



Integrating Customers Communities into an Intelligent Experience

Why are Forums Critical to Your Customer Experience Strategy?

In today's highly-connected society, forums are emerging as the first step towards gaining insight and solving problems. However, forums remain a disconnected silo from the enterprise's information and communication channels.

KNOVA has elevated the value of forums by incorporating them into the overall enterprise customer experience. Deeply integrated into the complete suite of applications, KNOVA Forums delivers increased brand loyalty, reduced support calls and improved knowledge.

Expert Customers Enable a Collaborative Forum Experience

Some of your best and most reliable subject matter experts aren't located within your contact center or even within your company — they are your customers who spend day in and day out using the product.

In complex support environments, expert users are highly technical and often capable of solving problems for themselves as well as other users. Why not leverage their knowledge as a valuable part of your knowledge base?

Your users are domain experts who bring unique qualities and knowledge about your product that can make for better support content and defect submissions, and they're willing to share this knowledge.

KNOVA Forums provides a simple way to identify the most knowledgeable group of experts. The system identifies and tracks the value that comes from each user.

Increase Brand Loyalty and Gain Insight into your Customers

KNOVA Forums is a key resource in bringing together users, capturing their insights and leveraging it across the enterprise. Analytics provides a view into emerging issues and questions as

Key Benefits:

- Reduce incidents to the support center
- Increase brand loyalty
- Capture customer feedback and insights
- Integrate forums into the overall communications strategy
- Leverage powerful forums content and contributors

well as unmet needs to drive product improvements. Forums are a powerful marketing tool to provide early insights into trends such as changing opinions and attitudes. This allows a company to gain a deeper understanding of how customers perceive the enterprise and its products.

Integrating Forums with Service Delivery

KNOVA Forums seamlessly integrates with other support channels, providing one view into all of a company's collective knowledge. Sometimes customers call support looking for answers. If provided the opportunity however, many will opt to find answers themselves via user forums OR self-service. Most forums today are highly stand-alone, but by integrating forums content with the service resolution process, KNOVA offers a unique opportunity to add third party expertise and knowledge to the self-service experience.

"Support forums are quickly becoming one of the most effective ways to reduce support center incidents, engage customers to grow brand loyalty and to capture detailed customer feedback. More than other applications available today, KNOVA Forums allows us to fully take advantage of this increasingly important support medium."

Mike Lyons
VP of Technical Services
Novell

"KNOVA delivers powerful packaged solutions for personalized self-service and collaborative support communities. The combination of integrated collaboration functionality, business process support, and flexible authoring made it the optimal choice for us."

David Galloway
Vice President of
Worldwide Customer Support
Business Objects

"The best forum product available from an eService vendor, perfectly integrated to processes for browsing, creating, and managing content, is a big win for B2B and B2C companies."

John Ragsdale
Vice President
Forrester

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Forums are integrated to the suite at the level of content, reputation, business process and customer experience. The insights, posts and responses from the user community can be leveraged as answers for customers on the self-service site. The same reputation engine that tracks and identifies the best users pushes the best content from the forums for resolution. Questions from users that are asked on the self-service site can be escalated to experts in the forums as well as escalated to the contact center and managed through business process.

build, moderate and manage forums. Moderators can promote users to various expert customer designations across the site, or at a skill or forum level. KNOVA Forums tightly integrates with KNOVA's Self-Service and KNOVA Contact Center for a customer experience that can be optimized around users, search, business process and overall site experience and management.

Manage the Experience not the Discussion

Embedding forums within a Web site allows companies to offer a rich and dynamic customer experience. KNOVA Forums has the comprehensive functionality to

FEATURE	BENEFITS
Customer Service and Support Design Enable Peer Support While Fostering a Sense of Community	<ul style="list-style-type: none"> • Users work with questions, answers and expert insights, not ad-hoc message threads • Diagnostic search guides users to the most relevant existing insights and answers • Proactive updates keep users informed about specific questions, experts or product areas
Reputation Model	<ul style="list-style-type: none"> • Identifies experts with highest value • Feedback guides users to highest-rated content • Public ranking, recognition and profiles drive volunteer performance
Extensive Community-Building, Moderator, and Marketing Features	<ul style="list-style-type: none"> • Intuitive moderator tools let enterprises engage with their customers • Advanced profanity and topical filtering fosters a community environment • Cross-sell and up-sell features deliver contextually appropriate marketing, if desired
Tight Integration with Support Workflow	<ul style="list-style-type: none"> • Business rules guide customers to the most appropriate service channels • Escalation is based on entitlements • Auto-suggest provides relevant support content before a question is posted
Analytics	<ul style="list-style-type: none"> • Analytics help support professionals understand customer trends and product issues • Feedback mechanisms increase search relevance
Content Repurposing and Reuse Functionality	<ul style="list-style-type: none"> • Self-service functionality flexibly integrates expert insights and answers with structured and unstructured support content • Solution authoring workflow makes it easy to repurpose the most valuable forums contributions to the knowledge base