



Enabling an Intelligent Assisted Service Experience

What is Missing in Customer Service?

The majority of customer service organizations have already invested in call routing and case management systems yet the issue of cost and service persists. Industry research shows that 80% of customer support costs are consumed in solving the customer's problem, as opposed to routing and case management tasks. KNOVA Contact Center delivers the missing piece of the customer service process with a service resolution management application fully integrated with CRM.

Additionally, KNOVA can help a support organization move from a cost center to a profit center by introducing dynamically generated best bets and links for cross-sell and up-sell offers, alerts and news. These may be placed on any page in the application or on search results, and can prompt agents with contextual offers during live agent interactions.

Agent Experience Adapts to Customer Context

When asking customer support agents about their biggest pain point, most will say that they can't locate the information needed to effectively and efficiently answer customer questions. Search today is static and delivers documents, not answers and knowledge.

In contrast, KNOVA Contact Center guides the agent through a dynamic, adaptive experience specifically targeted towards solving each customer's issue. The resolution workbench provides patented adaptive search and navigation with comprehensive capabilities including interviews, collaborative support and response templates. The resolution experience is optimized through the resolution

flow engine to raise the overall quality and effectiveness of service that your agents deliver.

A common corporate goal is to shift service-oriented calls into new revenue opportunities. However, providing world-class service can be diminished

Key Benefits:

- Reduce call times
- Increase customer satisfaction
- Natural, in-process knowledge capture
- Resolve issues faster with accurate answers

when cross-sell and up-sell initiatives are not appropriately woven into the overall customer interaction. KNOVA tracks context-sensitive knowledge in the course of each interaction. This allows highly-tailored enterprise-driven recommendations to be pushed to agent at the appropriate point in the service interaction to achieve natural cross-sell and up-sell opportunities.

Agents Improve the System Just by Using It

Traditional knowledge management is hard and costly, requiring highly trained authors to write content in a specialized and complex structure. Furthermore, search tuning rarely delivers the desired results and requires skilled experts. KNOVA integrates structured and unstructured content from across the enterprise by leveraging patented auto-classification and segmentation methods.

With KNOVA, agents can capture new knowledge as a natural part of their resolution process. The search experience can be improved automatically through usage.

"We needed a solution that would help us build a strong knowledge infrastructure to support all service channels and highly satisfy our customers. KNOVA is the obvious choice for us to achieve our goals."

Todd Ulrich
*Director of Technical Support
RSA Security*

"Our employees, especially in our Contact Centers, are seeing great benefits from the search and information navigation functionality that KNOVA offers them. KNOVA's application helps agents find the information they need to quickly respond to questions and solve issues. With fast and accurate search, agents can easily refine their search to access similar or alternative content."

Leslie Salyer
*Patient Services Senior Director of
Knowledge Management
and Communications
Express Scripts*

"We conducted a rigorous, framework-based evaluation of six select software offerings that provide capabilities for cross-channel, cross-lifecycle customer service. KNOVA earned top marks in the knowledge management, architecture and analytics evaluation criteria."

Mitch Kramer
*Senior Analyst
Patricia Seybold Group*

Learn more about KNOVA Software:
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In addition, KNOVA's analytics leverage this usage-based data to get past simple categories and keywords to help you understand not only what happened, but why. The result is root cause analysis that makes products more useable and more serviceable to keep incidents out of the support center.

Seamless Agent Experience for a Satisfying Customer Experience

KNOVA has robust integrations with case management systems to provide a seamless service resolution experience across the customer service process. The case

information and customer profile from a CRM system is used to drive the resolution process. Case notes, resolution session information and new resolution solutions are then captured as part of the CRM case.

Additionally, information from the CRM system can be used to tailor the self-service experience providing a rich online resolution process that can deflect calls from the contact center.

FEATURE	BENEFITS
Adaptive Search and Navigation	<ul style="list-style-type: none"> • Deep natural language understanding of queries and cases for accurate results • Guided search helps agents frame issues and locate solutions • Self-improving search relevancy and navigation
Seamless Agent Resolution from CRM	<ul style="list-style-type: none"> • CRM case information drives resolution with the best search and Resolution Flows process • Capture dynamic case notes, email, solutions and collaborations in CRM • Proven Web services and standards-based architecture
Resolution Flows	<ul style="list-style-type: none"> • Integrated process support with knowledge delivery • Construct and deliver best practices and policies for resolution • Automatically triggered by case context to achieve optimal resolution
Collaborative Support	<ul style="list-style-type: none"> • Expert locator and forums integration leverages expertise inside and outside the enterprise
Recommendation & Visual Search Management	<ul style="list-style-type: none"> • Search-context driven recommendations and offers • Allow broad sets of permissioned users to improve search effectiveness
Microsites	<ul style="list-style-type: none"> • Personalized role-based agent portals • Allows managers to push alerts, news
Knowledge Umbrella	<ul style="list-style-type: none"> • Integrates structured and unstructured data including Web sites, file systems, databases, CRM systems, CMS systems, forum content, etc. • Provides auto-classification and segmentation
In-Process Authoring	<ul style="list-style-type: none"> • Knowledge capture workflow built into natural agent processes with KCST™ support • Process flexibility including recommend, draft, improve, approve and publish content
Analytics	<ul style="list-style-type: none"> • Analytics embedded into the application for seamless actionability • Measurable success with configurable success definitions