

## USU KnowledgeCenter 5: The Central Information Platform for Call/Service Centers

### BENEFITS

- Significant increases in efficiency and quality in service centers through higher resolution rates and shorter call handling times
- Higher quality call-related documentation
- Quick access to relevant information in both internal and external data sources through self-learning searches
- Increased answer quality through standardized and constantly updated sources of information
- Significant decreases in the time and effort required for updating and providing information
- Dramatic drops in the times required to equip and train service personnel, especially when integrating external employees and part-time staff
- Simplified transfer of subtasks (such as during off-peak hours or periods of heavy workloads) to external service centers by easy access to information – even for less experienced personnel
- CSRs can handle more topic areas – without pre-screening of calls.

Your service center is the central point of contact with your customers. In fact, your Customer Service Representatives (CSRs) are most often the first and only contacts with them. This is precisely where a high level of customer service is critical. Questions have to be answered quickly. In fact, the first CSR a customer talks to should be able to fully resolve the customer's concern. Successful service organizations show what's possible: Through professional provision of information their CSRs can provide quality-assured and thus correct answers.

### Providing the Right Information

Many knowledge bases are really not much more than passively used document management systems. In contrast, USU KnowledgeCenter is the central and active information channel for

self-service searches as well as precise, targeted knowledge provision by agents supervised by team leaders specifying such matters as language conventions, new products or processes. In this way, USU KnowledgeCenter reduces the number of parallel information and communi-

### USU KnowledgeCenter 5: The 360° Information Center



cations channels, increases the efficiency of information provision and, at the same time, increases the quality of the information provided.

### Finding Information Fast

Providing and using information can be both time-consuming and cost-intensive. When researching a topic, you need to know the exact search term to use or where certain documents that you need many times a day are stored. With the intelligent, self-learning search function in USU KnowledgeCenter, you'll find documents even with inexact search terms. Or, you can directly access the document with our easily used one-click navigation mode.

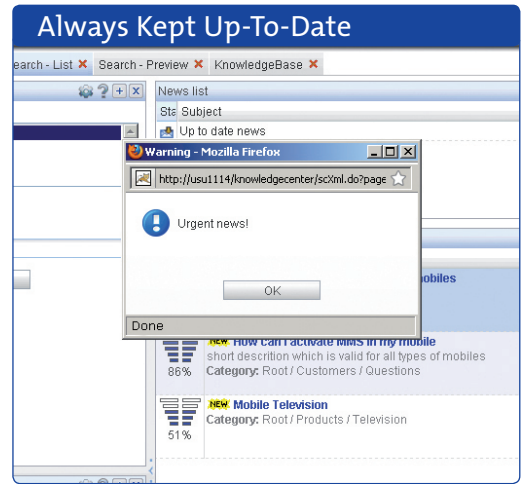


For information valid only for a limited time or daily updates such as for marketing campaigns, often yielding spikes in call volumes, you can use both manual and automatic methods to readily find just the documents that you need. This means that your CSRs can provide information faster, and the time and effort for accessing and using information is much less.

### Always Kept Up-To-Date

Information that was correct yesterday is not likely to be helpful today. Keeping CSRs informed about changes and news is thus a major, essential aspect of a knowledge base. Unfortunately, in actual practice this updating is often done with different methods. News is communicated by e-mail or other ways, bypassing the knowledge base, which then increasingly contains outdated information. USU KnowledgeCenter features a very handy "New" button.

When clicked, it reveals what has changed within a given amount of days. Changed document content is also highlighted. Reports can be distin-



guished based on their urgency and can even be displayed with automatic pop-ups whenever a user is not currently using USU KnowledgeCenter. Or, they can be displayed as soon as a user starts a new search. In this way, USU KnowledgeCenter not only stays far better updated but also considerably reduces the time and effort required to communicate and use news.

### High-Quality Information and Documents

The greatest challenge faced in operating a knowledge base is the need to regularly review the documents in it and to update or replace information in a timely manner before it becomes outdated and thus loses its value. USU KnowledgeCenter actively assists in doing this: An automatically updated list shows what tasks, feedback or suggestions are available to the editor concerned, what documents that editor is currently working on, in which documents USU KnowledgeCenter has detected quality problems or which ones are due for review and resubmission. If processes cannot be handled with standard methods, USU KnowledgeCenter offers a choice of escalation procedures, ensuring that agreements are met.

Flexibly structured workflows enable easy, “one-step” document creation, yet also allow separation of tasks, such as among author, reviewer and approver. This feature allows them to be readily categorized by “content supplier” and “editor”. A comprehensive set of standard evaluation options lets you constantly check and control your document maintenance and usage.

## Comprehensive Access Rights System

Not every employee should be allowed to see, edit or release any document or create and release one to use for another solution. In USU KnowledgeCenter, provision of access rights is efficiently handled as follows: Access rights can be proposed/applied for and then approved and issued, either globally for entire workflows and categories or individually for specific documents as well as to the subsequent editor in the workflow, to the current editor or to the editor in charge of maintaining a document. The access rights wizard is a powerful tool that allows rights to be granted quickly and easily, even to large user groups.

