

Consona Knowledge Central

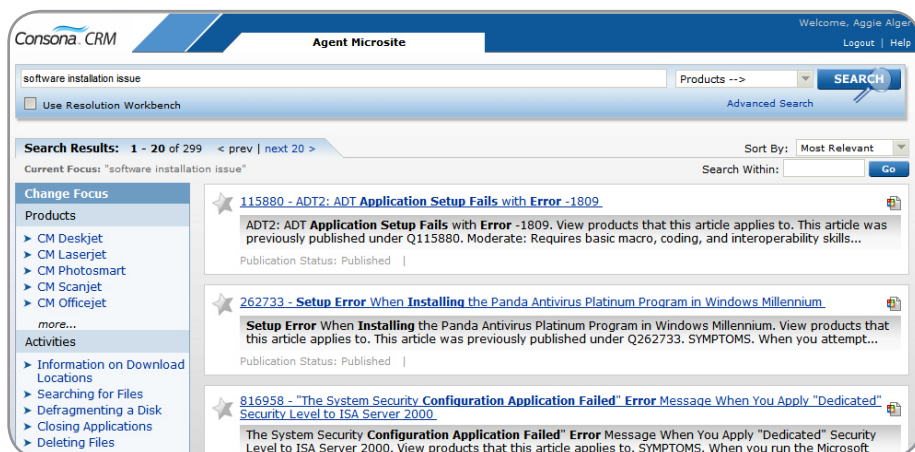
What It Is

All those investments in call routing and tracking have been necessary, and they do help manage the queue and keep you organized, but the calls keep coming and those investments haven't helped you save much on your biggest expense—time.

Consona Knowledge Central helps you to plow through that queue by harnessing your greatest asset—knowledge. When you can capture knowledge, share it and reuse it many times over, you are saving time and resources. Knowledge Central is a best of breed knowledge management (KM) tool built to capture knowledge across the enterprise and then make it available to employees, partners and customers with the goals of providing a superior customer experience and a healthy ROI.

Knowledge Central gives agents, operations analysts, and managers the full suite of functionality they need to craft the best possible customer experience.

- An integrated resolution workbench integrates with CRM to provide one screen that has all the capabilities needed to solve and document each customer interaction. Knowledge is easy to capture, author and update in the course of solving customer problems.
- A sophisticated search uses patented technology to guide agents through the resolution process, automatically, delivering results from all relevant content, whether stored inside the knowledgebase or not.
- Advanced in-process authoring tools allow you to capture knowledge as cases are solved. Knowledge can be then be made immediately available for reuse to help solve other cases.
- Comprehensive analytics provide the insights needed to assess agent performance, identify areas for improvement and track the knowledge that is most valuable to the enterprise.



Consona knowledge and incident management products are KCS Verified v4 by the Consortium for Service Innovation.

- Knowledge-Centered Support is a proven practice for capturing, improving, and taking advantage of knowledge with each customer contact. The list of support organizations implementing KCS continues to increase, as does the success they accrue by making their staff more efficient, their self-service more effective, and their customers more successful.

— **David Kay**,
leading knowledge management consultant and co-author of *Collective Wisdom: Transforming Support with Knowledge*

Why You Need It

Consona Knowledge Central streamlines the agent experience by providing a single screen for all needed tools and information. These are just some of the features that help drive service and support efficiencies:

- Speed time to resolution as it delivers relevant knowledge based on the specifics of each case or incident, utilizing relevant search results, resolution flows and guided search.
- Web content, wikis, support forums, content management systems, and other relevant knowledge are integrated into a single precise search result.
- Comply with industry best practices, such as the Consortium for Service Innovation's Knowledge-Centered Support (KCSSM) and ITIL incident management, problem management, and service management processes.
- Quantify ROI and enable Voice-of-the-Customer reporting using advance analytic tools.
- Assess and improve individual and team performance with specialized dashboards.
- Provide accurate search results with Consona's deep natural language processing.

What It Does

Adaptive Search and Navigation—Provides a deep natural language understanding of queries and cases for accurate results while guided search helps agents frame issues and locate solutions.

Self-improving search—The system gets “smarter” as it is used, constantly increasing the relevancy of search results.

