



## Powering an Adaptive, Personalized Self-Service Experience

### Why is Great Self-Service so Hard to do?

Customers demand a great self-service experience for convenience and satisfaction. VPs of Customer Service and Support demand applications that improve efficiency and provide a platform for new revenue. Marketing demands an interactive marketing experience with brand support that opens doors for cross-sell and up-sell. Everybody demands return on investment.

Reports from Gartner and other analysts say that e-Service and e-CRM initiatives fail from 55% to over 70% of the time. Research shows many customer interactions are unsuccessful, especially with complex products. Customers can't find what they're looking for, they aren't proactively notified of known issues and they have to repeat themselves when moving between service channels.

KNOVA Self-Service helps your customers answer questions themselves through a personalized interaction, allowing companies to optimize the customer experience.

### Personalized Experience Adapts to Customer Context

Achieving true personalization requires understanding the customer, the context of the query and being able to deliver a specialized experience that matches the user's specific needs. In some cases this includes cross-selling and up-selling. A key part of an adaptive customer experience is recognizing that different groups of customers need access to different segments of knowledge.

Microsites are customer portals that enable branded marketing and personalized support based on factors

such as products owned, geography, profile and preferences. Context-sensitive pagelets can be proactively generated in the course of a search to provide relevant news, alerts and offers for products and services. This allows for highly targeted selling options, seamlessly guiding the user to marketing content or even a live agent.

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#### Key Benefits:

- Guided issue resolution
  - Personalized customer experience
  - Proactive service with cross-sell and up-sell
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Each customer can also benefit from a search method that adapts to the nature of his query. KNOVA offers multiple search methods including guided search, directed answer and natural language which are dynamically applied based on inquiry.

KNOVA enables segmentation and personalization to be as fine-grained or as coarse as your objectives require.

### Self-Learning Drives Continuous Improvement

Enterprises struggle to maintain a complete and effective structure, organization and integration of knowledge. The content capture classification and delivery process have many potential points of failure, which are heightened by the need for specialized resources for updates and tuning.

KNOVA introduces the concept of organic knowledge management which democratizes the capture and

"KNOVA demonstrated impressive natural language, guided search technology, a clear understanding of query intent, capabilities for collaboration, and business process support."

**Martin Roesler**  
*Director of Global  
Technical Support Operation  
Trend Micro*

"Working with KNOVA, AOL has changed its self-service experience from a simple search tool to a complete, scalable, personalized self-service solution. Every month KNOVA deflects tens of thousands of calls more than previous search tools used by AOL."

**Chris Hall**  
*Director – Online Support & Self Service  
AOL*

"KNOVA received a perfect 5 for its ability to fine-tune the customer experience with Microsites based on external customer metadata."

**John Ragsdale**  
*Vice President  
Forrester*

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improvement of knowledge and provides universal access to all the valuable enterprise content. The system also uses self-learning, auto-classification and in-process analytics for continuous improvement.

satisfactory answer. KNOVA provides a seamless escalation path to experts, forums or live customer service that gets to the heart of satisfying the customer's need.

## A Seamless Multi-Channel Experience

A common source of customer frustration is self-service dead-ends; the customer's ultimate goal is finding a

FEATURE	BENEFITS
Natural Language Processing	<ul style="list-style-type: none"> <li>• Provides deep natural language understanding of queries</li> <li>• Improves relevancy using NLP, content structure and concept proximity indexing with powerful algorithms</li> </ul>
Answer Extracts and Slicing	<ul style="list-style-type: none"> <li>• Displays best content section as part of the answer</li> <li>• Navigates to the right page in a long PDF doc</li> </ul>
Guided Search	<ul style="list-style-type: none"> <li>• Dynamically generates refinement choices along customer service dimensions/ontologies</li> <li>• Narrows or expands search based on query</li> <li>• Self-improving relevancy and guided search choices</li> </ul>
Direct Answers	<ul style="list-style-type: none"> <li>• Navigates directly to a document or answer from transactional system from a query</li> </ul>
Resolution Flows	<ul style="list-style-type: none"> <li>• Drives users through the right process via intuitive wizard experience</li> <li>• Integrates process support with knowledge delivery</li> </ul>
Dynamic Personalization	<ul style="list-style-type: none"> <li>• Multi-dimensional segmentation along enterprise-defined dimensions like products, customer type, or region</li> <li>• Personalizes all aspects of customer experience, including content, recommendations, and processes</li> </ul>
Context-Sensitive Knowledge Pagelets	<ul style="list-style-type: none"> <li>• Context-aware pagelets act as building blocks for page construction</li> </ul>
Microsites	<ul style="list-style-type: none"> <li>• Easily rollout branded marketing sites, personalized support pages, segment or role-specific portal pages, product or topic sites, regional sites, or any other Microsite based on segmentation</li> <li>• Controls user access, process, knowledge access, search experience, brand and user experience</li> <li>• Integrates with customer portals and external user profiles</li> </ul>
Recommendation Manager	<ul style="list-style-type: none"> <li>• Push alerts, news, or other links to user portal pages based on profile</li> <li>• Display offers based on search context and user profile</li> </ul>
Analytics	<ul style="list-style-type: none"> <li>• Gain insights into site usage, top issues, and resolution success</li> <li>• Measurable success with configurable success definitions</li> </ul>
Managed Escalation	<ul style="list-style-type: none"> <li>• Manages escalation as part of resolution process using entitlement and the Resolution Flow engine</li> <li>• Captures rich information when escalating to a case to reduce agent resolution time</li> </ul>