Enterprise Knowledge Management: Reducing Costs by Enabling Customers and Agents to Quickly Find Answers

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Thanks for Joining the CCE Webinars

Up Next…

Self-Service: Create a Successful Agentless Experience
Thursday, Sept. 24, 2015 2:00 PM - 3:00 PM ET / 11:00 AM - 12:00 PM PT

Susan King

EKMS Strategic Account Manager—Enghouse Interactive

Susan is an experienced software professional who has been working in the Knowledge Management space for over 10 years. She is currently responsible for sales and support of the Enterprise Knowledge Management Suite (EKMS) product.

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Agenda

- Easily and efficiently develop and manage your knowledge base
- Strategies to optimize support articles and maximize ROI
- Tips for improved call deflection and increased customer satisfaction
- Leverage intuitive interface to provide fast, accurate answers
- Unified knowledge base and community forums for effective self-service
- Q&As

Develop and Manage your Knowledge Base

Why EKMS?

- SmartSupport platform unifies knowledge base software and community forums to deliver an all-in-one SaaS web self-service solution.

- Rapid and inexpensive deployment: easy to implement, customize and learn. Customers can set up their own knowledge base in minutes and start deflecting customer inquiries and empower agents with fast, reliable answers quickly.

- Utilize our team of knowledge base experts who specialize in helping businesses organize and manage their knowledge bases and support content.

- Our knowledge management solutions help companies evolve the way they capture, use, and improve their support to engage with and retain customers.

- Experts in knowledge management - we have been providing knowledge management assistance to small through Fortune 500 companies for over a decade.

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EKMS Features

Powerful Tools and Features

- Faceted search, key word and natural language query
- Real-time article editing, preview and publishing with full version control
- Alerts and notifications for time sensitive information
- Troubleshooting Guides/Decision Trees
- Case deflection tool
- Integrated Community forums
- Robust Analytics and Reporting
- Easy theme customization – replicate the look and feel of your brand or choose from a ready to go template, for both internal and external facing self-service sites
- SmartTEST™ - A/B testing and reporting for article optimization

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Benefits of Self-Service Knowledge Base

Internal-Facing Knowledge Base

- Agents need consistent, clear information organized in a way that details most common questions in an easy to read and deliver way. A typical internal-facing SmartSupport implementation will result in:

  - Decreased agent training time
  - Decreased call handling time
  - Increased first call resolution rate
  - Increased customer satisfaction

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Benefits of Self-Service Knowledge Base

Customer-Facing Knowledge Base

• Customers expect instant answers and their choice of channels when interacting with a company. A typical external facing SmartSupport implementation will result in:

   • Decreased incoming call volume

   • Reduced hold time

   • Reduced help site bounce rate

   • Increased customer satisfaction

Best Practices for Content

Knowledge Management Services

Maximize your ROI by aligning your content to your contact center metrics to increase self-service and reduce support costs!

Our knowledge management services experts can offer ongoing value with best practices training and a variety of one time or ongoing content services options:

- **Content Discovery**

- **Content Creation & Consolidation**

- **KB Site Assessment**

- **Knowledge Management Analysis & Recommendations**

- **Taxonomy & Standardization**

- **Best Practices Training**

Analyze · Collaborate · Implement · Measure

Your **Knowledge Management solution** should always be *evolving* and **improving**

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Robust Reporting

- By analyzing built-in reporting data, we can ensure the searches users perform bring them to the content they need, for ongoing improvements.

- Custom reports can be built in Google Analytics to measure any activity in your portal themes.

- Monthly Performance Reviews of your reporting metrics, including analysis and article and web optimization recommendations available with annual contracts.

