

Knowledge Management

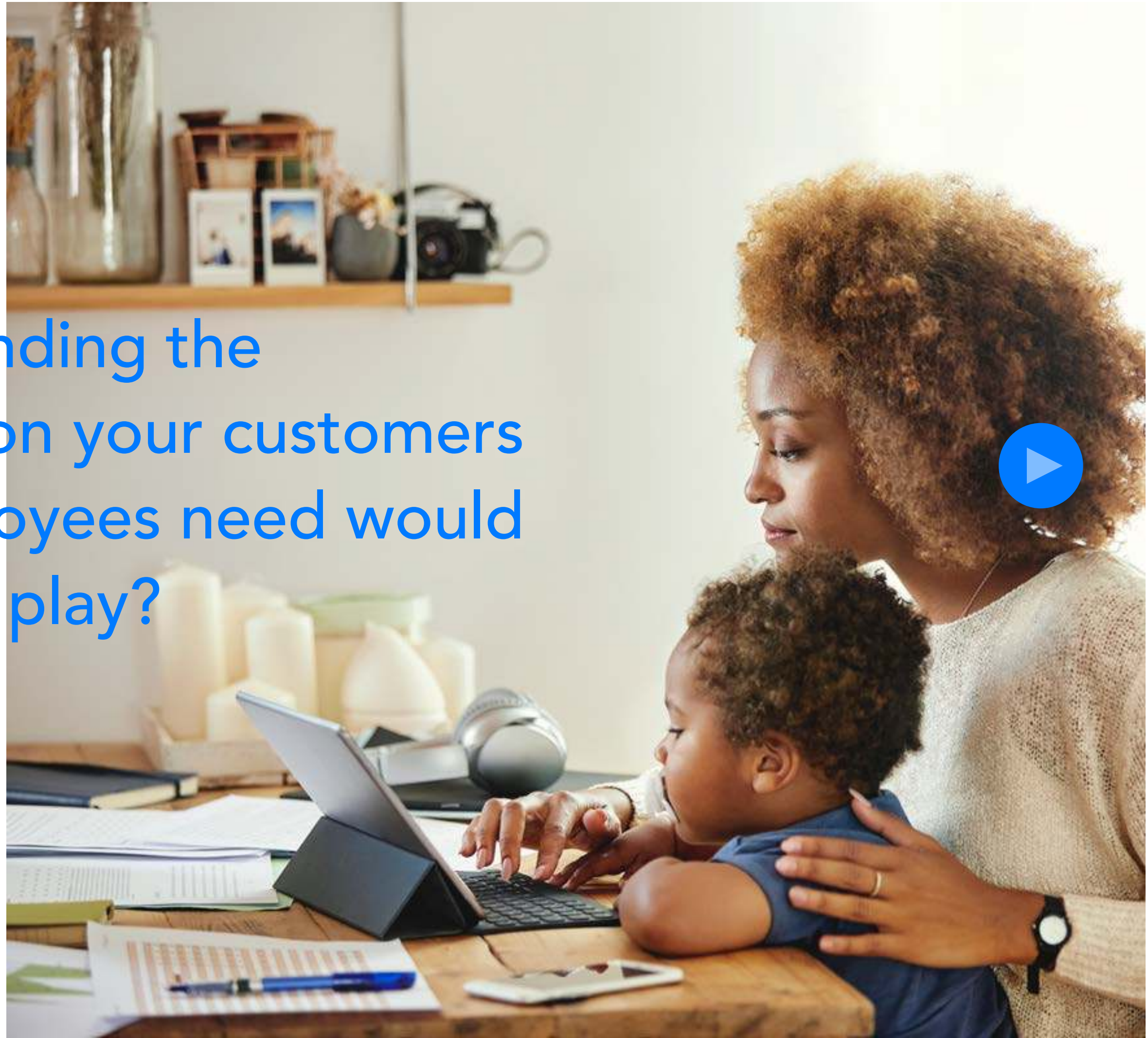
Case Management Professional

VERINT[®]





What if finding the information your customers and employees need would be child's play?



Estimates for “information only” calls received by call centers typically range from 30% to 60% of the total call volume. Imagine what removing a high proportion of those calls would do to your bottom line?

