

Consona Self-Service

What It Is

If you're old enough to remember the days when an attendant pumped your gas, you may recall that consumers took up the nozzles reluctantly when pump-your-own stations became the norm. Customers saw this as a way to cut jobs and costs at the expense of good service, and it forced consumer to do the work.

Online self-service was viewed that way by many companies in the nascent days of the web. But there is a big hole in the comparison ... customers embraced self-service. It let them find answers during not-so-regular business hours and set them free of endless hours of on-hold music. Today it is a must-have and some even become belligerent when forced to call customer service.

Self-service used to mean a static list of FAQs, and later a basic site search that returned some pretty shady answers and links to likely unrelated pages. Consona has always taken a different approach. Consona Self-Service mines the knowledge you have housed in many places —your website, customer forums, wikis, documentation, knowledge base content, and more— and presents it through a highly customizable, personalized Microsite.



Why You Need It

Consona Self-Service drives a superior customer experience by providing relevant answers through a patented search platform. Here are just some of the benefits of a better service and support portal:

- Deflect low-value, high-cost calls.
- Satisfy customers by giving them a highly desirable option for customer service and support.
- Build customer relationships and loyalty through personalization.
- Deliver precise, relevant content in a single search result from any repository including websites, wikis, support forums, content management systems, documentation and more.

Case History

Support for CM LaserJet

Links

- CM LaserJet
- Self-Service

My Favorites

Saved Documents

- Loading and Printing on Paper from the Main Input Tray in Windows 10/12/2009
- Windows Installer Service Errors Occur While Installing or Uninstalling the HP All-in-One Software in Windows XP and 2000 10/15/2009

Saved Users

SEARCH

e.g. LaserJet P4110, DeskJet 1100 or C4224A
 ▶ How do I find my product name/number?
 Advanced Search

Support Incident List expand

ID	Description	Priority	Status	Type
120	Unable to clear a printer jam	High	Closed	How To
119	I can't print	High	Closed	Printing
118	I can't print	High	Closed	Printing
116	I can't print	High	Closed	Printing
112	can't print	High	Closed	Printing

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What's Popular 1 - 5 of 10 < prev | next 5 >

Show: Document Types

- ▶ Loading and Printing on Paper from the Main Input Tray in Windows
- ▶ Print Jobs are Stuck in the Print Queue and Will Not Print with a USB-connected Printers in Windows ...
- ▶ HP Jetadmin - HP Jetdirect Port Printing in a Windows 95 or Windows 98 TCP/IP Network

Answer Wizards

- Get Assistance
- Create Support Request
- Create Work Ticket

To access customer service information, select a link above.

NEED HELP?
Click for online chat

Escalation

Resolution Flows

Configurable Pagelets

Isn't self-service just for the easy questions?

Consona Self-Service handles the easy issues just fine, but that's not what it was built for ... the Consona knowledge management platform was designed to help solve complex questions, for both agent-assisted service AND self-service. Resolution flows are pre-scripted step-by-step instructions that guide users through even complicated fixes to common issues.

An added benefit – audience segmentation controls allow Consona Self-Service administrators to specify who sees what. That means you can entitle internal users to see a more detailed solution set than you provide to customers or the general public, or you can provide more or less information to customers based on their SLA.

The bottom line? No matter how easy or complex the issue, Consona Self-Service gets the right answers to the right users efficiently and effectively.

Microsites are customer portals that enable branded marketing and personalized support based on factors such as products owned, geography, profile and preferences. Context-sensitive pagelets can be proactively generated in the course of a search to provide relevant news, alerts and offers for products and services. This allows for highly targeted selling options, seamlessly guiding the user to marketing content or even a live agent.

Of course a Microsite may have some FAQs but they're now dynamic, based on the hottest topics and relevant to the specific product or service topic being addressed. And site search has become an intelligent knowledgebase search that gets smarter each time it's used.

