Keeping Up with the Joneses

How knowledge management empowers employees and informs customers to deliver exceptional customer engagement.
“Keeping up with the Joneses” is a common idiom in the English-speaking world referring to the comparison to one’s neighbor as a benchmark for social class or the accumulation of material goods. In the customer engagement realm however, the saying takes on a whole new meaning.

Keeping up with the Joneses is short-hand for the need to address the rising expectations and demands across all key stakeholders in the customer engagement arena.
The Joneses are your customers:
They want answers quickly and have an unwavering list of demands: they want resourceful interactions and uncompromising access to information and issue resolution.

The Joneses are your employees:
They have rising expectations in the workplace. It’s your job to meet these expectations and satisfy these demands, lest they become unengaged, less productive on the job, or opt to leave and join another company that is more responsive to their needs.

The Joneses are your competition:
They are innovating in light-speed to engage, delight, and inspire customers, and they present the biggest unknown in the entire customer engagement landscape.

The Joneses are your internal stakeholders:
They have a duty to ensure legal compliance, Service Level Agreement adherence, and overall customer experience delivery.

Meet the Joneses

The only way to keep from being one step behind is to always be one step ahead on the customer engagement front.
Leading in Customer Engagement

How do organizations satisfy the needs of the Joneses to lead in customer engagement? Winners will be fixated on the customer, learning from every interaction to relentlessly transform and improve the customer experience. Those organizations that can optimize and empower their next-generation employee workforce to be responsive to customer demands have the advantage. But those organizations that can tap customer and employee insights to innovate and evolve will be the leaders; they are Seriously Smart Organizations.

Leveraging knowledge management can help orgs. meet & exceed today’s key customer engagement demands.
Knowledge Management: Guiding the Seriously Smart Organization

Knowledge management is a key enabler of the Seriously Smart Organization. Uniting information and experience to maximize efficiency and effectiveness, knowledge management is critical to enable organizations to deliver on today’s key customer and employee directives:

**[know me]** Knowledge enables organizations to meet customer expectations for service within the context of their specific wants and needs, the specific products and services they use, and to do so consistently across all channels and devices.

**[value me]** Knowledge puts contextual intelligence into service channels for improved first contact resolution, faster and greater response accuracy, and more efficient and productive service interactions, respecting customers’ and employees’ time for improved satisfaction and loyalty.

**[understand me]** Knowledge helps organizations focus on customer intent to ensure information given and processes undertaken produce the best outcomes in the most efficient manner.

**[empower me]** Knowledge empowers employees to handle increasingly complex customer interactions and empowers customers to find the answers they need easily and efficiently via self-serve channels.
Four Ways Seriously Smart Organizations Are Using Knowledge Management

Knowledge management supports smarter answers, improved decisions, and better outcomes. Here are four ways to leverage knowledge for improved customer engagement:

1. **Transform training and improve employee speed-to-skill:**
   Transform training, eLearning, and onboarding from a long, “learn everything” process to a more efficient, “learn how to find and use” model. Knowledge management allows employees to move from memorizing answers to having answers delivered to them precisely when needed. This can shorten time-to-expertise from months to weeks (or less!), and boost employee efficiency and confidence.

2. **Give your customers direct access to knowledge bases:**
   Increasingly, customers expect to get answers on their own from your website or mobile app. Seriously Smart Organizations deploy knowledge management solutions that make it easy for customers to get the information they seek with a quick search. This is a win-win that can improve customer satisfaction 24/7 while reducing the volume and cost of agent-assisted interactions.
Infuse your processes with knowledge:
As customers move to embrace self-service channels, front-line and back-office employees must field the more complex issues, necessitating well-defined, repeatable processes. A modern knowledge management system can blend information, expertise, and procedures into a seamless path—whether it’s a straight-line sequence or one that branches as details emerge. Knowledge-infused processes can reduce effort and deliver more predictable outcomes.

Analyze knowledge use to evolve the customer experience:
Capitalize on every employee and every customer touch point to grow and improve knowledge and enhance experiences. How your customers and employees use available knowledge can reveal areas for improvement. Knowing what is searched for, whether the knowledge fulfilled the need, and what the employee or customer did next can provide you with valuable insights; you can then take this actionable intelligence to identify and address knowledge deficits or those areas where knowledge can be injected into processes and transactions to aid both customers and employees—such as through channels such as proactive chat.

A modern knowledge management system can blend info, expertise & procedures into a seamless path.
Leveraging knowledge management can help organizations meet and exceed today’s key customer engagement demands to “keep up with the Joneses,” and help improve:

- Operational Efficiency
- Risk Reduction
- Employee Satisfaction
- Revenues

Customer Satisfaction and Loyalty
Getting Started with Knowledge Management

Knowledge management is a journey. Be pragmatic—start with a manageable scope of work to gain quick wins to fuel long-term success.

Inventory existing content sources, including knowledge management systems, websites, and more:

- Interview key users to understand where they go to get information inside and outside the organization.
- Identify duplicate and/or outdated information.

Use context to add knowledge relevance and refine results:

- Knowledge about a user such as their location, department, or product purchase—to personalize their experience when searching for answers; this can be the difference between a search session producing a handful of entries versus tens of thousands.
Determine and develop content that is most useful:

- Scan search logs, email subjects, case titles, and chat transcripts for key topics.
- Focus on building out knowledge to address the organization’s top 50 topics.
- To ensure findability and usability, be sure subjects and titles focus on the problem as opposed to the solution, as this is more in line with how users actually search for answers.

Organize content by tagging and developing a navigational hierarchy:

- Organize content according to who you want to view content and how to best help people find it.
- Tag content in different ways to support privacy and usability, narrowing the content focus for specific user groups to make it easier for them to find what they need.
- Consider what content is most useful in which scenarios and in which channels: i.e. (Web, contact center, email/chat and social media) should have access to what content.

Test your knowledge:

- Write out different variations of how users might search for information, entering these queries into the search box.
- Review the search results to evaluate any changes needed to improve findability and usability, such as adding or removing content, synonyms, phrases, or business rules.
- Consider running usability studies with end users, and test often over time to ensure search results don’t regress as new content is added.
- Consider adding a feedback form to gain valuable insight from users that can be used for improvement.

Knowledge management is a journey. Be pragmatic - start with a manageable scope of work to gain quick wins.
Verint: Enabling the Seriously Smart Organization

Offering solutions and resources to address new customer service imperatives, Verint empowers Seriously Smart Organizations help capitalize on:

**Smart Moments**—Recognizing buyer intent and customer needs and/or delivering the right offer and support at the right time to drive more personalized, more predictable, and more productive customer engagement.

**Smart Workforce**—Helping ensure the right employees with the right skills are provided with the right insight to drive employee effectiveness and help adhere to regulatory compliance.

**Engaged Workforce**—Empowering employees to do and be their best, and reward and inspire customer interactions that promote loyalty and contribute to the organization’s goal of continuous improvement.

Learn more about how knowledge management can help you on your journey to becoming a Seriously Smart Organization.
Learn more about how your organization can become Seriously Smart with Verint Customer Analytics, Engagement Management, and Workforce Optimization.

About Verint® Systems
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 improve enterprise performance and make the world a safer place.