



Driving Intelligent Customer Service with Knowledge Management

Delivering effective customer service can be a balancing act. While service speed is important, it's not the only critical factor, since fast answers can be detrimental if they're incorrect. Accuracy and consistency are also essential to high-quality service, and so is agility—the ability to deliver a timely, effective response to rapidly evolving customer and business requirements.

So, how can you improve the speed, accuracy, consistency and agility of your service organization? The good news for organizations today is the availability of a single tool that can improve effectiveness across all of these metrics—knowledge management.

Below, we'll explore the key features and benefits knowledge management software offers and how this essential solution can help your employees and overall business drive intelligent customer service that leads to more effective engagement and better overall customer experiences.

SPEED

Every contact center (or customer engagement center) must be concerned with efficiency. As the complexities of customers' service issues have intensified, service efficiency has likewise become more challenging. In fact, today's customer inquiries are so varied and multifaceted that it has become virtually impossible to train employees and equip them to immediately know all the answers, leading them to search various content repositories, websites and intranets to find information on a particular topic. Knowledge management helps address this very real issue. It uses the context of the customer and his or her inquiry to efficiently present a concise list of articles, enabling employees to quickly find the right answers to a wide variety of complex issues.

ACCURACY

Finding answers quickly is helpful only if those answers are correct. For many

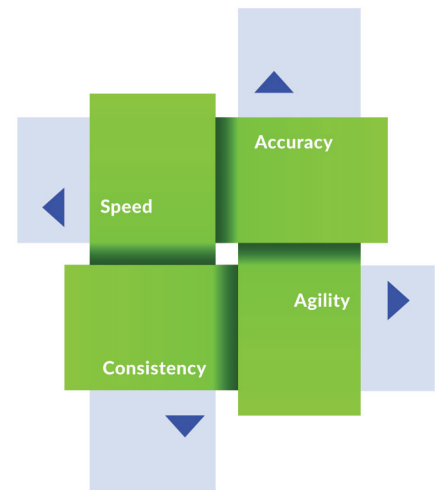
organizations, content changes frequently due to new offers, changing policies, mergers and acquisitions, and more. When your employees provide answers to customers, they need to be confident the answers are up to date and accurate. A central knowledge base within a knowledge management solution provides a single, updated repository of information that employees can rely on. If an employee finds information that needs to be updated or learns new information over the course of a customer interaction, he/she can also immediately send feedback to the knowledge author.

CONSISTENCY

Another benefit of a centralized repository of knowledge is information consistency. When content is scattered across systems throughout the organization, multiple documents that cover the same topics can exist in different places. As information changes over time, it may be changed in one place but not another, resulting in employees pulling dated content and delivering inconsistent information that can result in unhappy customers and less-than-ideal experiences. To help ensure each employee delivers consistent information to every customer, a central knowledge management repository is required. When all users rely on this single source, customers can benefit from consistent, accurate information.

AGILITY

When new issues emerge, new products are released or important processes change, it is critical to communicate this information to employees, and in turn, to customers. Organizations may pull employees away from answering customer inquiries to train them, communicate the changes via email or even physically place pieces of paper on each employee's desk. With knowledge management, knowledge authors simply enter the new information



into the knowledge base. Then, when an employee searches for information, the new content is immediately delivered and available for use.

Delivering exceptional customer service in today's complex environment can be an enormous challenge, and it's why more and more organizations are embracing knowledge management as a critical workforce optimization and employee empowerment solution. With knowledge management as a key element in your customer service strategy toolkit, you can gain measurable benefits when it comes to advancing the speed, accuracy, consistency and agility of your service delivery. Contact Verint today to discuss your knowledge management strategy and how you can reap the benefits of intelligent customer service. ■

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