

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



**Enghouse
Interactive**



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—Enhouse 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.

Susan.King@enhouse.com

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.

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

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

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



Robust Reporting

The screenshot shows the SmartSupport interface for a Search Terms Report. The report is for the month of August 2015 and is for the Tru U portal. The report shows a list of search terms with their corresponding number of results, hits, and click-through rate (CTR). The terms are listed in descending order of results.

Terms	Results ?	Hits	CTR
stoppay	3	56	87%
claim form	113	35	80%
stop pay	33	35	88%
appeal	12	29	93%
over the phone claim	119	18	100%
breeding rider	58	18	94%
policy	153	17	41%
preapproval	9	17	88%
paw print	13	16	93%
change email	116	15	80%
preapp	4	15	100%
promo	24	14	85%
appeals	8	14	78%
empower	1	14	92%

- 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

Title: Bill Summary			Title: Understanding your bill		
General Page Information			General Page Information		
Average time on page (in seconds):		168 s	Average time on page (in seconds):		73 s
Unique page views:		2187	Unique page views:		2201
Total page views:		2573	Total page views:		2331
Average Star Rating:		★ ★ ★ ★ ☆	Average Star Rating:		★ ★ ★ ★ ☆
Average % of page scrolled:		100%	Average % of page scrolled:		100%
Positive Outcomes	Total ROI: \$0.00	339 clicks	Positive Outcomes	Total ROI: \$0.00	837 clicks
Close Browser	\$0.00	88% (301 clicks)	Close Browser	\$0.00	34% (287 clicks)
Making a Payment	--	0% (0 clicks)	Making a Payment	\$0.00	24% (203 clicks)
On Page - Commercial Bill	--	0% (0 clicks)	On Page - Commercial Bill	\$0.00	7% (65 clicks)
On Page - Residential Bill	--	0% (0 clicks)	On Page - Residential Bill	\$0.00	13% (110 clicks)
Positive Rating (4 Stars)	\$0.00	9% (32 clicks)	Positive Rating (4 Stars)	\$0.00	10% (91 clicks)
Positive Rating (5 Stars)	\$0.00	1% (6 clicks)	Positive Rating (5 Stars)	\$0.00	9% (81 clicks)
Negative Outcomes	Total ROI: -\$9,360.00	635 clicks	Negative Outcomes	Total ROI: -\$8,320.00	446 clicks
Contact Us	-\$5,340.00	42% (267 clicks)	Contact Us	-\$4,880.00	54% (244 clicks)
Negative Rating (1 Star)	\$0.00	22% (143 clicks)	Negative Rating (1 Star)	\$0.00	0% (3 clicks)
Negative Rating (2 Stars)	\$0.00	3% (24 clicks)	Negative Rating (2 Stars)	\$0.00	6% (27 clicks)
Submit a support case	-\$4,020.00	31% (201 clicks)	Submit a support case	-\$3,440.00	38% (172 clicks)
Neutral Outcomes		1599 clicks	Neutral Outcomes		1048 clicks
Browse by Subject - Billing and Payments		17% (278 clicks)	Browse by Subject - Billing and Payments		9% (103 clicks)
Browse by Subject - General Information		11% (184 clicks)	Browse by Subject - General Information		8% (91 clicks)
Browse by Subject - Moving/New Service		7% (127 clicks)	Browse by Subject - Moving/New Service		7% (76 clicks)
Browse by Subject - Outages		5% (89 clicks)	Browse by Subject - Outages		5% (57 clicks)
Search		38% (612 clicks)	Search		43% (457 clicks)
Ways to pay your bill	--	0% (0 clicks)	Ways to pay your bill	--	0% (0 clicks)

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!

This screenshot shows a desktop view of a help center theme. The header includes the 'Safeharbor Demo' logo, navigation links for 'Top FAQs', 'Forums', 'Submit a Case', a user profile 'susan.king@safeharbor.com', and 'Settings'. The main heading is 'Welcome to the Help Center' with a search bar below it. The content is organized into four columns: 'Knowledge Base FAQs (12)', 'Settings FAQs (3)', 'Forums FAQs (4)', and 'Other Features (10)'. Each column lists several FAQ topics. A prominent orange 'Alert' box is displayed on the right side, containing an 'Example Alert' and a date. Below the alerts, there are expandable sections for 'Browse by Subject', 'Forums', and 'Resources'. At the bottom, a message asks if the user can't find an answer and provides a link to submit a question.

