

Verint Knowledge Management Solution Brief

Overview of the Unique Capabilities and Benefits of
Verint Knowledge Management

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Introduction

Verint Knowledge Management provides a solution for your organization to create, organize, maintain, and access knowledge throughout the enterprise. As an omnichannel solution, you can be assured that users will receive consistent answers, whether they access information on the phone, Web, mobile, email, live chat, or any other channel. Enterprise-class features help ensure your solution has the scalability, performance, and security required to operate your business across the globe.

This document introduces the key features and benefits of Verint Knowledge Management and how they can transform your organization's capabilities and take your customer service to the next level—like so many of the world's top brands that already count on Verint to do.

Verint Knowledge Management Advantages

Verint Knowledge Management provides a set of unique benefits to help you get the most out of your knowledge management program. Capabilities, such as Smart Context, omnichannel, and knowledge-infused processes deliver consistent, accurate knowledge to end users efficiently, helping reduce mistakes and speed resolution time.

Smart Context

Customer context describes any piece of information about a customer that can be used to help resolve their issue. Examples of customer context are products owned, location, customer type, or language. Smart Context uses customer context to dynamically filter content and proactively present knowledge search results. Search queries often only consist of one or two words, so by augmenting the query with information about the customer's product or location, the search accuracy is dramatically improved. In many cases, there is enough contextual data to present relevant knowledge without requiring the user to ever submit a search.

