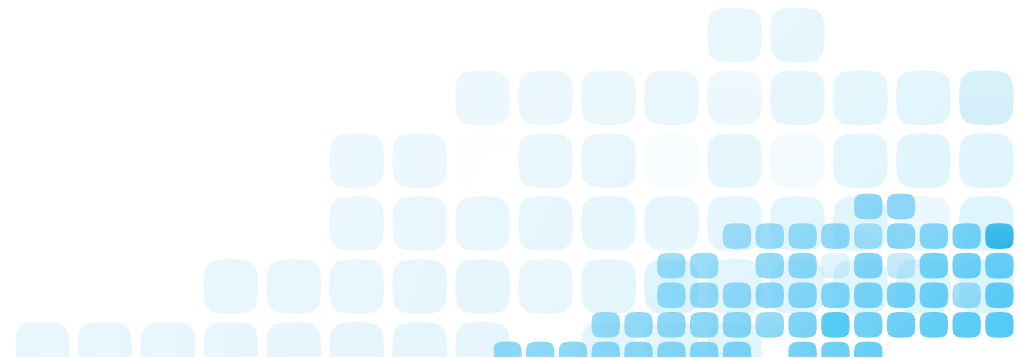


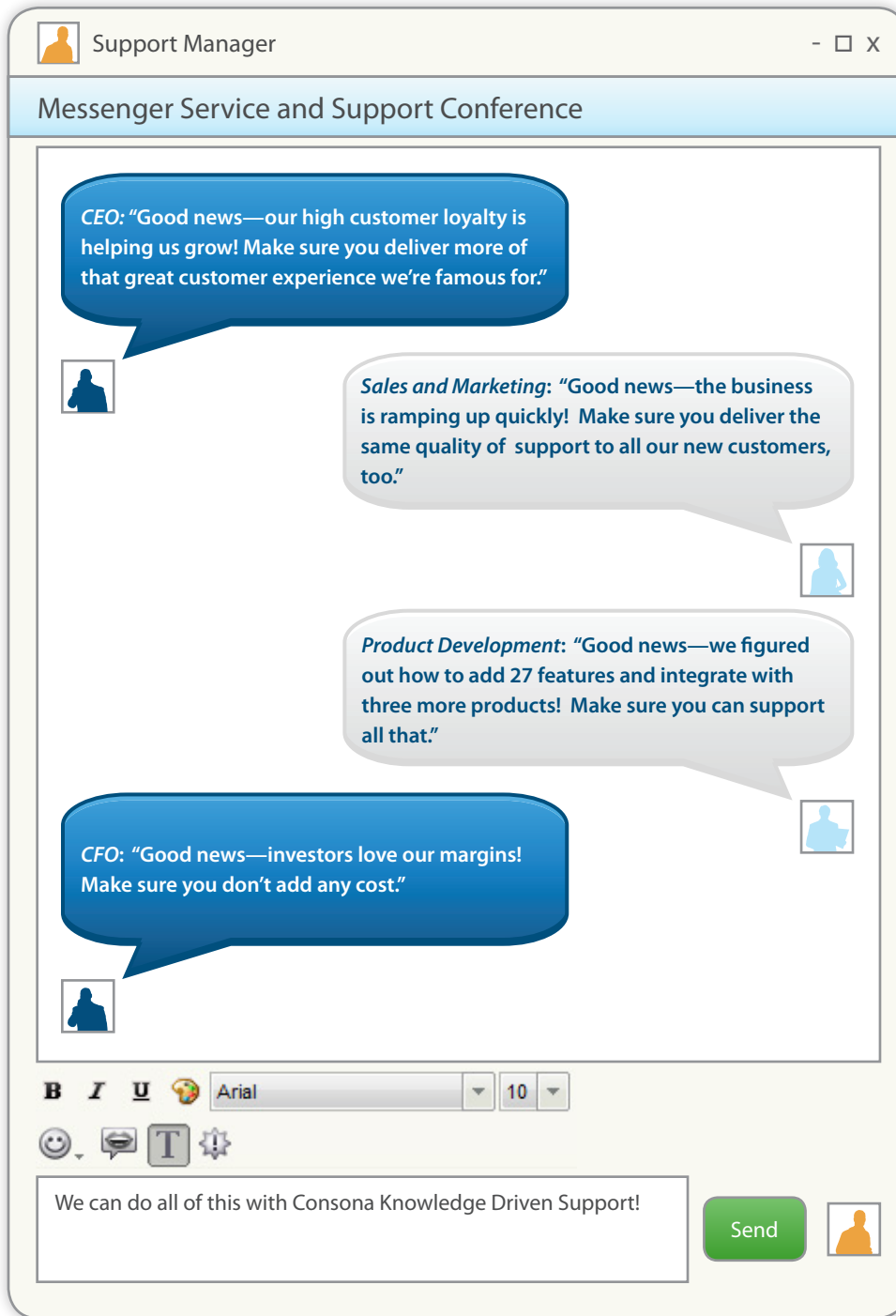


# Consona Knowledge Driven Support

**Case Management and Knowledge Management become**

ONE





## Other parts of the organization have lots of “good news” for service and support.

Finally, there's real good news. For service and support organizations that are under increasing pressure to deliver financial performance and customer satisfaction and loyalty ...

- Your customers want service their way, right away.
- The case load keeps growing, and you don't have the resources to just throw headcount at the problem—you simply need to deflect more calls..
- Your most valuable assets walk out the door every night.
- You want your service and support to help you stand out from the crowd, but it seems like you have to run as fast as you can just to stay in the same place.
- Restrictive tools actively get in the way of adopting industry best practices.

... Introducing Consona Knowledge Driven Support from Consona CRM: the industry's first coupling of case tracking and knowledge management applications focused on helping service and support organizations unify, guide and measure every agent on every channel—from self-service microsites through assisted service channels like phone, chat and remote diagnostics and repair.

Consona Knowledge Driven Support saves hundreds of thousands of dollars compared with fully integrating any suite of other standalone tools. And, unlike the knowledgebase “modules” that are sold with CRM tools, which provide only a few database tables and keyword search, Knowledge Driven Support provides a robust, fully functional knowledge management application that scales to the complexity of any business.

**Less Complexity. More Integration.**

**Less Investment. More Return.**



**Empower** – Handle demand without adding headcount by relying on effective, personalized self-service that provides customers with easy access to the expertise of the entire organization and to SupportActions, online tools that actually fix the issue instead of just talking about it.



**Engage** – Provide one-click access to immediate satisfaction through chat or online submission, streamlining the workflow for customers and giving them the confidence to try self-help, while supporting the most efficient service and support delivery channels for the enterprise, all driven by a common knowledgebase.



