Document Technology and Services Leader

Opportunity

An innovator in the deployment and use of customer service knowledge management solutions, this document technology and services leader is constantly striving to deliver better customer service through all communication channels. In addition to ensuring the effective servicing of customers on the phone and via email, this includes providing customers with the ability to perform self-service to find answers directly on the company's customer portal.

However, as a large multinational company with hundreds of highly complex products, giving customers, as well as help desk employees and other internal users, access to the right information at the right time to resolve product support inquiries is no simple task. In fact, to manage its many different product lines across multiple languages within its environment, knowledge content was housed in 227 separate knowledge bases.

Solution

To help both employees and customers better navigate its complex environment and, in turn, drive more efficient, effective, and consistent product support inquiry resolution, the document technology and services leader chose to upgrade to the latest version of Verint® Knowledge Management™*. Supporting in excess of 30,000 sessions per day, the knowledge base includes more than half a million knowledge articles and other documents, translated into 23 languages and spanning technical support issues on some 700 products.

Ease of Authoring in a Global Contact Center

One of the key drivers for the company upgrading was the ease of authoring that Verint Knowledge Management enables within simple to the most complex environments. The solution's business-friendly authoring environment allows users to easily draft rich articles to speed up problem solving. The robust authoring workflow capabilities allow for multilevel authoring approval processes based on user, product, issue, or language. Translation control is also improved, ensuring that the appropriate content is shared with users from all locales. In addition, Verint Knowledge Management allows for incremental, data-driven translation, including exports for machine translation, and administration of knowledge articles is simplified. With the upgrade, the company has been able to consolidate its 227 knowledge bases into a single, unified source.

The document technology and services leader follows the methodologies around Knowledge-Centered Support (KCS) published by the Consortium for Service Innovation. This methodology recommends just-in-time authoring by frontline agents, and constant review and analysis of knowledge usage. The new Verint

Customer

Document Technology and Services Leader

Industry

Information Technology Services

Solutions

Verint® Knowledge Management™*

Region

Global

Results

- Migration of more than half a million knowledge articles and other documents to the latest version of Verint Knowledge Management.

- Creation of a global application for knowledge content spanning 23 languages and approximately 700 products.

- Reduction of maintenance overhead through the merging of 227 knowledge bases into a single source.

*Formerly KANA Enterprise Knowledge Management.

VERINT®

Document Technology and Services Leader

> *" Our technology business has benefited greatly by leveraging the omni-channel capabilities of Verint Knowledge Management. By integrating our process, equipment, and customer knowledge into all of our daily interactions, we are able to provide a more efficient and improved customer experience to all of our global partners."*
>
> *– Manager of Customer Contact Platforms, Document Technology and Services Leader*

Knowledge Management authoring environment enables the company to achieve deeper integration with reporting and workflow queuing, helping it better reach the goals of a KCS contact center.

Improved Customer Insight

Verint Knowledge Management includes a robust reporting architecture, maximizing the company's ability to gain real-time customer insight. Dozens of out-of-the-box reports provide insight into customer behavior, such as searches and click patterns, as well as agent behavior, such as knowledge articles used to resolve inquiries. Knowledge administrators can constantly improve the application through data around knowledge gaps and authoring workflow efficiency.

In addition to the out-of-the-box reports, the solution's Visual Report Designer provides a business-friendly mechanism to build ad hoc reports. By simply dragging and dropping data elements to choose rows, columns, and filters, an administrator can create a new report in a matter of minutes. Any report can be sorted, filtered, saved, scheduled, or exported into a variety of file types. The reporting module was built using an industry-standard star schema, forming an architecture that ensures that the data warehouse is optimized for query efficiency. Reports, even on very large data sets, can be run without delay. The star schema database also allows data to easily be exported into any other business intelligence tool.

An Integrated Solution for a Complex Environment

The customer service landscape at the document technology and services leader is complex, with multiple applications in use at one time. To resolve an inquiry, a customer service agent may need to access information from a number of different sources. Verint Knowledge Management integrates with several other key knowledge assets, ensuring that agents have a single source to access information, whether from an internal or external resource, for any product inquiry.

The Verint Knowledge Management architecture also provides a single application to be used across all devices. Virtually every user is able to access this single source of knowledge from computers, mobile devices, or tablets. The responsive Web design allows administrators to provide access to the tool from a variety of devices through a single user interface, helping to further reduce maintenance.

VERINT®