Omnichannel

Verint Knowledge Management can be leveraged across all channels of communication, including phone, Web, mobile, live chat, email, and social media. By sharing a single knowledge base across these channels, you not only improve your consistency of answers, but can also reduce the maintenance required to serve your customers.

Knowledge-Infused Processes

A major source of inefficiency in customer service is the need to abandon a task to seek help. Users must toggle between other applications and the knowledge management tool to search for answers. With Verint, knowledge results can be embedded directly within another application, eliminating the need to switch screens. By leveraging the context of the process at hand, results are suggested to the user in real time, often eliminating the need to search at all.



Flexible Licensing and Deployment Choice

Verint Knowledge Management can be delivered in the cloud, on-premises, as managed services, or as a hybrid, giving you total flexibility in deployment models, and helping you to achieve lowest cost of ownership and quick return on your investment aligned with your preferred deployment option. Thinking long term, you may want to leave your options open, starting with one kind of deployment and moving to another over time. With Verint, you can—and without having to change your solution or retrain your staff.

Experience Counts

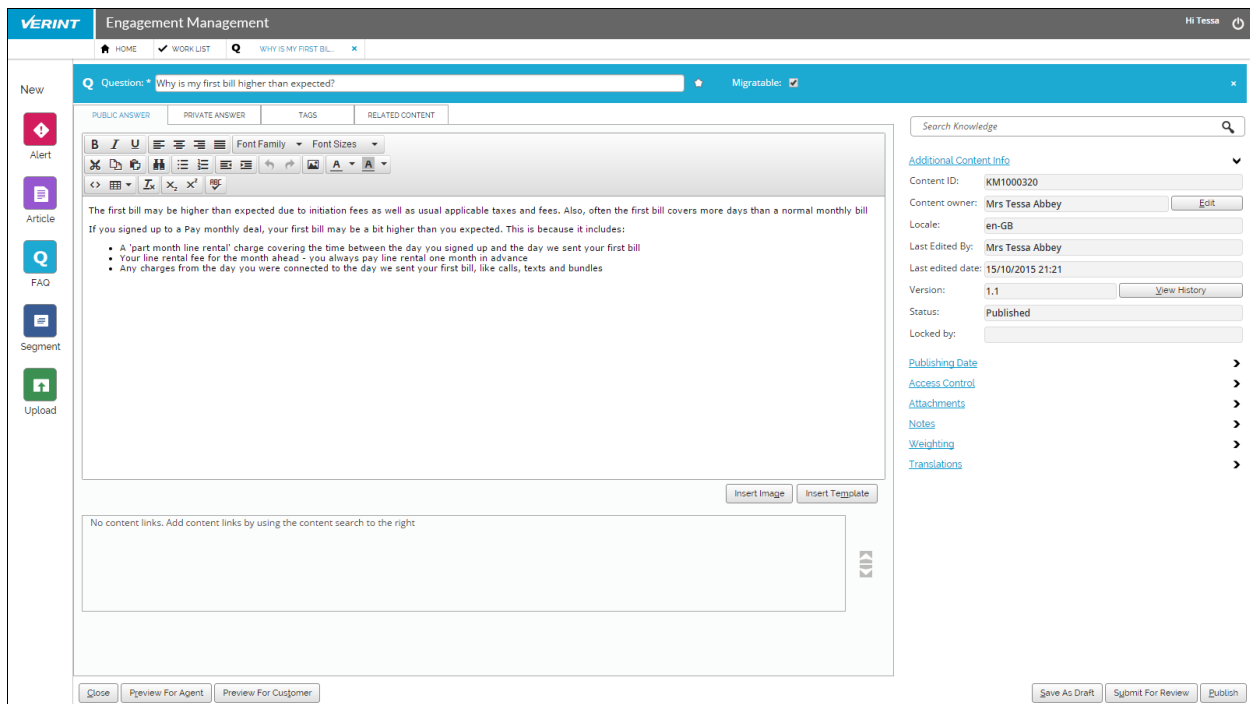
Verint has more than 20 years of experience in customer service. It's what we do. That experience makes a world of difference when you desire to achieve best-in-class results and a differentiating level of customer service to stay ahead of your competition.