Seamless agent resolution from CRM—Integrates seamlessly with Consona Case Management or your own CRM system to capture dynamic case notes, e-mail, solutions and collaborations in CRM.

Resolution Flows—Automatically triggered by case context to achieve optimal resolution. Construct and deliver best practices and policies for resolution and provide integrated process support with knowledge delivery.

Collaborative support—Expert locator and forums integration leverages expertise inside and outside the enterprise.

Recommendation & Visual Search Management—Search-context driven recommendations and offers and allow broad sets of permissioned users to improve search effectiveness.

Microsites—These personalized role-based agent portals allows managers to push alerts news, and messages to the right agent segment.

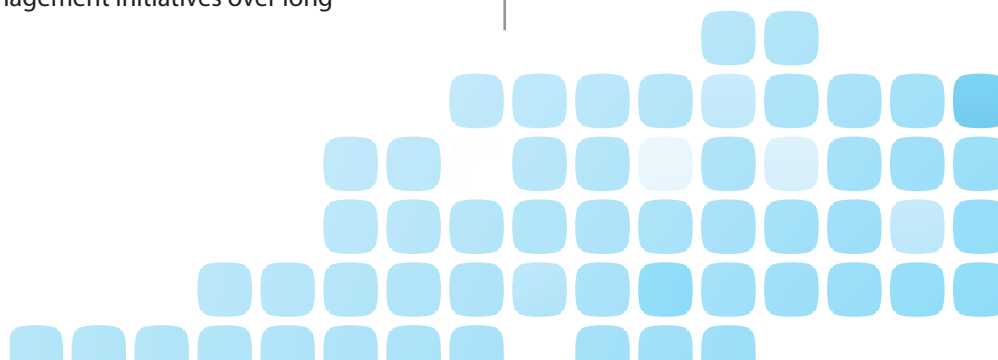
Knowledge Umbrella—Integrates structured and unstructured data including web content, file systems, databases, CRM systems, CMS systems, wiki and forums content, utilizing auto-classification and segmentation features.

In-process authoring—A knowledge capture workflow is built into natural agent processes with KCS support and process flexibility including steps to recommend, draft, improve, approve and publish content.

Advanced actionable analytics—Monitor and measure success with analytics that give you deep insight into knowledge management initiatives over long periods of time.

Through effective knowledge management we achieve an important balance between customer satisfaction and cost containment.

— **Dan Bell,**
Senior Vice President and
General Manager,
Canon ITS



More on Knowledge Central

Consona Knowledge Central is built on a simple design philosophy: streamlining the agent's job means higher productivity, happier customers, and happier staff. Unlike other tools that return seemingly random search results, require users to flip from screen to screen, and force agents to leave their primary tools to work with knowledge, Knowledge Central eases the task of resolving customer issues with one-stop shopping for all the knowledge and tools agents need to resolve customer issues.

Knowledge Central gives agents, operations analysts, and managers the full suite of functionality they need to craft the best possible customer experience. An integrated resolution workbench integrates with CRM to provide one screen that has all the capabilities needed to solve and document each customer interaction. Knowledge is easy to capture, author, and update in the course of solving customer problems. A sophisticated search uses patented technology to guide agents through the resolution process, automatically, delivering results from all relevant content, whether stored inside the knowledgebase or not. And comprehensive analytics provide the insights needed for assessing agent performance, continuously improving the customer experience, and making a solid business case for knowledge management.

Remember the time and resources you'll be saving? As your agents solve issues more efficiently, customers aren't sitting in the queue as long and their problems are being solved faster (that is, if they didn't already solve their issue using the knowledge you made available via Consona Self-Service—but that's a different datasheet) and that makes everyone happier.

P.S. Happier customers make repeat customers.

About Us

With a comprehensive set of solutions spanning self-service, customer management, chat, communities and proactive, just-in-time marketing and support—all fueled by a patented, best-of-breed knowledge management platform and backed by advanced analytics—Consona's KCS Verified tools are the choice for integrated, multi-channel customer service and support. The only CRM vendor focused entirely on service and support, Consona helps the Global 2000 control costs while providing a superior customer experience.

Consona

Problem: Solved!

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“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