Are your customers ‘all at sea’ in your digital channels?

A common complaint we hear from many organizations is that “It’s too easy for my customers to simply pick up the phone and call us.” But isn’t this a symptom rather than the cause?

A better question might be: “Why is it so difficult for my customers to find the information or service they are looking for online?” This is where a powerful web “search” capability comes in. Implemented correctly, this will play a key role in the successful achievement of digital first strategic goals.

How Knowledge Management will help?

Knowledge Management allows you to take control of your information resources. It allows you to both control the messages presented by your organization, and also present that information in a format that is accessible and well-understood by your target audience: your customers.

All too often, information is either in the heads of the experienced users or hidden away in dusty ring-binders. Set it free on the web! If your customers have the answers they need, pre-vetted and approved by information management experts, they can self-serve, so reducing the burden on your organization and reducing costs.

Moreover, agents will be able to utilize the same knowledge content to better service those remaining callers with informational requests. Responses can be quicker and - vitally - more consistent.

Authoring and Spidering

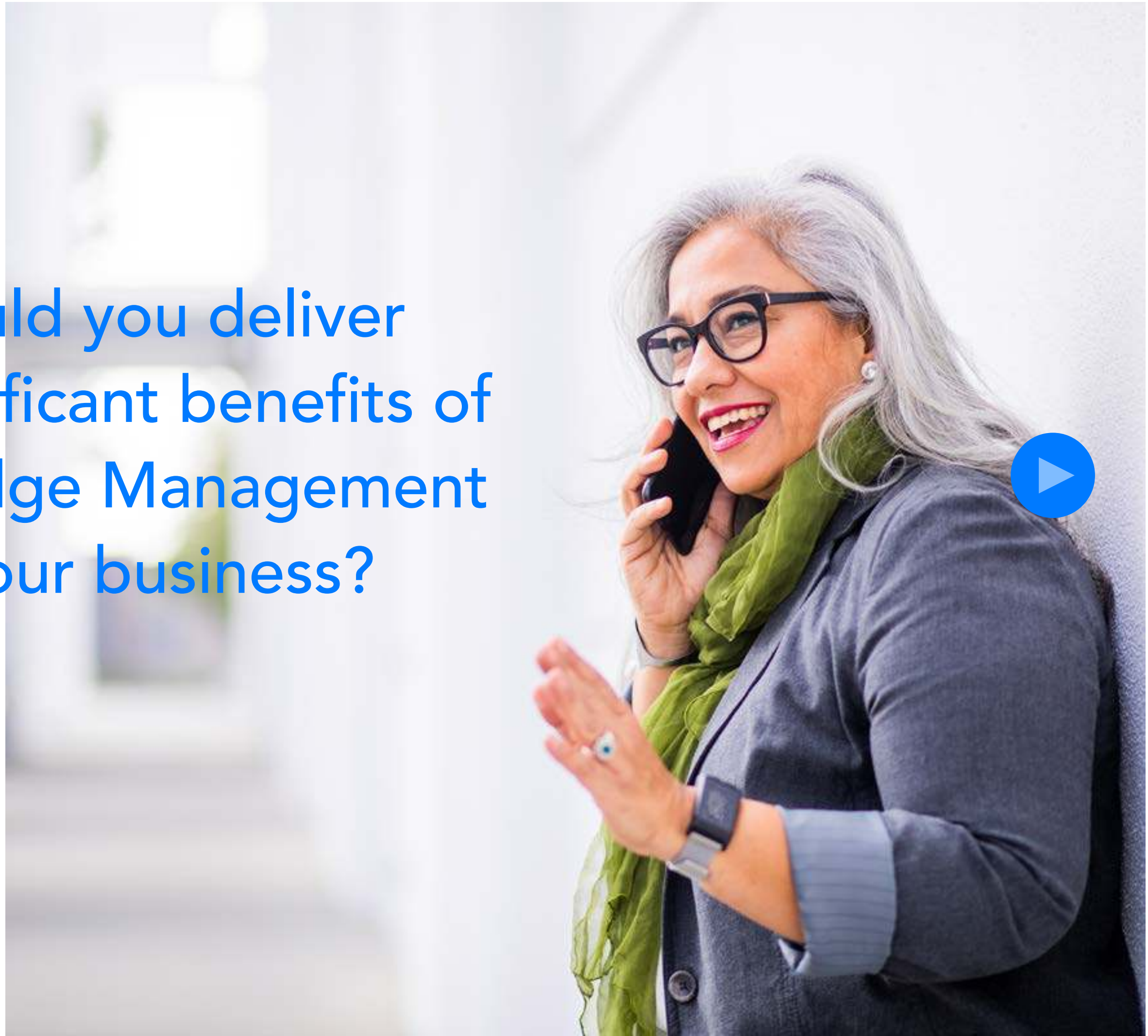
For a Knowledge Management strategy to be successful, the information must be managed. Content must be approved for publication to the customer base and - because business is never static - the content must be capable of being periodically reviewed and re-approved through a flexible and self-feeding workflow system.

