

++ KEY FACTS

Here's how USU KnowledgeCenter 5 can benefit you:

- + By serving as an information hub
- + By ensuring high document quality
- + By providing a situation/ user-based interface
- + By enabling reliable information retrieval and reuse through self-learning searches
- + By enabling fast creation of a knowledge database through integration of external data sources
- + By promoting economical guidance of calls.

With all these out-of-the-box features, USU KnowledgeCenter 5 is your perfect start for creating and expanding knowledge databases in your company.

Achieve Greater Efficiency and Quality in Service Centers with USU KnowledgeCenter 5

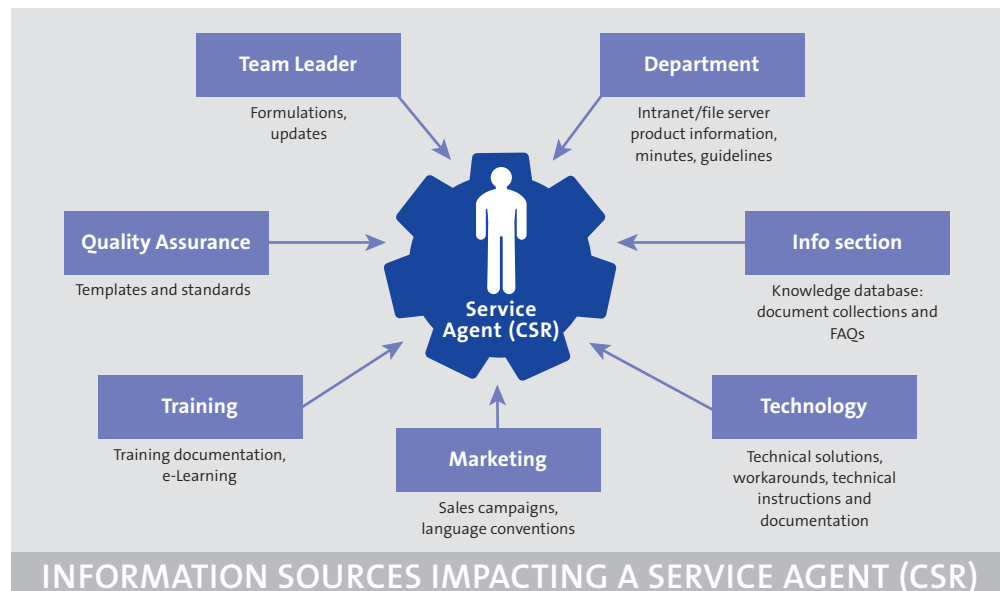
Your customer service center is your central point of contact with your customers. In fact, your customer service representatives (CSRs) are most often the first and only contacts with them. This is precisely where a high level of customer service is critical. Questions have to be answered quickly. In fact, the first CSR a customer talks to should be able to fully resolve the customer's concerns.

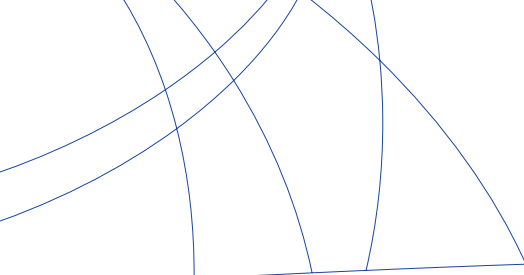
+ A Knowledge-Distribution Hub

In general, knowledge databases are frequently used as type of reference work in which users look for typical solutions. However, USU

KnowledgeCenter is much more than just that: It's the hub for supplying all the knowledge that CSRs need to assist to callers.

Service center employees use many applications, usually of two types: The first are the operational applications, such as ticket or CRM systems, product databases, and similar tools and resources. The second are informational applications such as the Intranet, the file system, paper-storage systems, e-mail clients, etc. Taken together, these applications contain the knowledge and functions needed to get work done. In USU Knowledge Center, they're all conveniently combined into one user interface.





That means that CSRs in a service center only need this one multifaceted application to search for information and to be informed by the customer service management of new features, changes and similar issues. This information-hub approach offers distinct advantages and greatly increases productivity compared to traditional knowledge databases. It's USU KnowledgeCenter that finally makes truly efficient knowledge management in service centers possible in the first place.

+ As Individual as You Are – Today and Tomorrow

Knowledge databases differ for each individual application. And even within a company the knowledge databases can be different. The one for CSRs can differ from the ones used for technical support, sales or the outbound call center.