Verint Knowledge Management Features and Benefits

Knowledge Creation

Authorized users can draft new knowledge articles using a variety of templates. Out-of-the-box template types include Alerts, Articles, and FAQs, and additional templates can be easily created as needed. Using a template appropriate for the knowledge being conveyed not only improves ease of use for authors, but also improves findability and usability for end users. The authoring environment makes it simple for even occasional users to draft knowledge, leveraging a what you see is what you get (WYSIWYG) editor, an image library, and the ability to add attachments or related articles.

In addition to drafting the text of the article, authors can add metadata to indicate the associated categories, permissions, display dates, and more. Authors can set search weights or mark the item as Featured, which will improve its position in the search results list. As needed, authors can select certain sections of an article that should only be displayed for users with specific permissions. Reusable knowledge segments allow an author to easily copy and paste common sections of text into an article. If this text ever needs to be modified, all instances of the knowledge segment are updated at once.



Knowledge Authoring Interface

In addition to manually authoring articles one at a time, Verint also supports bulk import of structured articles, as well as the ability to spider remote websites and file systems for inclusion in search results.

Collaboration

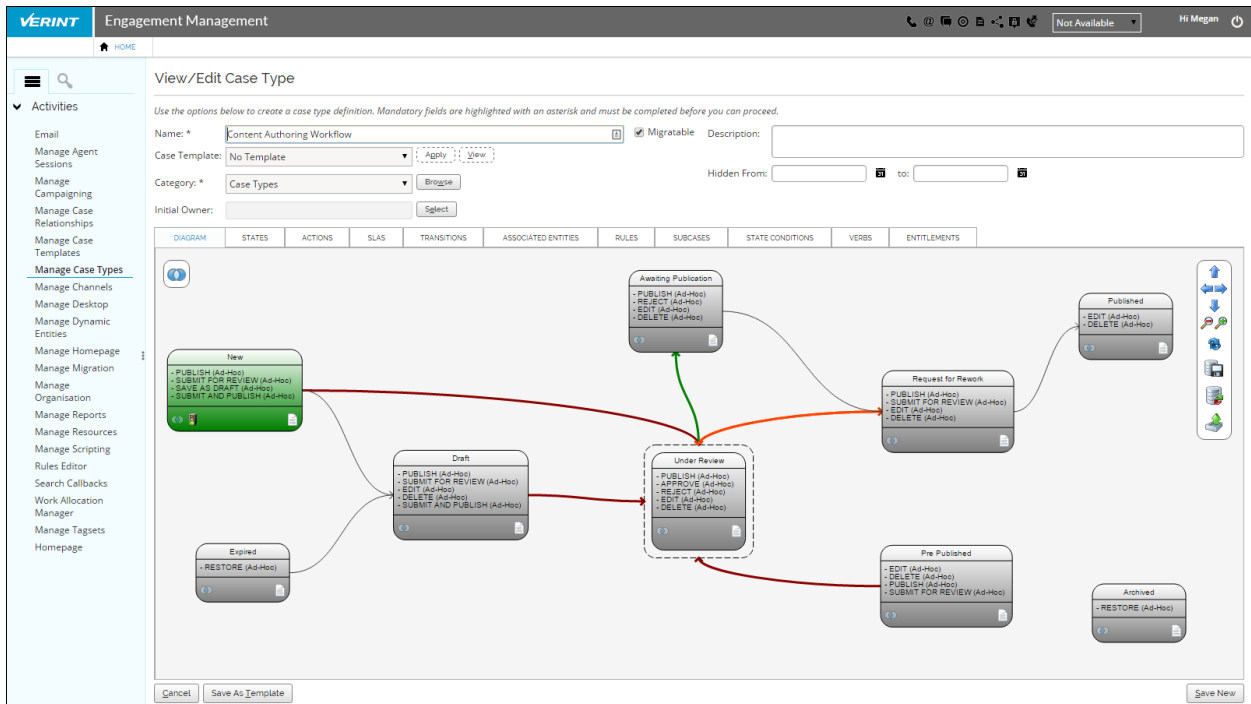
Verint includes two modes of authoring—single author or collaborative. Collaborative authoring enables authors to solicit feedback from their peers or work as a group to draft a piece of content. When using collaborative authoring, the original author may use the Save as Draft option to put the document into the draft state. Once the document has been saved, it is then available for collaboration and editing by any

other author. Locking mechanisms help ensure that two users do not try to edit the content simultaneously. When the original author is finished receiving feedback, he or she will then submit the article for review in the approval workflow.

Approval Workflow

Once a piece of knowledge is created or modified, an approval process is often required before publishing the knowledge to end users to ensure accuracy and compliance. Verint Knowledge Management includes an out-of-the-box approval workflow or administrators may build their own using a visual designer. With each step of the workflow, assignments can be set at role, group, or individual levels, notifications can be added, and SLAs can be set.

Entitled reviewers can see what work is waiting for them to approve through the Work List. Once a user takes a piece of work, it will no longer appear in the Work List of other entitled users. Reviewers can edit the article, approve it, reject it, or make notes for other internal users. When the article is modified as the workflow progresses, each version of the content is stored and can be retrieved at a later time. Once the final version is approved, the article is automatically indexed, published, and available to view.



