



Knowledge Management

Use Cases



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**Enghouse
Interactive**

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Use Case 1

Transforming telephone customer service through specialized knowledge

A leading provider of product warranty insurance wanted to improve its telephone service levels and reduce contact centre costs. It moved from paper-based knowledge to Enghouse Interactive's AI-based knowledge solution.

Agents now log onto the easy to use web-based solution at the beginning of every shift and simply type in questions in plain English while on the phone to customers. They receive instant, consistent, and accurate answers which they can then use to solve customer queries.

This has reduced call times, increased First Contact Resolution rates and boosted customer satisfaction.

Sector: Insurance

Objective: Improve service levels and reduce costs

Channels: Telephone

Solution: Enghouse Knowledge

Results:

- 22% reduction average call time
- 55% drop in hold time
- Annual savings equivalent to 10 full time agent salaries



Find out more here!

Use Case 2

Multilingual knowledge in action

A global provider of scientific products was receiving a growing number of complex queries from its customers, particularly in China.

It wanted to increase the speed and accuracy of response to improve the customer experience and overall efficiency.

It ran a global programme to bring information together through a centralised, multilingual knowledge base provided by Enghouse Interactive.

Knowledge is now available to be used directly by customers, agents and the wider workforce.



Sector: Scientific products

Objective: Improve customer experience, especially for global customers

Channels: Email, web

Solution: Enghouse Knowledge

Results:

- 89% agent adoption
- Knowledge is now a key asset
- System extended beyond customer service across the organisation



Find out more here!

Use Case 3

Enabling agents to focus on higher value conversations

A luxury international retailer wanted to reduce routine queries to its pan-European contact centre, freeing up staff time for more complex transactions and reducing waiting times.

By working with Enghouse Interactive it was able to centralise information and go live with its multilingual knowledge base in just six weeks.

Customers are now able to get answers to routine queries through web self-service, freeing up advisors to spend time on more complex interactions.

Sector: Luxury products

Objective: Free up agent time for higher value interactions

Channels: Web self-service

Solution: Enghouse Knowledge

Results:

- Live in 6 weeks
- 64% drop in calls and emails
- Increased agent availability for in-depth interactions



Use Case 4

Improving public service through knowledge

A large UK local authority wanted to improve customer service and increase efficiency to ensure it was delivering value for money.

Handling a wide range of queries, it needed a solution that was both comprehensive and easy to use, providing fast access to information with the ability to deliver consistent answers. Through its Enghouse system agents have fast access to knowledge on both the telephone and when answering emails. They can simply ask the knowledge base questions when on a call, receiving instant answers. Incoming emails and web forms are analysed automatically and agents provided with relevant template-based answers.

Overall, the solution has improved consistency and quality, all while increasing efficiency and productivity.

Sector: Local authority

Objective: Improve customer service and increase efficiency

Channels: Telephone and email

Solution: Enghouse Knowledge

Results:

- 30% reduction email handling time across 90,000 emails
- 98% emails answered within SLAs
- Improved consistency and quality



Find out more here!

Use Case 5

Embracing knowledge to Enable compliance and improved efficiency

A leading UK insurance broker wanted to focus on knowledge and customer experience to differentiate itself. The aim was to increase efficiency by maximising staff time, enabling them to have value-add conversations with customers to better meet their needs. With Enghouse, all of its 35,000 annual incoming emails are now analysed and routed to the best available agent, who is automatically provided with a relevant template from the company's centralised knowledge base. The same knowledge base is available to all phone agents, enabling them to quickly retrieve relevant responses, all of which contain any compliance information and questions that insurers have specified.

Overall, the solution ensures that the broker is able to operate effectively and win market share in an ultra-competitive sector.



Sector: Insurance

Objective: Ensure compliance and differentiate through knowledge

Channels: Telephone, email

Solution: Enghouse Knowledge

Results:

- 50% reduction in staff required
- 98% compliance rate
- 14% reduction in training



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Find out more here!

Use Case 6

Global cosmetics company turns knowledge into voice of the customer insight

A global cosmetics manufacturer and retailer wanted to deliver a consistent, high-quality experience to all customers, across every channel. Enghouse Interactive's multilingual knowledge base underpins the company's entire customer service, across every country and channel. Web self-service has reduced incoming interactions, freeing up agent time, while chat is able to provide proactive, personalised support. Emails are analysed and prioritised, enabling more urgent interactions to be dealt with quickly. By analysing all interactions as part of its Voice of the Customer (VoC) programme, the company is gaining valuable insights into customer behaviour and requirements. Overall, the company is seeing greater customer satisfaction, consistency, and improved retention by working with Enghouse.



Sector: Cosmetics/retail

Objective: Deliver consistent experience and gain customer insights

Channels: Telephone, web, email, chat

Solution: Enghouse Knowledge

Results:

- 50% reduction in incoming interactions
- Better insight into customer behaviour
- Consistent performance across 17 countries



Find out more here!

Use Case 7

Charity improves experience and increases efficiency for all

A major UK charity wanted to improve the end-to-end customer experience and minimise administration costs. With a diverse range of customers, it had to handle questions on a large number of topics. Using Enghouse Interactive's solution all emails are now automatically analysed and routed to the best available agent, along with a relevant templated answer automatically selected from its knowledge base.

This has reduced handling times and enabled the charity to better understand its performance, customer requirements and highlight areas for improvement.

As a result, the charity can both better meet customer needs and deliver efficiency gains, ensuring that more of the money it raises benefits good causes.

Sector: Charity

Objective: Improve CX and increase efficiency

Channels: Email

Solution: Enghouse Knowledge

Results:

- Reduced handling time on 7,000 emails
- Ability to measure performance
- Able to introduce metrics such as NPS across customer journey



Find out more here!

Use Case 8

Delivering value for money in healthcare

A major division of the NHS which provides a range of healthcare administrative services wanted to increase efficiency. Working with Enghouse Interactive, it introduced a centralised knowledge base that could be used by agents in its three contact centres handling calls and emails, and by customers directly via the web. Agents were heavily involved in the system roll-out, including knowledge transfer through focus groups.

Calls and emails are now answered faster, and over 50% of potential interactions are deflected thanks to web self-service. Agent training time and support costs have been dramatically reduced.

By providing access to consistent, accurate and up-to-date information, overall efficiency has now been transformed, leading to major cost savings.



Sector: Healthcare

Objective: Increase efficiency and reduce costs

Channels: Telephone, email, web

Solution: Enghouse Knowledge

Results:

- Reduced handling time for 5 million plus annual interactions
- 50% of customers now finding information online
- Annual savings of £162,000



Find out more here!

About Enghouse Interactive

We are the world's most reliable customer contact technology provider. Our global brand is built on our track record of consistently honouring our commitments to our customers, our staff and our shareholders.

Enghouse Interactive, a subsidiary of Enghouse Systems Limited (TSX: ENGH) is a leading global provider of customer contact software and service solutions that deliver enhanced customer service and transform the contact centre from a cost centre into a powerful growth engine.

Our practices and solutions enable businesses to leverage meaningful, daily customer interactions to extract key insights used to deepen customer loyalty and uncover new opportunities to add value, profitably. Supporting over 10,000 customers, in 120+ countries, Enghouse Interactive works within any local regulatory environment and supports any telephony technology, whether cloud-based or deployed on-premises, ensuring that our customers can be reached by their customers – anytime, anywhere and via any channel.

Support your customers and service teams with Knowledge Management.

Effective knowledge management supports faster, more accurate and efficient service that drives increased loyalty and revenues.

Find out more here!



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