That's exactly why USU KnowledgeCenter is based on an innovative, modular technology. This approach allows customers and even users themselves – depending on the client's installation – to select and combine a customized series of information objects that best meet their needs. And since this need often grows over time, this adaptability – and the associated growth potential – is even more significant.

+ Integrated into Your Existing Environment

CSRs in service centers work at complex workstations and generally need many applications that have been integrated into a cohesive series of processes. USU KnowledgeCenter is especially designed to be integrated into processes: within the existing IT environment, existing data sources

and existing applications. This means that having a knowledge management system in place won't take up more time, money and effort; instead, it will actually increase your efficiency.

+ Technology Combined with Best Practices

The technology used in KnowledgeCenter is highly innovative and efficient. But only its correct application can bring about the desired productivity. The key issue is the right blend of technology. That means roles, contents, processes and guidelines all have to be defined.

With our experience, standard models and benchmarking, we'll guide you to the correct, practice-proven process model. That's also what our software model is based on, so you can be assured of a successful project outcome.

+ Minimal Information Load on Employees

Whether your staff members are coming back from vacation or are part-timers: the vast flood of information that they face can be overwhelming. In addition to jam-packed e-mail inboxes, they have to cope with changes in work instructions, new telephone numbers, new contact persons, language conventions, and much, much more.

The integrated reporting model and change system in USU KnowledgeCenter will cut this information (over)load significantly. Information can be sorted by type and characteristics: Is it really "need-to-know" information, and, if so, when does it start to apply? Or, does the information only concern a process change for a rather infrequent situation?

+ Efficiently Inform on Promotional Campaigns

When promo campaigns frequently change, CSRs often miss important details. With USU KnowledgeCenter, you'll be able to efficiently create these campaigns and target the related information to the CSRs concerned. In this way, your employees will always have all the information about the latest offers, allowing them to competently (and confidently!) answer customer inquiries.

+ Find Documents without Specific Key Words

The search term used often has a major effect on the quality of the search results. No matter whether "replacement driver's license" or "lost driver's license" is entered, USU KnowledgeCenter's powerful self-learning technology recognizes both search strings as synonyms for the same issue. Thus, there's no longer any need for time-consuming manual entry of "the right" key words. What's more, since the system "learns" automatically from user feedback, the accuracy of search results continuously improves.

+ Find Documents Wherever They May Be

KnowledgeCenter is a centralized meta search engine. If you have already stored solution documents on your file or web server, you can access them directly by means of KnowledgeCenter. Even external data sources can be easily integrated quickly and flexibly by your own system administrators.

+ Support for Individual Search Paths

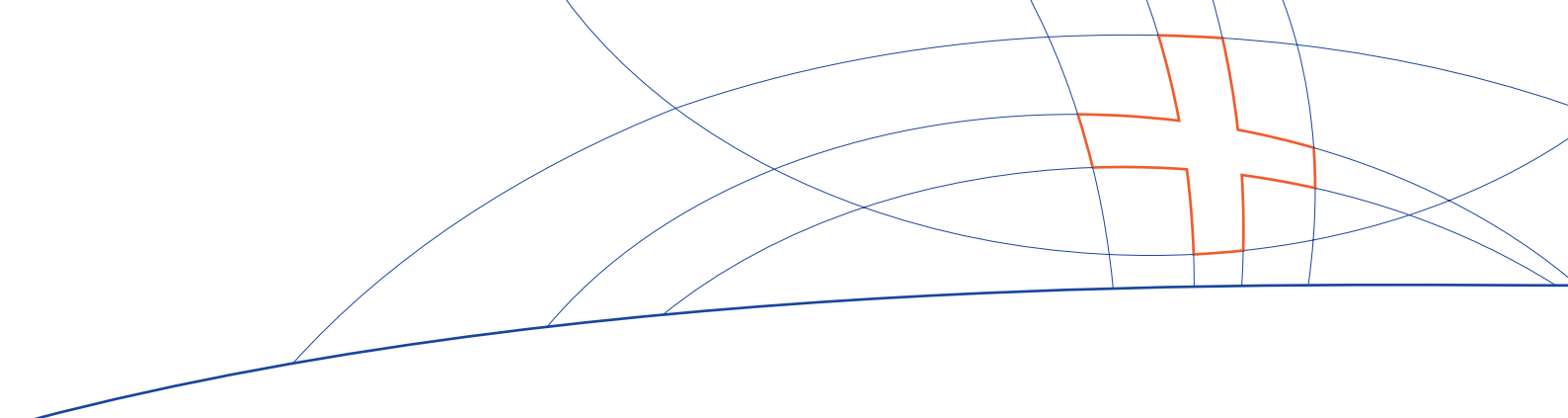
There are times when a search is not always the best option. Some users prefer to navigate through databases, and in some cases a mixture of search and navigation is needed. KnowledgeCenter allows you to combine both access methods. The search results can be displayed in categories so that the right document can be readily found.