This screenshot shows a tablet view of the same help center theme. The header is simplified, showing 'Safeharbor Demo' and navigation links for 'Support Home', 'Top FAQs', 'Forums', 'Submit a Case', and 'User Settings'. The main heading 'Welcome to the Help Center' is centered over a background image of a desk. Below the heading is a search bar with the placeholder text 'Ask a question or describe the problem you're having' and a 'Search' button. The content is presented in a single column, starting with a 'Knowledge Base FAQs (12)' section that lists various FAQ topics. Below this, there are expandable sections for 'Forums FAQs (4)', 'Settings FAQs (3)', and 'Other Features (10)'.

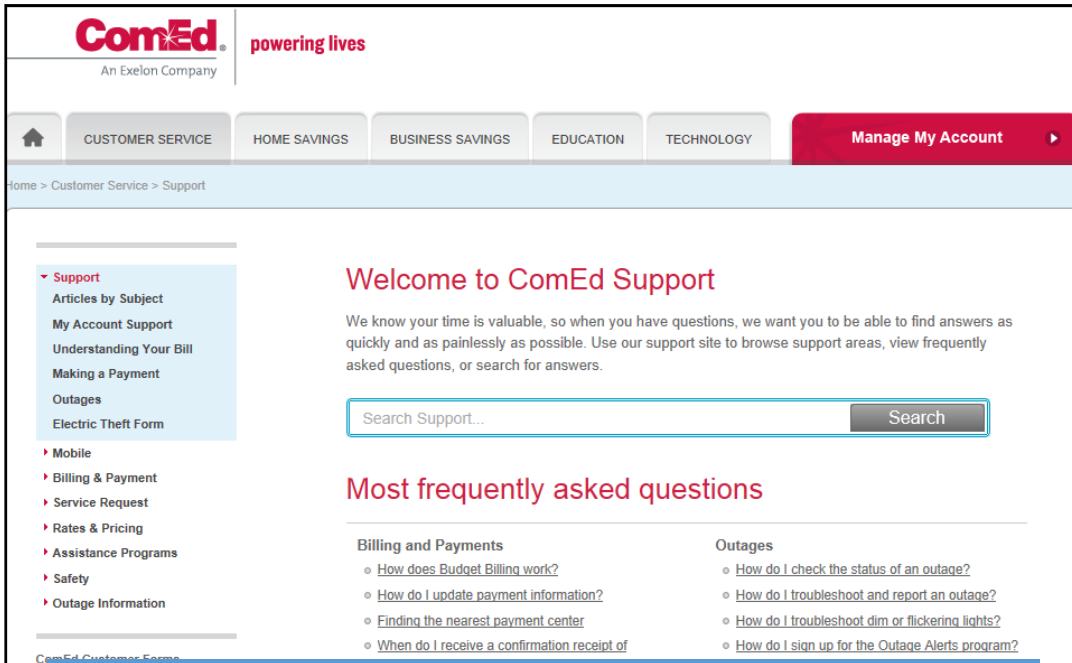
- SunTrust uses a custom responsive design for customer self-service.
- Operates as a standalone site, linked to from within their Online Banking application.
- Matches corporate branding standards, while having some intentional color differentiation from corporate site.

“Safeharbor’s SmartSupport™ is an intuitive, easy-to-use, feature-rich solution that is enabling us to deliver an exceptional level of customer service.

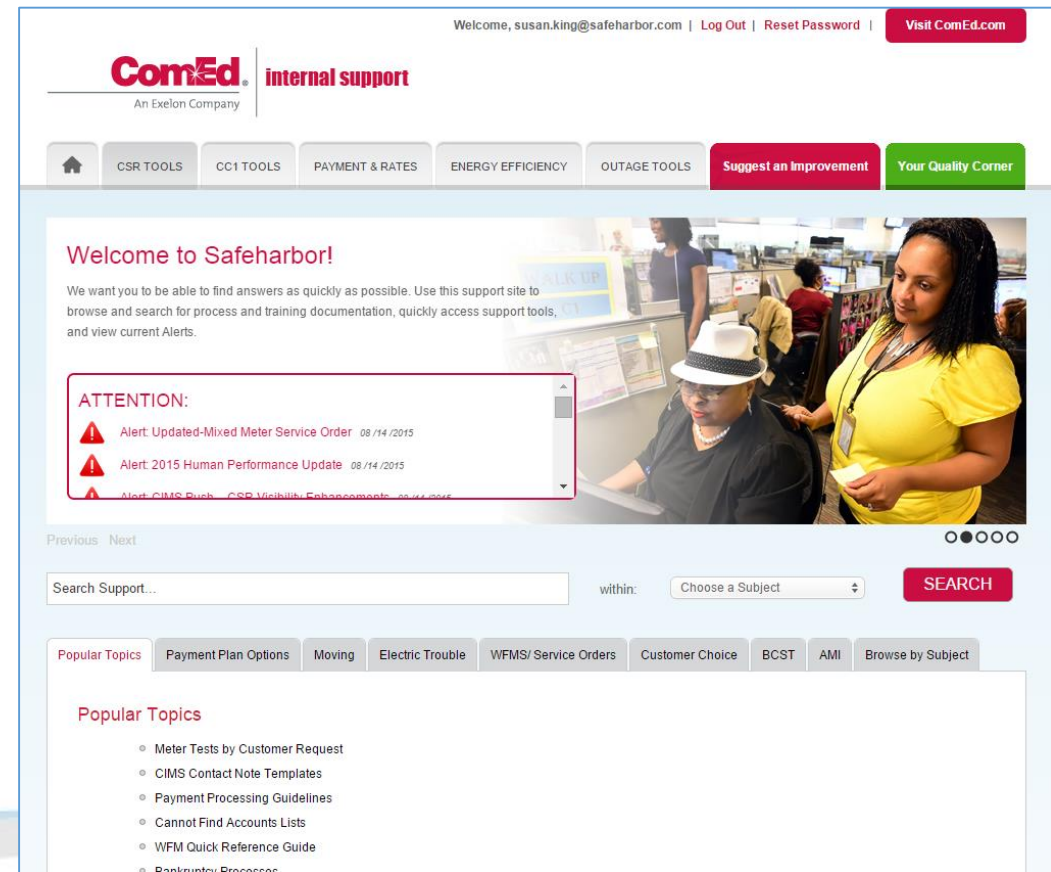
We have seen our support site bounce rate decrease by 20% and customer satisfaction increase by 30% since moving to SmartSupport™!”