**Guide** – Hand-hold users through high-value resolutions; route them seamlessly into assisted service when that's the right thing to do, and guide them to the most appropriate tool or resource (such as a license key renewal service or password reset), regardless of what system implements it.



**Share** – Make it easy for staff to share all of their experience, so problems never have to be solved twice, providing agents accurate and usable knowledge to solve future problems and making customers think they got a fast pass to Tier 2.

## Scale the Business

**Implementing self-service is just the first step.** Everyone talks about the importance of self-service for customer satisfaction and contact deflection, but when you peel back the covers, most vendors just provide a simple FAQ tool with keyword search. Customers need greater capability to diagnose and resolve issues that they have with today's complex products and services.

Consona Self-Service is a complete solution for guiding users from issue to resolution. Patented diagnostic guided search leads users through the process of specifying their issue so that the right content can snap into focus. Resolution wizards provide white-glove, step-by-step directions for common, high-value issues. And SupportActions completely automate the resolution of issues with one-click fixes.

**Solutions for all customer channels.** Service and support delivery is hamstrung by technology silos built around particular channels: the phone is integrated with case management, but e-mail systems have their own library of responses, chat systems have canned text, and keeping it all in sync is virtually impossible.

Consona provides built-in support for chat, web, and e-mail channels, and integrates easily with leading telephony systems. This means that staff are freed from technology limitations and can support customers through whatever channel is best for them. Customers can move seamlessly from self-service to chat or e-mail without ever having to start over. And a common knowledge infrastructure that works across all channels provides consistent customer experiences with a minimum of fuss and bother: there's no wasted effort in knowledge synchronization, because everything is managed in a single unified system.

# Resolution Wizard

## Answer Wizard: Connecting Help - Error - The Communication Port Invalid or Busy

Do you connect to the Internet using Dial-up or Broadband?