Knowledge Authoring Workflow

Knowledge Access

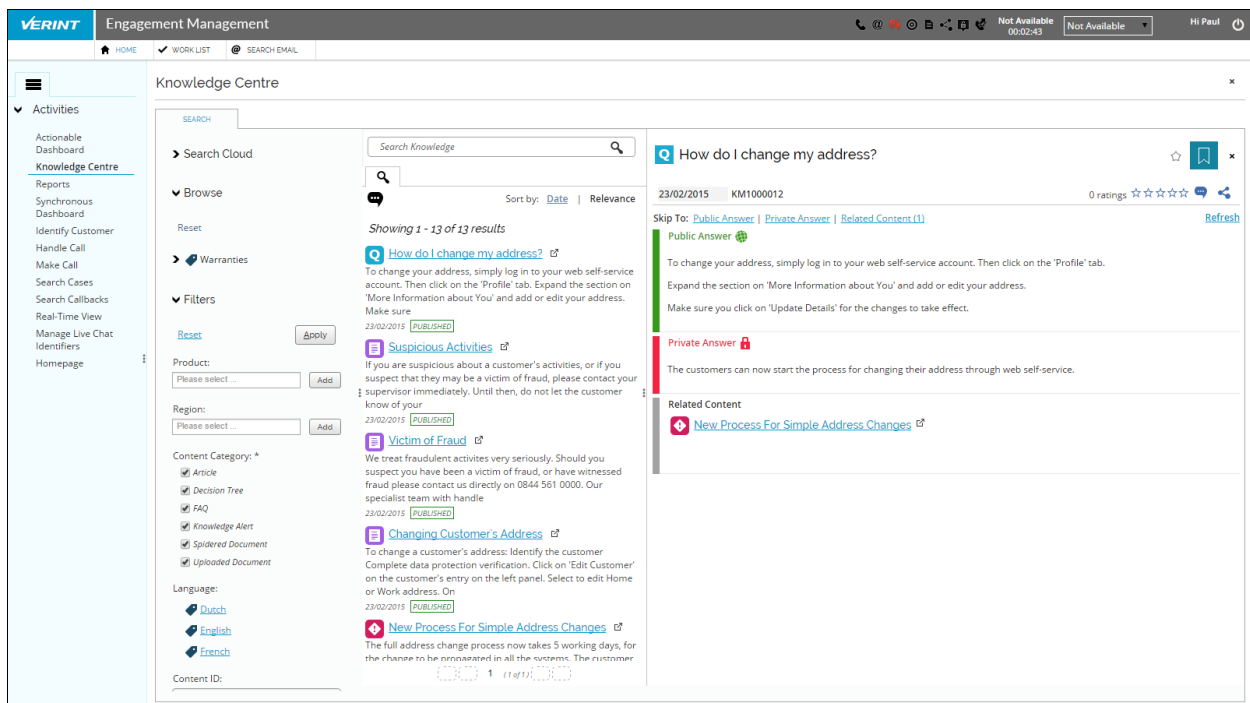
Knowledge Center

Employees can view knowledge through the Knowledge Center, the Employee Desktop, or by embedding knowledge into a third-party application. The Knowledge Center is a role-based user interface that provides efficient knowledge access through a variety of methods. Users can quickly see Hot Topics, Alerts, Favorites, and can search or browse by topic. A tabbed interface allows users to open multiple

articles at once. When viewing an article, the user can rate it, bookmark it, or submit feedback. Ratings will improve the quality of search results, and feedback is automatically routed to the owner of the knowledge item. Each user will only see the content that he or she is entitled, based on login or single sign-on.

Access Methods

The most common mechanism to access knowledge articles is through search. Verint has developed a set of proprietary search algorithms intended to maximize findability in a customer service environment. Users can search by keyword, natural language, content ID, Boolean, or use advanced search or search-as-you-type. If no results are found for the user's initial search, the search engine will look for partial matches containing only some of the query terms, maximizing result accuracy for longer queries. Search administrators can easily adjust search weightings, giving varying priorities to elements such as titles, ratings, and tags. Search is further enhanced by automatically leveraging available context to personalize results.



Knowledge Center

In addition to search, users can access knowledge through Browse Trees or Decision Trees.

Browse Trees allow users to navigate logical tag hierarchies, such as product or topic. Decision Trees help guide users through complex issues by asking a series of questions to narrow down the issue. A rich, interactive script designer allows business users to create these script flows visually.