SmartTEST Article Optimizer

- EKMS patented SmartTEST Article Optimizer helps companies substantiate knowledge base investments with quantitative test results

- Sophisticated content experimentation maximizes knowledge base performance and increases customer satisfaction

- A/B Testing algorithm runs for set length of time or until admin specified threshold is met
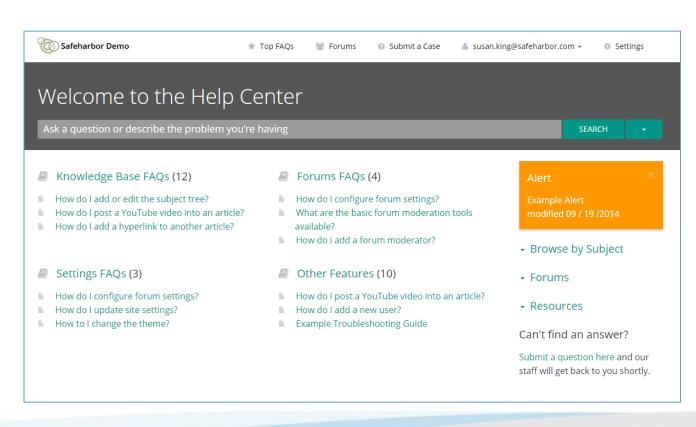
- Unique product – patent was granted June 2012

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Intuitive Design for Successful Self-Service

Responsive Theme Design

Customize your theme to replicate the look and feel of your brand for a seamless customer experience, or choose from one of our plug and play responsive theme template designs for a quick set up!
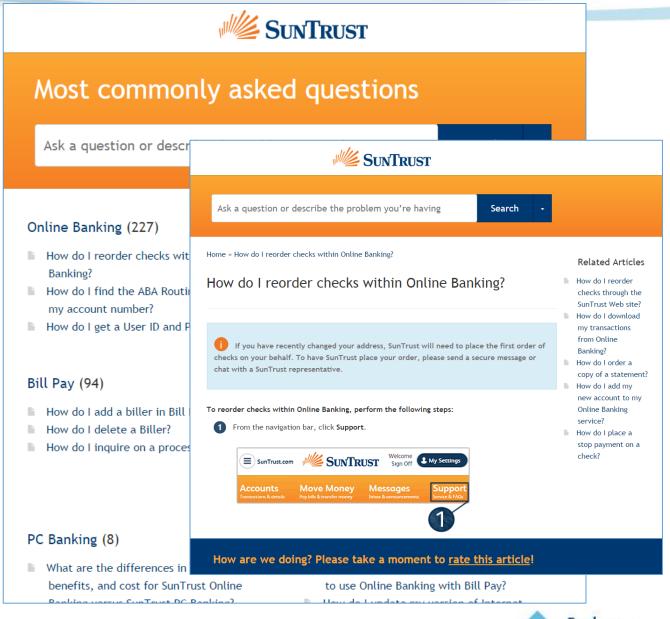
- SunTrust uses a custom responsive design for customer self-service.

- Operates as a standalone site, linked to from within their Online Banking application.

- Matches corporate branding standards, while having some intentional color differentiation from corporate site.
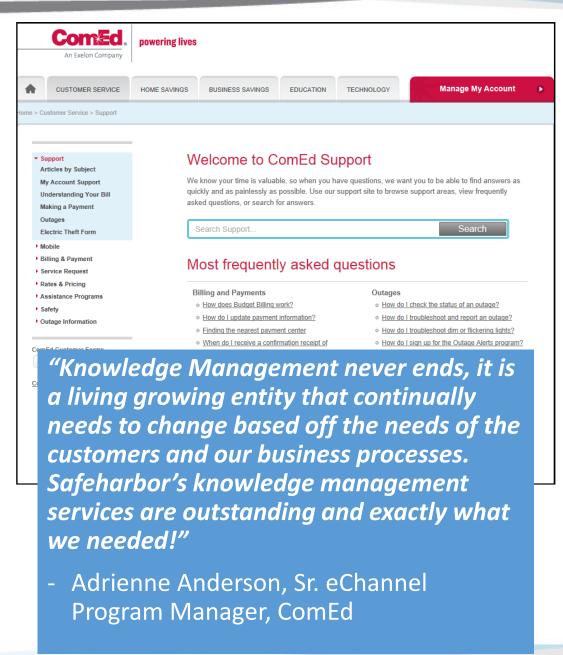
"Safeharbor's SmartSupport™ is an intuitive, easy-to-use, feature-rich solution that is enabling us to deliver an exceptional level of customer service.