- Dial-up  
 Broadband

Next

### Assistance Steps

- ✓ Restart Computer before performing any steps further
- Do you connect to the Internet using Dial-up or Broadband?

## Answer Wizard: Connecting Help - Error - The Communication Port Invalid or Busy

You Answered My Question

I Still Need Help

### Assistance Steps

- ✓ Do you connect to the Internet using Dial-up or Broadband?
- Check the modem in Control Panel

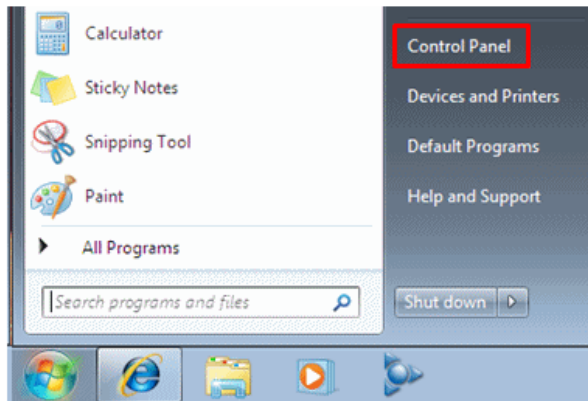
### Check whether the modem responds in Windows Control Panel

When troubleshooting connectivity issues, it is important to ensure that the modem is responding in the Control Panel and that the modem profile used in the AOL software is correct. If the modem does not respond in the Control Panel, you will need to contact the manufacturer of the modem for further assistance. Even if the modem responds in the Control Panel, there may not be any output from the modem. If all the suggested solutions fail, you will need to contact your computer manufacturer for further assistance.

- [Windows 7/Vista/XP/2000](#)
- [Windows Me/98](#)

#### To check whether the modem responds in Windows 7/Vista/XP/2000

1. Click **Start**, and then click **Control Panel**.



**Note:** If you are using Windows 2000, click **Start**, select **Settings**, and then click **Control Panel**.

Printer-Friendly View

## Stop Brain Drain and Shorten Ramp-up Time

**Completely integrated knowledge and case management.** Conventional knowledge management requires customer-facing staff to switch back and forth between applications—copying text from the incident to paste into the knowledgebase search, copying an article ID to paste into case notes, opening a new window to author or edit a knowledgebase article—it just becomes too much of a hassle, and no matter how good the process is in theory, people simply won't follow it.

Consona fully integrates knowledge management and case management functionality into a single application, which means that reusing, capturing, and improving knowledge in the case workflow is as natural as breathing. There's no extra clicking, no application switching, and no copying and pasting: there are no barriers between support staff and the collective experience of the organization as a whole.

**Diagnostic guided search.** Even when knowledge is available, it can be hard to find—especially for new staff who don't know all the internal jargon. The same diagnostic guided search that helps customers resolve their issues is available for support staff, too. It's not a rigid path and it requires no extra steps, but it provides a helpful "guide on the side" that suggests new questions to ask the customer or new troubleshooting approaches.

**Automated system information collection.** Support staff will say "customers lie:" not in the sense that they intentionally mislead, but they often simply don't understand the questions they're being asked, and they frequently respond with misinformation. Under the best of circumstances, collecting data about customer systems is time-consuming and error-prone.

Consona's patented SmartIssue technology gets the customer out of the middle by automatically harvesting the environment information from the customer's system and presenting it in a way that's optimized for troubleshooting. Agents and customers never have to finger point, and issues get resolved more quickly, with less back-and-forth.



**Automate** – Leverage SmartIssue to automatically provide all the relevant information from the customer's system.



**Integrate** – Put knowledge functionality directly into the case management workflow, so it's painless for staff members to contribute to and take advantage of the collective wisdom.



**Find** – Make it easy for agents who are still coming up to speed to find the information in the knowledgebase—or any other repository—using guided diagnostic search.



**Collaborate** – Create a continually-learning organization by sharing new findings and work in progress.

# SmartIssue Agent Desktop

The screenshot shows the SmartIssue Agent Desktop interface. The main window is titled "sam - wireless router problems" and has a menu bar with "Logon", "Edit", "View", "Window", "Impersonate", and "Help". Below the menu bar are buttons for "Refresh", "Cancel", "Reset", and "Ready". The interface is divided into two main sections: a left-hand navigation tree and a right-hand "Diagnostics" pane.

