

++ KEY FACTS

The self-learning knowledge database USU KnowledgeCenter supports service organizations very successfully in continuously increasing their efficiency and service quality.

Here's how USU KnowledgeCenter can benefit you:

- + Fast context-based searches for acceptable solutions
- + Parallel searches in all available data sources with just one query
- + Easy, workflow-supported creation of solution documents
- + Efficient reuse of expert knowledge in dynamic decision trees.

Knowledge Databases in Call Centers

USU KnowledgeCenter is a modular suite of products designed to make information available for knowledge-intensive business processes in an intelligent and targeted manner. It is particularly useful in helping service organizations increase their service quality and decrease their service costs.

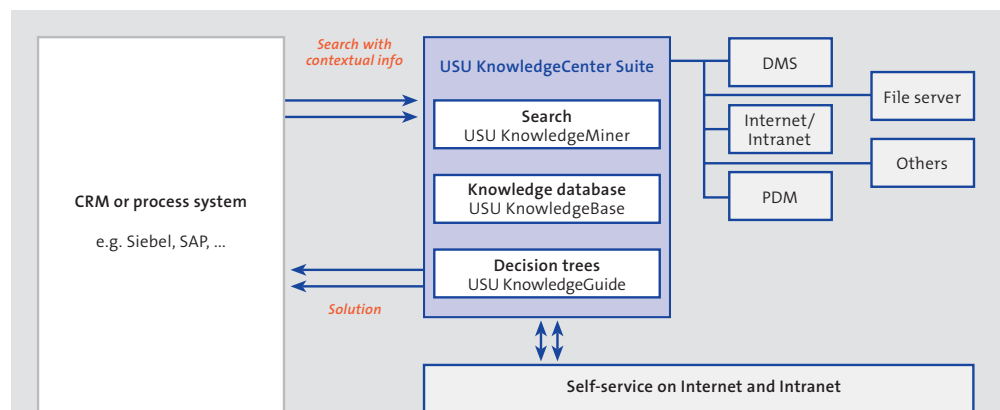
+ The Challenges Facing Call Centers

Call centers are under growing pressure to continuously increase the quality and efficiency of their services. In practice, this means being able to answer inquiries as quickly, directly and completely as possible during the first contact (maximum first call resolution rate). To do so, relevant content such as the latest product information, work instructions, campaigns, special offers, common solutions and workarounds must be able to be found quickly so that they can be promptly reused

as needed. Added to this are ever-increasing technical requirements caused by increasingly complex products and services. Professional process structures are facing the challenges of having to update existing knowledge, ensure its quality and make it readily available. Similarly, to the greatest extent possible, it's also necessary to make expert knowledge accessible and usable by a non-experts. Lastly, the quality of services must remain consistent at all times, even at off-peak hours and when dealing with special topics.

+ Provision of Knowledge to Call Centers

The USU KnowledgeCenter product suite offers three core modules designed to make call center operations more efficient. In particular, KnowledgeCenter allows end users to get self-service support on the Internet or an Intranet.



++ BENEFITS

USU KnowledgeCenter lets you cope with intensifying competitive pressures by providing better service quality, allowing you to achieve definite increases in customer satisfaction.

Within just a short time, USU KnowledgeCenter will allow you to increase service quality, increase the efficiency of your service operations and decrease your service costs in the following ways:

- + Proven reductions in call handling times by 20-30%*
- + Increased first-call resolution rate*
- + Manual intervention in decision trees reduced by 90%*
- + Excellent hit accuracy rates in document searches and direct access to almost any sources desired*
- + Optimized availability, completeness and correctness of solution documentation*
- + Integrated reporting functions that can reduce e-mail volumes by up to 90%.*

Its product suite features the following three modules:

USU KnowledgeMiner

This module enables fast and accurate searches for information. It supports parallel searches in almost any kind of information source with just one search query. In addition to the USU KnowledgeBase solutions database and USU KnowledgeGuide, a system of dynamic decision trees (see below for brief descriptions of both), it can also search through external document management system or Intranet pages. Self-optimizing algorithms ensure that the accuracy of search results (hit accuracy rate) increases with each use and continues to do so without manual intervention by a system administrator. A constant display of automatically updated news is yet another source of information. KnowledgeMiner can also be integrated into a CRM system: In this case, a search can be started directly from the CRM system based on already gathered information.

USU KnowledgeBase

This module is a knowledge database for supporting centralized management and storage of all documents needed to run the call center.

This system covers the complete life cycle of a document from creation, editing, release, revision on down to eventual archiving. The document types and workflows are very easy to configure. In fact, configurations commonly used by typical call centers are already available right "out of the box."

USU KnowledgeGuide

This module uses dynamic decision trees to guide users through complex topics to the knowledge they need. Unlike the static systems commonly in use today, which require a lot of manual editing and tweaking, with dynamic decision trees the system itself can actually automatically determine the correct sequence of diagnostic prompts and questions. As soon as possible, KnowledgeGuide's self-learning technology asks the critical question that leads to a solution, considerably shortening the decision-making process. And it does all this without any intervention by an administrator. In many situations, this drastic reduction in administrative load is what makes the use of decision trees possible in the first place. This method allows complex knowledge to be efficiently structured and applied.