Web Self-Service

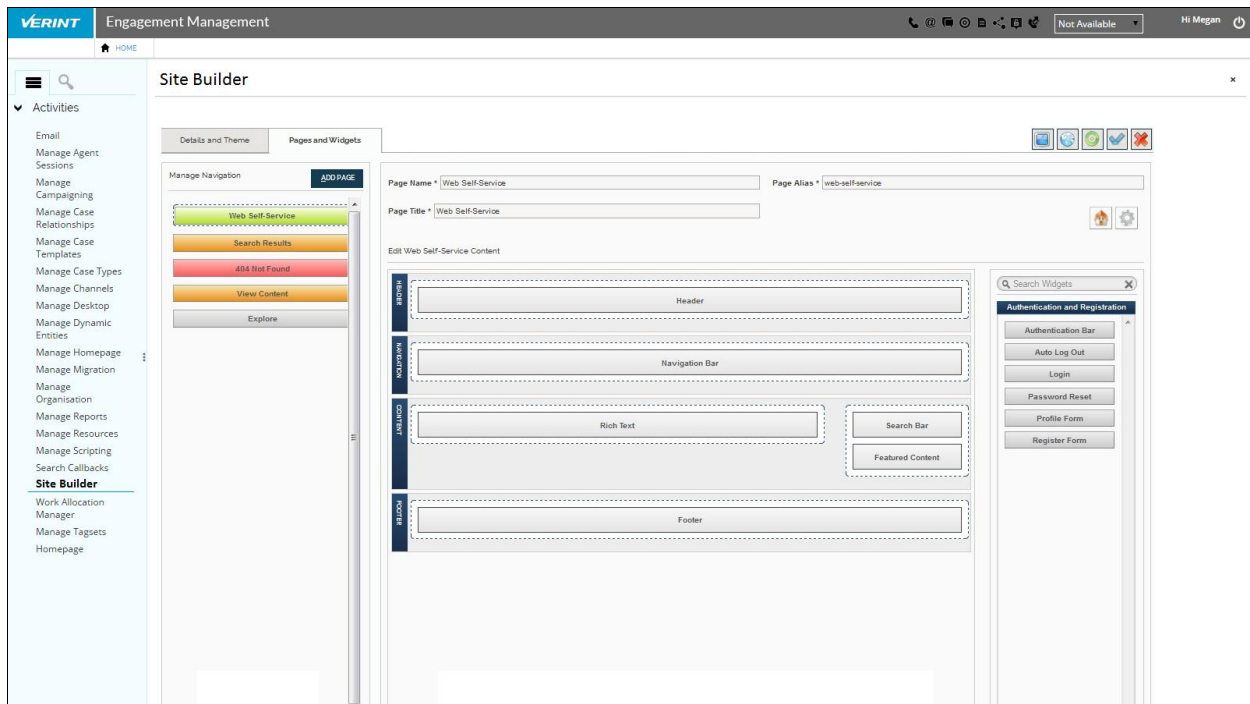
Web Self-Service enables your customers to access knowledge articles directly on their computer or mobile device. Offering this option to your customers helps improve satisfaction and can also help reduce your total cost to serve. Similar to employees, customers are able to search, browse, and follow guided



Decision Trees. Permissions help ensure your customers can only see those articles that you choose to share.

Contextual knowledge and knowledge-infused processes are also available to your customers, presenting helpful knowledge to them based on profile information as well as their current website activity.

Since virtually every website looks different, the Site Builder allows administrators to visually design the Web self-service site using graphical tools, rather than writing code. The HTML5 design enables the site to display properly whether on a computer, mobile, or tablet device.



Site Builder

Multilingual Knowledge Management

Verint Knowledge Management was built for global organizations and, as such, the user experience is consistent across a variety of languages. To easily switch between languages during a process, a single knowledge article can be translated into multiple languages. The different versions of the article are linked through a common ID, so end users can easily switch between languages. Translation of these articles can be done manually as a part of the workflow process, or articles can be exported for translation by a third party. End users will be able to search in their preferred language from the user interface. If a user is proficient in multiple languages, he or she can toggle between languages during a session.

Reporting

Measurement is critical to the ongoing success of any knowledge management implementation. Knowledge management reports are designed help the knowledge management team understand how users are consuming the content to help them produce content that is more responsive to the needs of end users. Several reports are included out of the box, such as Content Searches, Content Opened, and Knowledge Gaps. In addition to the out-of-the-box reports, the Visual Report Designer greatly simplifies

the process of creating new reports in just minutes. All reports can be scheduled, filtered, exported, and emailed so that all critical stakeholders have visibility into the success of your knowledge management program.