But authored content is only one part of the story. Most organizations have gigabytes of ad hoc data held on their own web sites, related 3rd party web sites, Sharepoint sites and internal databases that they might also wish to surface through Enterprise Search. The Knowledge solution you choose should be capable of ‘spidering’ across that content such that it can also be consumed by the user base, whether than be intranet or web/mobile users.





How could you deliver
the significant benefits of
Knowledge Management
within your business?





Simplify the collection and management all of content and deliver a powerful Enterprise Search interface for your agents and customers

Verint's EM Professional Knowledge solution consists of three key elements: Authoring, Spidering and Enterprise Search.

Knowledge Authoring

Knowledge can be authored by business users to contain text, graphics, video, file attachments and a range of other media

types. The content can also be tagged: this allows searches to be highly personalized to the characteristics of the person doing the search and/or the environment they are searching from. 'Related Knowledge' allows for content to be seamlessly linked to other content: for example, an article on GDPR regulations might be linked to a dozen FAQs on the subject.

Knowledge can be configured to include 'internal' content, only visible by staff within the organization. This allows for agents to get supporting information alongside the information the customer can see on the

web site.

Knowledge can also be configured with buttons to launch related Case Management Professional process Forms. This allows for digital customers to seamlessly go from "I wonder if?" enquiries to "I'll apply for that!" transactions.

Once authored, the knowledge can be submitted into a multi-step workflow to be approved before publication. Publication can be set for a future date/time. A future date/time can also be set for review, when it can remain live but be submitted into a review workflow.





Why Verint Case Management Professional Knowledge Management?

- **Designed for efficiency.** Significantly reduce avoidable customer contacts and improve the productivity of agents in handling information request that do come in.
- **Designed for self-sufficiency.** The Verint solution is designed to be easy to configure allowing business users to leverage the value of the information in their organizations.
- **Designed for business.** Seamlessly link from the information content to related content or related case management workflows.
- **Control the message.** The solution allows you to structure your information on an enterprise basis, removing inconsistencies and phrasing in content in way your customers will be able to best consume.
- **Flexibly deployed, without customer limits.** The solution is quickly and easily deployed either in the cloud or on-premise and can be opened to whole-internet use without additional charge. What you pay for depends on the volume of documents you index; not on the volume of searches made.



Thank you for reading

VERINT®



The Customer Engagement Company™

Americas

info@verint.com

1-800-4VERINT

Europe, Middle East & Africa

info.emea@verint.com

+44(0) 1932 839500

Asia Pacific

info.apac@verint.com

+(852) 2797 5678



verint.com



twitter.com/verint



facebook.com/verint



blog.verint.com

Unauthorized use, duplication, or modification of this document in whole or in part without the written consent of Verint Systems Inc. is strictly prohibited. By providing this document, Verint Systems Inc. is not making any representations regarding the correctness or completeness of its contents and reserves the right to alter this document at any time without notice. Features listed in this document are subject to change. Not all functionality is available in all configurations. Please contact Verint for current product features and specifications. All marks referenced herein with the ® or TM symbol are registered trademarks or trademarks of Verint Systems Inc. or its subsidiaries. All rights reserved. All other marks are trademarks of their respective owners. © 2021 Verint Systems Inc. All Rights Reserved Worldwide. 4.2021