What It Does

Intuitive self-service interface—consolidates support content with personalized delivery and guides site visitors to the answers they need with minimal clicks.

Adaptive Search and Navigation—backed by a integrated search solution set:

- Deep natural language understanding of queries and cases for accurate results.
- Guided search helps agents frame issues and locate solutions.
- Resolution flows optimize the handling of common high-value customer requests.

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

Seamless escalation to assisted support—when you need it, it's there. The user's session history is passed with the escalation, so the agent can see the searches attempted and users don't need to repeat themselves.

Integration with CRM—enables capture of session information to the customer record.

Personalization—supports segmentation along multiple enterprise-defined dimensions such as product, industry, and region. Personalizes all aspects of the customer experience including content, recommendations and processes.

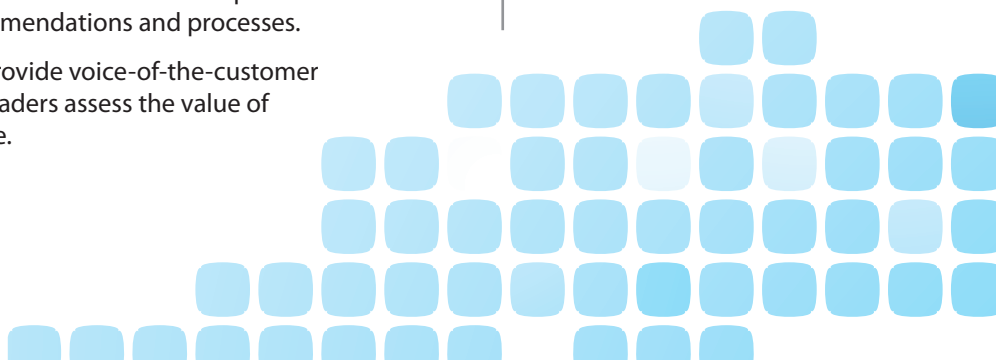
Analytics for insight—self-service analytics provide voice-of-the-customer reporting while specialized dashboards help leaders assess the value of knowledge and quantify the ROI for self-service.



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

“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. The system constantly gets better, and so do our dealer and customer satisfaction levels.”

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



More on Self-Service

Consona Self-Service provides service and support organizations with all of the capability they need to create an award winning, customer satisfying, and call-deflecting website. A simple administration console lets service and support website owners to create personalized Microsites for different customers and segments such as partners, premium support customers, and field service personnel.

Resolution flows guide customers through a specific process for specific high-value issues. Personalized content panes and subscriptions keep customers up-to-date on the issues they care about. And CRM integration makes sure customers never hit a dead end: with the right entitlement, customers or partners can log a new case or incident that automatically includes all of their self-service history, improving the handoff to assisted service and speeding time to resolution.

When the filling station went to self-service, it did eliminate some jobs and that can still be a concern, but more and more, call center agents no longer see self-service as a threat to their jobs. Self-service is deflecting the mundane and repetitive calls so agents are able to concentrate on solving new and more challenging issues. Solve those issues a couple times and you have some new knowledgebase content that can be solved through self-service ... then the next issue comes along. It's the circle of life right there in the knowledgebase.

And those agents are now smarter, more efficient and maybe a little prouder of their work. Maybe they even get promoted to knowledge authors. Hey, isn't that called job security?

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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Can I Disconnect the Phones?

Have you ever been to a website to look for a customer service phone number, but it's nowhere to be found? Some companies, in a misguided attempt to save money, hide, or even refuse to publish a toll-free number. Now, most customers want to self-help most of the time. But sometimes, people do need or prefer to talk to a human.

The companies that try to control their customers by hiding the support numbers find instead, that their toll-free numbers are posted on forums, along with brand-damaging rants about how hard they are to do business with. Customers demand to choose how to deal with their vendors, and we believe you ultimately save money and build brand equity by providing the best experience possible, on the customer's terms (even if you have to pay a few extra dollars up front for that phone call).