

ParTech Inc.

Consona Knowledge Management

Knowledge at the Point of Sale: The High-Tech Side of Quick Service

With Consona CRM, ParTech creates a faster and more consistent customer experience

ParTech Puts the “Quick” in Quick Service Food Industry

Around the world, restaurants of all sizes rely on their point-of-sale systems to process transactions quickly and efficiently. At a quick service restaurant, delays in settling a customer's bill can ruin an otherwise enjoyable customer experience and damage that customer's loyalty.



In the highly competitive quick service restaurant segment, the point-of-sale (POS) system is business-critical to handling the large volume of customers needed to increase margins and stay competitive.

With over 45,000 of its POS systems installed in 105 countries, ParTech is the leader in POS systems purpose-built for the restaurant, hospitality and retail sectors. In business for nearly 30 years, ParTech's customers know they can rely on the company's systems and services to keep their businesses running and their patrons satisfied.

More Products, More Complexity and Heightened Customer Expectations

As with any technology company, ParTech's customers expect not just full-featured, robust solutions; they also demand quality technical support to help them optimize those solutions. Over the years, as customer

expectations have increased, ParTech's growing suite of POS systems needed to adapt to meet those expectations.

Increasing product complexity, shorter product development cycles; and integrations with third-party hardware, software, and a variety of Internet and wireless systems, can make it difficult for even the most senior of support agents.

In 2004, ParTech's contact center managers decided that although they were meeting customer expectations, they needed to exceed those expectations to stay in front of their competition. As with most contact centers, staff turnover was resulting in knowledge gaps, primarily because the company's existing knowledge management product wasn't able to capture an agent's expertise before he or she walked out the door. The results were growing call volume, longer call duration, and an increasing workload. Action was needed to improve declining service levels before they affected customer satisfaction.

Consona Knowledge Management from Consona CRM Provides Best Functionality and Fit

After considering several enterprise products, ParTech partnered with Consona CRM (then known as KNOVA), a leading provider of knowledge management (KM) solutions. Not only would Consona Knowledge Management easily integrate with ParTech's Clarify CRM solution and workflow, it would



Return on Investment at a Glance:

In the three years leading up to the Consona CRM Knowledge Management deployment, ParTech support agents had authored few solutions. In the three months after the Consona system went live, the agents authored eight times the number of solutions. Within six months, the knowledge base contained more than 26 times as many solutions. Other returns the company saw included:

- Increased first call resolution by 7.5 percent.
- Reduced average handle times for complex products by 31 percent.
- Reduced average handle times for simpler products by 13 percent.
- Decreased escalation rates by 25 percent.
- Saved approximately two minutes per call.
- Faster time-to-productivity for new support agents.
- A more consistent customer experience.
- Enhanced future product releases via insight from customer issues and requests.

“Ultimately we successfully implemented the system and our processes over a 90 day period, and began to build up our knowledge base from that point to where it is today. Now, we have a robust tool and process in place that allows us to continually improve our effectiveness and efficiency, provide consistent resolutions for our customers, and contribute to the welfare of the company.”

— **Brad Winne**, Director of Support Services, ParTech Inc.

also integrate seamlessly into the day-to-day work of its support agents. Specifically, it would capture information as it was created in the course of resolving customer issues, effectively filling the gaps in ParTech’s knowledge base and preventing new gaps from being created.

Like most contact centers, ParTech is under constant pressure to improve service while reducing costs. So when the company’s senior management approved the Consona CRM purchase, it made it clear that it expected all return on investment (ROI) promises to be kept. Since deploying the system in 2004, ParTech calculates it has exceeded its return on investment goal of saving two minutes per call, which translates into significant cost savings for the company.

Using Knowledge Management to Achieve Significant, Tangible ROI

Content authoring and publishing are key to any KM initiative’s success. In the three years leading up to the Consona Knowledge Management deployment, ParTech support agents had authored few solutions. In the three months after the system went live, the agents authored eight times the number of solutions. Within six months, the knowledge base contained more than 26 times as many solutions.

Although some of those new solutions were authored by senior agents to capture their knowledge in resolving more complex problems, many were level-one issues captured by Consona in real-time—as they were resolved. Now, even if an agent can’t find the exact resolution to a problem, he or she can usually find a similar case to use as a starting point.

Just as ParTech is able to use the insights it gains from Consona’s analytics to improve its training, it is also able to improve its products. By tracking actual problems and solutions, it is able to identify opportunities for usability enhancements. This information is then shared with the development group, so it can be incorporated in future product releases. Not only does this result in higher-quality products that better meet customer needs, it also reduces the number of calls and increases customer satisfaction.

Since deploying Consona Knowledge Management, ParTech agents have been able to quickly ramp up support for new products, and effectively resolve issues from day one. Although the agents had limited knowledge of the new products, Consona’s in-workflow authoring captured resolutions as agents were on the phone with customers, and made those resolutions available to other agents. For example, after acquiring PixelPoint in June 2006, average handle time was cut in half in a six month timeframe—an efficiency gain that would have taken two years to accomplish in the past.

“Knowledge management has now become a way of life here at ParTech, and most of us wonder how we ever did without it.”

— **Tony Rampacek**,
Manager of Technical Support and Training,
ParTech Inc.

 Consona CRM

Consona Corporation
450 East 96th Street, Suite 300
Indianapolis, IN 46240

Toll Free/Fax:
(888) 8 CONSONA
(888) 826-6766

info@consona.com
www.consona.com/crm