In today’s multigenerational workplace and marketplace, one-size customer service does not fit all.
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Bridging Generational Gaps in Customer Care with Knowledge Management

Organizations must address very diverse needs in today’s multigenerational customer base. One common example is the wireless service provider that is catering to a family where mother, father, children, and grandparents live under the same roof, all use the same products and services, but have very different usage patterns and preferences for brand engagement.

That same wireless service provider also aims to empower its multigenerational workforce of Baby Boomers, Gen Xers and Millennials, which has different expectations for accessing information to deliver service and support.

Here are some insights from Verint’s Director of Solutions Marketing Kelly Koelliker and Senior Practice Director of Knowledge Management Strategy John Chmaj on how knowledge management (KM) can help bridge this generational gap.

Bridging generational gaps in customer care with knowledge management. Get the new @Verint eBook. #KM #CustServ http://info.verint.com/LP=3038
Meet Our Experts:

**Kelly Koelliker**  
**Director of Solutions Marketing, Verint**

As director of solutions marketing for Verint®, Kelly Koelliker is responsible for the messaging and positioning of Verint Engagement Management solutions. Koelliker came to Verint from KANA® Software, where she held positions in both sales and marketing. She has 15 years of experience in the customer service industry, with specific focus on knowledge management, natural language search, and CRM.

**John Chmaj**  
**Director of Knowledge Management Strategy, Verint**

As senior practice director of knowledge management for Verint®, John Chmaj is responsible for designing and delivering core KM program components, services and collateral, facilitating knowledge management engagements, and driving product sales. Chmaj came to Verint from KANA® Software, where he held positions in KM, and has 28 years of experience in the field, with a specific focus on support and service.
Q1: How do you satisfy the needs and wants of your customer base that wishes to communicate via a variety of communication channels?

KM is an ideal solution because it can serve the needs of different customers with different issues across channels. Whether it’s a simple FAQ on a website, or a highly complex phone interaction, a strong KM foundation and practice helps ensure that the right information is served up within the designated channel to guide and inform users at the right steps in the process for better outcomes with less effort.

KM is a vital thread that unites context across channels to keep knowledge flowing to users and customers. A mature KM practice provides solid metrics to keep content up-to-date and in synch across channels. It also provides a governance mechanism to align communications and commitments for all stakeholders to help ensure all groups throughout the organization are on the same page and working together to support the overall customer experience.
Q2: As Millennials enter the customer care workforce and Baby Boomers head off into retirement, how do you ensure knowledge is institutionalized, but also accessible and approachable to tech aficionados and novices alike?

KM adoption is a huge challenge. Two successful approaches to achieve knowledge adoption are gamification and user interface design. Gamification can motivate employees to achieve KM usage goals, while user interfaces that incorporate knowledge into workflows in an organic manner make KM a logical extension for all employees.

KM allows you to get outside the current paradigm of how knowledge is applied, so you can format knowledge in new ways where it can be shared and extracted to serve a wide array of audiences and channels. A granular "chunking" of knowledge married to decision trees liberates organizations to deliver knowledge in contextual, nimble "just in time" fashion, supporting exceptional customer experiences.
Q3: How do you tap into the wealth of community knowledge and satisfy Millennials’ desire for social experiences?

Today, customers tend to trust a peer’s opinion more than a business or a brand. There is no doubt that a vast amount of beneficial customer service content is being generated by users online daily. Community content can be searched in conjunction with standard knowledge base articles, and frequently used community posts can be routed to an author to craft a new article.

User-generated content contains an incredible amount of context related to problems or product/service usage scenarios, bringing context to issues in a way that a search string never can. However, while rich in context, user-generated knowledge can be hard to search. Unless it’s presented as part of an active social community, it can be hit or miss, with users stumbling to locate the content that meets their needs. With KM, organizations can bring framework, structure and the ability to harvest this rich user-generated content to review it and create reusable knowledge objects that have more focused searchability and applicability.
Q4: Customer expectations for service have risen, yet employees now have far more information to sift through to solve problems. What’s the best way to get to the right answer quickly?

For Millennials, time is the new currency. KM enables employees to inform, recommend, assess, and troubleshoot products and services with an increasingly digital and complex support environment with ease, effectiveness and the requisite empathy. By relying on a knowledge base instead of memorizing information, employees can be up and running quickly which is especially beneficial for Millennials who want to have an immediate impact in the workplace.

We live in a world of ubiquitous information overload. When it comes to knowledge consumption, there are core freeways, secondary roads, and goat paths. KM practices help organizations profile customer demand to best meet customers’ needs. It’s like a “knowledge compass”—providing the guidance companies need to focus, reorient and discard knowledge effectively to ensure it remains relevant and can be repurposed, reframed and reconstituted.
Knowledge Management: Enabling Multigenerational Customer Care

Providing a single source of truth for today's multigenerational customer care environment, knowledge management generates new means of discovering and sharing information to empower the enterprise and serve customers, to transcend generational and digital divides.

**Contact us** today to learn more about how Verint Knowledge Management can help you cross the chasm in today's multigenerational customer care environment.

Get the knowledge management ebook where @Verint experts @kellykoelliker & @johnchmaj discuss best practices & tips. [http://bit.ly/2abt1Y6](http://bit.ly/2abt1Y6)
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