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

The screenshot displays the SunTrust SmartSupport website interface. At the top, the SunTrust logo is visible. Below it, a large orange banner reads "Most commonly asked questions". A search bar with the placeholder text "Ask a question or describe the problem you're having" is present. The main content area is divided into sections: "Online Banking (227)", "Bill Pay (94)", and "PC Banking (8)". Each section lists several common questions. A featured article titled "How do I reorder checks within Online Banking?" is highlighted. The article content includes an information icon and text: "If you have recently changed your address, SunTrust will need to place the first order of checks on your behalf. To have SunTrust place your order, please send a secure message or chat with a SunTrust representative." Below this, a numbered step "1" indicates: "From the navigation bar, click Support." A navigation bar at the bottom of the article shows "Support" highlighted with a red box and a "1" in a circle. A dark blue footer bar contains the text: "How are we doing? Please take a moment to rate this article!"



- 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

The screenshot displays the SmartSupport EKMS Admin interface. At the top, there is a navigation bar with the SmartSupport logo, a search bar, and user information: "Susan King (Super Admin) SAFEHARBOR - Susan's Demo Account".

The main dashboard area is divided into several sections:

- Portal:** A dropdown menu currently set to "Internal Portal".
- Tasks:** A table listing assigned tasks.
- Recently Edited:** A table listing recently edited articles.
- Feedback:** A table for user feedback.

The "Tasks" table contains the following data:

Status	Reference	Title	Assigned From	Assigned To	Assigned At	Actions
Published	39	my article title	Susan King	Susan King	Jul 1st, 2015 2:39pm	

The "Recently Edited" table contains the following data:

Status	Reference	Title
Published	39	my article title
Draft	38	testing
Draft	37	testing links
Published	22	How do I add a hyperlink to another article?
Published	11	NOTICE!!! Example Alert
Published	12	How do I create an alert?
Published	14	Video: How to Create an Article
Draft	35	SOP template
Draft	32	SOP template
Draft	33	SOP template

The "Feedback" table contains the following data:

Reference	Article Title	Comment
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The "Edit Article" form is open for the article with Reference 22. It includes the following fields and options:

- Reference:** 22
- Locale:** English
- Status:** Published
- Assigned To:** Unassigned
- Options:** High Priority?, Exclude From Search, Exclude From FAQ?, Withhold Notification?
- Portal:** Internal Portal
- Title:** How do I add a hyperlink to another article?
- Permalink:** How-do-I-add-a-hyperlink-to-another-article
- Subjects:** Knowledge Base FAQs
- Tags:** article, hyperlink

The rich text editor contains the following text:

B I *To create a hyperlink to another article, perform the following steps:*
step.In the article body text box, enter the text you would like to link.
step.Highlight the words you are linking.
!92395|Hyperlink_01.gif!

A sidebar navigation menu is visible on the left, listing various sections: Dashboard, Articles, Alerts, Forms, SmartTest, Case Deflection, Media, Reports, Forums, Customization, and Users.

At the bottom right, a help box titled "How do I add a hyperlink to another article?" provides the following instructions:

To create a hyperlink to another article, perform the following steps:

- 1 In the article body text box, enter the text you would like to link.
- 2 Highlight the words you are linking.

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