## Individual and Customizable

Knowledge bases differ for each individual application, and even within a company its user interfaces can be different. For instance, the one for CSRs can differ from the ones for technical support, sales or the outbound call center. Or, they may differ based on the given service customer. USU KnowledgeCenter is multi-client capable, which means that it can be customized for all customers, both internal and external – even with no previous IT expertise. Details such as processes, interface features, document types and access rights can be readily determined or customized in just a few minutes. With USU KnowledgeCenter, you’ve got a convenient cutting-edge platform to support your growth strategy.

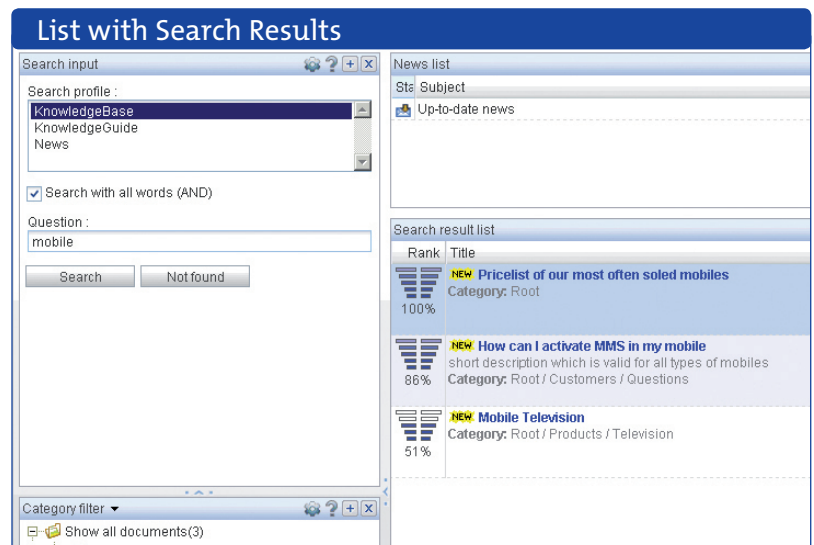
## Easy Integration into Existing Applications

USU KnowledgeCenter offers numerous interfaces based on modern SOAP technology, ones that you yourself can adapt as needed, even without our support, for the following reasons:

- Integration as a self-service solution in your portal or Internet/Intranet
- Integration into an existing CRM or ticket system
- Integration with external document management processes and much more!

## Great Flexibility and High Availability

Knowledge bases are often used for very different purposes, such as for achieving long-term, strategic efficiencies in a service center or for providing targeted support of a short-term, special project. USU KnowledgeCenter can be deployed exactly as you need it – installed in your own infrastructure or made available as an externally hosted Web-based “on demand” service solution. In both cases, USU KnowledgeCenter is easily scaled and dynamically adapts to lower or higher usages depending on how you actually use it.



The screenshot displays the 'List with Search Results' interface. On the left, a search input box contains the text 'mobile'. Below it, a dropdown menu shows 'KnowledgeBase' as the selected search profile. A checkbox for 'Search with all words (AND)' is checked. A 'Search' button is visible, along with a 'Not found' button. On the right, a 'News list' table shows search results with columns for 'Rank', 'Title', and 'Category'. The results include:

Rank	Title	Category
100%	<b>NEW Pricelist of our most often soled mobiles</b>	Category: Root
86%	<b>NEW How can I activate MMS in my mobile</b> short description which is valid for all types of mobiles	Category: Root / Customers / Questions
51%	<b>NEW Mobile Television</b>	Category: Root / Products / Television

At the bottom, a 'Category filter' dropdown is set to 'Show all documents(3)'.

## Ensuring Higher Productivity

USU KnowledgeCenter offers you more than just mere technology. It's highly innovative and efficient. However, what's critical is that technology is used in the right way, for only correctly applied technology will increase productivity. This requires the following:

- The roles, contents, processes and "rules of the game" have to be defined.
- USU KnowledgeCenter has to be integrated into the organizational architecture.
- USU KnowledgeCenter has to be integrated into areas responsible for information provision (training/continuing education, quality assurance, etc.)

## Benefit from Our Experience

With our experience, process models and benchmarking, we'll guide you to the correct, practice-proven workflow model. That's also what our software model is based on, so you can be assured of a successful project outcome. Furthermore, our support doesn't end after successful conclusion of the project. As a member of the USU KnowledgeCenter "family" you'll benefit from the experience and feedback from other users. And as part of your maintenance contract, you have the right to have a free annual "maturity day" assessment. Working with USU consultants, you'll compare your company with others in your business sector. By creating an updated system inventory and analyzing your process maturity and productivity, we'll show you how to optimize your installation in order to derive even more benefit from it. With USU KnowledgeCenter, you create the basis for continuous improvements yielding greater efficiency and higher quality!

## KEY FACTS

USU KnowledgeCenter 5 is all this and more:

- The knowledge base for professional organization of your information and communication processes
- The central tool for call and service centers
- The basis for keeping CSRs reliably and efficiently informed in a standardized way
- Seamlessly integratable into your existing environment due to its flexible architecture and interfaces
- Its new, highly adaptable technology makes it easy to expand in a department, even with no previous IT expertise
- Integratable as a self-service solution in your portal or Internet/Intranet
- Also economically available as an externally hosted, Web-based "on demand" service solution.

This means that USU KnowledgeCenter 5 is the central knowledge platform for your professional, process-oriented service operation.