



CNH

Consona Knowledge Management

CNH Uses Consona Knowledge Management to Stay Ahead of Competition

The return on investment extends to network of global dealers who are offering better service and realizing higher customer satisfaction levels

Bearing the Weight of History

CNH Case New Holland is a world leader in the agricultural and construction equipment businesses. Supported by about 11,500 dealers in 160 countries, CNH brings together the knowledge and heritage of its Case and New Holland brand families with the strength and resources of its worldwide commercial, industrial, product support and finance organizations. CNH Global N.V., whose stock is listed on the New York Stock Exchange (NYSE:CNH), is a majority-owned subsidiary of Fiat S.p.A. (FIA.MI). More information about CNH and its Case and New Holland products can be found online at www.cnh.com.



For CNH's customers, a history of innovation and quality is paramount to purchasing decisions. For most people, a break in the rain means an opportunity to get outside and enjoy the sunshine. For farmers, missing a break in the weather during harvest because a combine is out of commission can mean the difference between getting top dollar for their produce or watching the value of their crops wither on the stalk. In construction, a single piece of key machinery being out of commission can stall projects for days or

weeks, setting back the completion date and potentially costing hundreds of thousands—or even millions—in human resources, equipment and other costs.

Contact Center Complexity

For CNH's contact center agents, the company's history of innovation—and consolidation—can make life challenging. Its support centers on four continents must literally have expertise across thousands of products, models and model years; hundreds of product categories; and a myriad of accessories. Some of those products are still in dealer showrooms, but many others have long since been discontinued. And CNH must provide support for all those products in multiple languages to thousands of dealers spread across the globe.

Where most companies would focus on the challenges of the situation, CNH saw an opportunity. The company decided to look to its contact centers to not just meet customer and dealer expectations around issue resolution, but also increase customer satisfaction and retention. As part of this initiative, CNH began searching for a knowledge and search resolution management system. Shortly thereafter, the team chose and implemented Consona Knowledge Management (formerly KNOVA), a Consona CRM solution.



Return on Investment at a Glance:

CNH, a global leader in agricultural and construction equipment, saw the following return on investment after implementing Consona Knowledge Management:

- Realized significant annual savings in self-service, which effectively deflected 80 percent of calls and increased customer satisfaction.
- Increased how often agents were able to find solutions by 37 percent, translating into a ROI of less than 3 months.
- Helped dealers worldwide realize incalculable savings via improved customer service.
- Reduced translation costs by 40 percent.
- Captured 4,000 knowledge objects within the first year; six years later, the company reached 45,000 knowledge objects, representing over 3,300 product models—each one translated into six different languages.
- Captured 850 solutions per month in the day-to-day work of CNH agents.

“The significant return on investment we’ve received from our Consona systems doesn’t even include the returns our dealers are experiencing. Imagine how much our global dealer organization has saved, and what the improved service they can deliver will mean to their business and to their customers’ businesses. That’s the real value Consona has provided.”

— **Steven Peterson**, Knowledge Manager, CNH Dealer eBusiness Systems

Efficiently Creating More—and Better—Content

In 2002, ASIST, CNH’s Consona CRM-powered customer service system, had realized significant savings with self-service, which effectively deflected 80 percent of calls and increased customer satisfaction. Incremental improvements to CNH’s translation services, provided by a custom translation tool developed by Consona, reduced translation costs by 40 percent.

In that first year, Consona CRM’s in-workflow authoring captured 4,000 knowledge objects as agents resolved issues over the phone or dealers helped themselves with self-service. Today, that number has reached 45,000, and represents over 3,300 product models—each one translated into six different languages. Every month, another 850 solutions are captured in the day-to-day work of CNH agents. This makes Consona Knowledge Management unique in its ability to not only ensure consistent answers across channels, but also to continuously improve service effectiveness without the need for the costly and time-consuming authoring of content.

“Each time a new solution to a problem is captured and rolled out to self-service, our dealers are able to solve our customers’ problems better and faster,” said Steven Petersen, knowledge manager for CNH Dealer eBusiness Systems. “The system constantly gets better, and so do our dealer and customer satisfaction levels.”

Continuous Improvement

To take ASIST to the next level, and to meet the aggressive objectives the company had set for itself, CNH integrated the latest releases of Consona CRM’s solutions for self-service, agent-assisted service and authoring in 2007. These updates added a number of improvements, including faster capture and addition of knowledge to the system, as well as tighter integration with the other applications that make up the full ASIST system. For example, ASIST now passes along

data such as region, brand and user type so that Consona Knowledge Management can better target and personalize search results. As such, if a Case IH-branded dealer in Spain and a Canadian New Holland Construction dealer both search using the same text, each person will see different, context-specific information.

“This is without question the best service solution in the industry,” said Petersen. “We consistently hear back from dealers that they show it to customers as a competitive advantage. The people who use our products rely on them each and every day; they appreciate the fact that our products are backed-up with cutting-edge service.”

Passing Success to Partners

CNH saw the impact of the upgraded Consona CRM functionality almost immediately. Users soon began reporting a 37 percent increase in how often they were able to find solutions with upgraded self-service. That resulted in an ROI of less than three months. The added value will only increase as more dealers use ASIST and discover the richer experience it provides. In fact, one of those dealers can be found in Uzbekistan. A week after ASIST self-service was rolled out to the Central Asian republic, a dealer had already contacted CNH in gratitude. Armed with knowledge, he had been able to resolve issues with several machines that would normally have taken longer to resolve.

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CNH—A Tradition of Innovation

CNH represents a family of brands that have shaped the history of agricultural equipment. The CNH heritage includes the combined legacies of Braud, Case, Claey's, Fiat, Flexicoil, Ford, International Harvester, New Holland, Steyr, and many others. This rich heritage of leadership defines the CNH organization today.

In the first years of mechanization in the agricultural industry, the CNH companies were in their simple beginnings. Men like Cyrus Hall McCormick and his reaper, Jerome Increase Case and his thresher, Abe Zimmerman and his portable feed mill, Leon Claey's and his threshing machine, Alexandre Braud and his stationary thresher, and Henry Ford and his Fordson Tractor, were literally dreaming the future of working machines.

The tradition of innovation runs deep throughout the roots of all of the CNH brands. Over the course of the last 170 years, the company has been contributing to the future of agricultural mechanization. This spirit of innovation has been a driving force behind the growth of all the CNH companies over the years, as well as one of the common elements that continues to unify them today. This spirit is also very much a part of their ongoing strategy as they continue to grow and define the future of mechanized farming.

The logo for Consona CRM features the word "Consona" in a blue, sans-serif font with a stylized blue wave above the letter "o". To the right of "Consona" is the text "CRM" in a smaller, black, sans-serif font.

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