We have seen our support site bounce rate decrease by 20% and customer satisfaction increase by 30% since moving to SmartSupport™!"

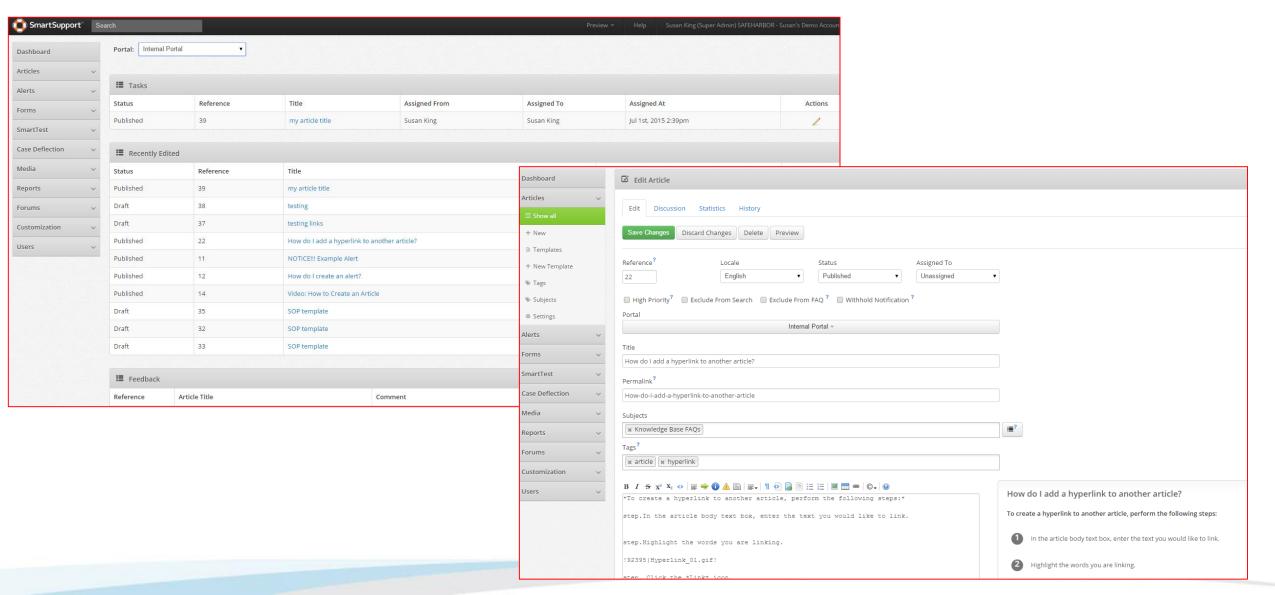- Renee Gable, Vice President / Online Banking, SunTrust Bank

- ComEd uses a custom design for external customer support, fully matching their comed.com website design.

- ComEd also has a custom design for an internal-facing theme as landing page for all agents, with links to all tools in use by over 1,000 call center agents, 24x7.

"Knowledge Management never ends, it is a living growing entity that continually needs to change based off the needs of the customers and our business processes. Safeharbor's knowledge management services are outstanding and exactly what we needed!"

- Adrienne Anderson, Sr. eChannel Program Manager, ComEd

EKMS Admin Experience

Ready to see how EKMS can work for you?

- Contact your sales rep to discuss your particular business needs

  - Email the Enghouse rep who invited you to attend this webinar series or reach out to John Gardner at john.gardner@enghouse.com or 630-575-7789

- Request a one-on-one demo or free 30-day trial account