohere's enterprise focus and distinguishing it from competitors offering generic AI solutions.

Most Impactful Advanced Analytics vs. Generative AI Use Cases for Conversational AI and Digital Self-Service According to Enterprise Customer Experience Professionals Worldwide, Aug 2024
% of respondents

	Advanced/ predictive analytics	Generative AI (genAI)
Autonomous 24/7 customer service and support	73%	29%
Intelligent automation and management of digital customer support journeys	62%	24%
Individualized/tailored service interactions specific to channel	43%	25%
On-demand generated search	29%	37%
Contextualized customer engagement during service interactions	28%	67%
Personalized self-service knowledge base	26%	22%
Conversational AI agents for fully autonomous resolution	25%	43%
Language/localization-specific customer engagement	16%	29%
Contextualized and autonomous generation of service journey steps	13%	24%
Dynamically incorporate customer feedback and sentiment into each service interaction	13%	36%

Note: n=155; by 2025
Source: International Data Corporation (IDC), "Global Marketing Survey" and "Global Customer Experience Survey" cited in "The Intelligent CX Revolution: How AI is Changing the Game" sponsored by Sprinklr, Oct 30, 2024

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