+ Ensure Provision of Consistent Information

Knowledge Center's self-learning technology makes locating documents fast and easy. This is a critical aspect to ensure that relevant documents are actually used. During a call session, USU KnowledgeCenter locates the knowledge required for a fast, accurate response. And the answers it finds are always of uniformly high quality, regardless of which CSR takes the call.

+ Guided Dialogs Requiring Little Effort

There are advantages to guiding CSRs step-by-step through a customer's call. In this case, USU KnowledgeCenter not only guides the CSR, but also keeps a record of every single step in the process. Subsequently, the call status can be transferred, such as to a CRM system, or serve as the basis for follow-up processing. With its intelligent, self-learning technology, KnowledgeCenter ensures that the amount of manual intervention is kept to an absolute minimum, even for detailed, complex guidance of calls.



++ BENEFITS

USU KnowledgeCenter 5 represents a new, fundamentally improved form of knowledge transfer in customer service, offering the following features:

- + Significant increases in efficiency and quality in service centers through higher resolution rates, shorter call handling times and better documentation quality*
- + 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 (such as those located at external call centers) and part-time staff.*

+ Correct, High-Quality Solutions

Even the fastest way of accessing documents is of little value if the documents' quality is insufficient. Duplicates, obsolete documents, documents with contradictory information – all this makes a knowledge database unreliable and useless. With USU KnowledgeCenter, you can implement a well-conceived organizational model that clearly assigns responsibilities for deleting and updating solution documents. Workflows, pre-defined reports and escalation routines all ensure a continuous improvement process and a consistently high quality of the document library.

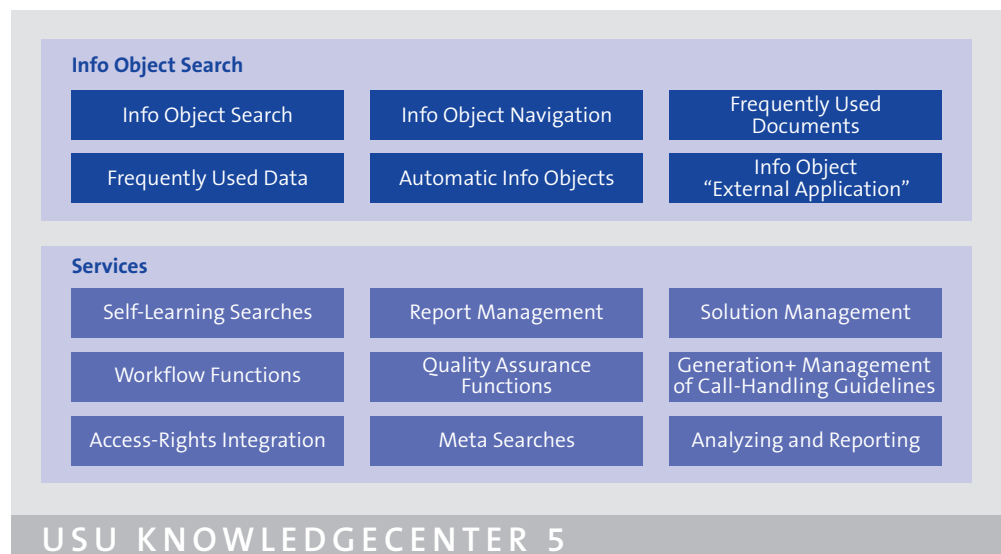
+ A Platform for Continuous Improvement

With KnowledgeCenter 5, you'll increase the performance of your service center and continuously

improve its service quality. You'll increase your resolution rates, avoid follow-up calls, reduce call times and expand the range of information that your call center can cover and provide.

KnowledgeCenter's Web 2.0 approach supports collaboration and knowledge sharing across organizational boundaries. Furthermore, its self-learning searches and automatic display of commonly used information along with feedback and reporting functions as well as other helpful features support a process of continuous improvement.

With KnowledgeCenter you get productive really fast, and you can add new functions step-by-step as needed. That's because KnowledgeCenter 5 is highly flexible, allowing it to grow as your organization and its needs grow.



USU KNOWLEDGECENTER 5