

Four Keys to Successful Contextual Knowledge Management



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Introduction

Improving customer satisfaction, while containing costs, is the ultimate success for almost every customer service organization. In a recent third-party survey of Verint customers, 96 percent of respondents were looking to improve customer satisfaction, while 84 percent were also looking to reduce costs. So how can organizations achieve this lofty goal? A Gartner report¹ found that contextual knowledge management offers critical benefits for gains in satisfaction and productivity.

According to the study, “Poor KM is a dual curse, causing poor customer satisfaction and a drag on productivity.”²

Each year, the amount of information available to customers and employees grows exponentially, while at the same time, customer expectations for fast service rise. Employees must suffer through endless searches and scans of thousands of documents. Call times grow, answers are inconsistent and frustration mounts. When customers try to help themselves, the results are no better. Web searches may bring thousands of results or none at all. Without any other option, customers are forced to pick up the phone.

Real Results

Contextual knowledge management helps solve this dilemma by bringing the right information to the employee or customer at the right time. When information is easy to find, resolution times drop and satisfaction skyrockets. According to the report, “during 4Q13 and 1Q14, Gartner’s work with its customer support operations showed strong TCO on KM projects that included:

- 35 percent reduction in the time that it takes to train a new customer support representative
- 40 percent reduction in inbound emails due to easy access to information
- 25 percent head count shift away from low-value calls due to self-service knowledge search
- 40 percent reduction in talk time in a support center
- 8 percent reduction in support calls, and 18-percent reduction in support costs, by supporting knowledge creation in online customer communities”³

At Verint, we have also seen customers achieve outstanding results. One of the largest mobile phone retailers in the world found similar results after implementing Verint Knowledge Management. Verint helped this company achieve the following:

- First-time fix rate of 89 percent
- Productivity improvement of 39 percent
- Reduced handling time
- Reduced staff attrition rates
- Improved Net Promoter Score®

Can your organization achieve results similar to this? It’s possible, with the help of the correct knowledge management system. Companies looking to achieve similar results should look for a knowledge



management system that provides the following four critical features to take advantage of customer context.

Contextual Filters

The amount of data accessible to employees and customers is growing exponentially. Contextual filters use information about the customer, such as products, location or account type, to automatically filter the available content to a fraction of the available data. Searching through a restricted result set can have a big impact on the time needed to find an answer.

Suggested Knowledge

In many cases, understanding the context of the customer can provide enough information to present suggested knowledge articles without the need to search at all. For instance, if a travel customer contacts the call center during a time that they should already be travelling on a flight, the contextual knowledge base can assume the customer needs re-booking information. If a fraud alert was issued on a customer's account, the agent should immediately have access to this information when the customer contacts customer service. By proactively presenting relevant knowledge, resolution times can drop dramatically and the customer experience can be greatly improved.

Personalized Content

Individual knowledge articles can also leverage context to provide personalized information. For example, an article about wireless Internet fees at a hotel can show a different price for platinum-level guests than ordinary guests. Rather than maintaining two separate articles for these two customer types, a contextual knowledge management system should allow you to entitle reusable snippets of text within the article. This capability can not only provide a much more personalized experience, but also can drastically reduce the total number of articles you need to maintain and, accordingly, the number of places to make edits should your policies change.

Omnichannel Content

Finally, a knowledge management system should provide consistent answers across all channels of communication. Whether in the call center or on the web, across phone, email, live chat, mobile or social channels, your customers need consistent information. A contextual knowledge management application can separate the text from the delivery channel, allowing you to format content differently across channels as needed. In this way, you will again reduce your maintenance efforts by maintaining a single knowledge article for all channels.

Conclusion

As you begin to examine your customer service processes to improve satisfaction while containing costs, it is important to remember that technology alone will not produce your desired results. You must also make the necessary changes to your people and processes to ensure success. Knowledge is an ever-changing entity, so you must create a culture that supports your initiatives beginning at the very top of your organization.

¹ Gartner, Knowledge Management will Transform CRM Customer Service, Michael Maoz, March 6, 2014

² Gartner, Knowledge Management will Transform CRM Customer Service, Michael Maoz, March 6, 2014

³ Gartner, Knowledge Management will Transform CRM Customer Service, Michael Maoz, March 6, 2014



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