The screenshot shows the Verint Engagement Management interface. The main title is 'Team and Agent Performance'. Below the title, there is a description: 'Displays information on KPIs at the Contact Level, such as Total Contacts, AHT, Wrap-up and FCR % for Teams and Agents within the organisation. Allows the user to specify the Channel, Queue, and Report across specific Teams and Agents.' The interface includes several filter fields: 'Team Name' (with a dropdown menu showing 'CS Systems', 'Customer Service Team 1', 'jasperteam01', 'jasperteam02', and 'All None Inverse'), 'Agent Name contains' (text input), 'Channel Name' (dropdown menu showing 'Campaign', 'Email', 'Offline', 'Social', and 'All None Inverse'), 'Queue' (dropdown menu showing '[Null]', 'Authoring Queue', 'Auto Forward Failure', and 'Auto Reply Failure'), and 'Date between' (two date pickers with values '10/16/2013 00:00:00' and '10/17/2013 00:00:00'). An 'APPLY' button is located below the filters. Below the filters is a table titled 'Team and Agent Performance' with the following data:

Team Name	Agent Name	Channel Name	Total Work (DistinctCount)	Handling Time (Average)	Wrapup Time (Average)	FCR (Average)	Hold Time / Handling Time	Contact Transferred (Average)
ccagentteam	Christine Swan-Eglinton (ccagent)	Campaign	2	1873	34	0.00%	22.48%	50.00%
		Email	2	1384	452	50.00%	1.41%	0.00%
		Offline	10	618	0	90.00%	0.00%	0.00%
		Social	1	397	762	100.00%	47.36%	0.00%
		Telephony	2	104	115	100.00%	0.00%	0.00%
		Whitemail	1	312	0	100.00%	0.00%	0.00%
Totals	Totals	Totals	18	756	109	77.78%	7.86%	5.56%

Team and Agent Performance Report

Integration

Knowledge management functions most effectively when viewed in the context of the other applications within the customer service landscape. By integrating knowledge into existing CRM, Case Management, or other applications, knowledge articles can be viewed in the context of the customer. This integration helps improve knowledge adoption, increase consistency, improve resolution time, and reduce mistakes.

Verint Engagement Management uses a Service-Oriented Architecture approach to application design and development. You can easily extend the functionality of the core application by integrating third-party software using a variety of approaches, including Web services, EJB, JMS, COBOL, and HTTP.

Scalability

Many of the largest organizations in the world rely on Verint Knowledge Management. All components of the Verint application, including indexing, search, and content creation have been tested to support the scale, performance, and up-time requirements of these large organizations. Our recommended configurations include support for scale, backup, and disaster recovery. Verint regularly completes performance testing in our Performance and Scalability lab, measuring response time, CPU utilization, and memory usage. Details of these performance tests can be supplied on request.

Sample Performance Test Summary:

- 30,000 simulated customer service agents.



- 416,860 content items.
- 1,009 transactions per minute.
- Average search response time: 0.6 seconds.
- Number of failed transactions: 0.

Of course, application performance is partially determined by the physical and logical architecture in which it runs, so it is always recommended to follow the recommended hardware configurations.

Transform Your Customer Service

Organizations are under enormous pressure to retain current customers and attract new ones. Good customer service differentiates your brand in the market. Innovative customer service organizations that take a holistic approach across all channels and leverage technologies to provide differentiated customer service ensure their customers' loyalty and build a leading brand.

As a recognized leader in customer service and customer experience management solutions, Verint has leveraged years of experience with more than 900 clients globally to build Verint Engagement Management for organizations desiring innovative solutions for customer service. Verint Engagement Management helps you transform your customer service, deliver personalized customer experiences that differentiate your brand, and help you stand out from the crowd.

Verint Engagement Management provides an end-to-end solution for customer service. It delivers a unique blend of knowledge, process, data, and channels – each with deep capabilities all working seamlessly for you and your customers. It gives strength and depth to your customer service capabilities and helps you to deliver the best experience to all customers, on all channels, at all times.

Verint. Powering Actionable Intelligence®.

Verint® is a global leader in Actionable Intelligence® solutions for customer engagement optimization, security intelligence, and fraud, risk, and compliance. Today, more than 10,000 organizations in over 180 countries use Verint solutions to make more informed, effective, and timely decisions. Learn more at www.verint.com.