The navigation tree on the left includes the following items:

- AnalystAssist
- Issue Details
- Past Issues
- XPTEMPLATE
- Home
- System Diagnostics
  - Email Diagnostics
  - System Diagnostics
  - Search Content
  - Solutions
- System Info
  - System Compliance
  - System Info
- System Tools
  - RemoteAssist
  - Screen Shot
  - Remote Shell
  - Manage Files
  - Protect and Repair
  - Manage Registry
  - Process Viewer
  - Add Remove Programs
  - Push Webpage
  - Event Viewer
- Network Utilities
  - Startup Programs
  - IE Plugins
  - Active Connections
  - Network Shares
  - Routes Information
  - Manage etc/hosts File
  - IP Configuration
  - Frog Utility
  - Traceroute Utility

The "Diagnostics" pane on the right contains the following information:

- Gather Info** | **Check All** | **Fix**
- LaserJet**
  - Driver version : 4.2  Fix
  - Associated SupportActions
    - Install LaserJet Drive 4.6
- SDC\_Printers**
  - Printer : HP Deskjet F4100 series
  - Server :
  - Type : Local
  - Printer : HP LaserJet P230
  - Server :
  - Type : Local
- Operating System**
  - Clock speed : 2328
  - OSName : Windows XP 5.1
  - OSVersion : build 2600
  - Service pack : Service Pack 2
- Win32\_LogicalDisk**
  - Drive name : C:\
  - Total capacity : 16763792
  - Total free space : 12450348  Fix
  - Associated SupportActions

The screenshot shows a "CSR Chat Window - Windows Internet Explorer" browser window. The address bar shows the URL: [http://demo.supportsoft.com/sdcheatop/actat/csr/csr\\_m4.asp?chats=1&nocheck=1](http://demo.supportsoft.com/sdcheatop/actat/csr/csr_m4.asp?chats=1&nocheck=1). The browser window displays the Consona logo and chat interface.

The chat window shows the following information:

- Problem = wireless router problems
- Past Issues = 17
- Time = 00:00:31
- Last Chat = 00:00:04

The chat history shows the following messages:

- Chat Initiated: 1f0089c-3287-4b26-81e7-d8eada8d87b3 admin
- user sam has entered room
- analyst admin has entered room
- advanced\_tool\_log- Email with reconnect link has been sent to: sam.lewis@company.com
- admin- Hello sam, Thank you for contacting LiveAssist Support. My name is admin. How may I help you?
- advanced\_tool\_log- User has enabled the Remote Control option
- advanced\_tool\_log- The user has connected to the Nexus server
- admin- hi
- admin- hi
- admin- One second while I diagnose

The chat window also displays system details:

- Request Details**
  - Request ID: 57
  - User Name: Guest Account
- Chat User Information**
  - Chat Name: sam
  - Day Time: [US Flag] 512-372-3532
  - Phone: [US Flag] 512-372-3532
  - First Name: Sam
  - Last Name: Lewis
  - Problem: Connectivity Issues
  - Type: Connectivity Issues
- Connection Information**
  - DNS Name: xptemplate
  - Domain: XPTEMPLATE
  - Host Name: XPTEMPLATE
  - Machine ID: 20f1024-d175-4a8b-83c2-2f0f
  - NetBIOS Name: XPTEMPLATE
  - TCP/IP Address: 192.168.43.109
  - User Name: Sam Lewis
- Logical Disk Drives**
  - Available: 12450352
  - Free Space: C:\
  - Drive Size: 16763782
- Logical Memory Configuration**
  - Total Physical Memory (MB): 319
- Operating System**
  - Name: Windows XP 5.1
  - Service Pack: Service Pack 2
  - Version: build 2600

The chat window also shows a "Chat Room" section with the following participants:

- sam
- admin



**Personalize** – Make every customer feel like a valued partner, not just a case to close, taking advantage of information automatically gathered from the customer's system.



**Prevent** – Avoid and resolve known problems before they happen with Consona's device resident proactive monitoring of customer systems, targeted knowledge delivery, and automated one-click fixes.



**Listen** – Learn from the questions customers ask, the knowledge they use, and their feedback to continuously improve products and the service and support experience.



**Earn** – With tools for guided merchandising, contextual marketing content delivery via the desktop, proactive device support, and dialogue-driven marketing campaign management, service and support becomes a powerful tool for revenue growth.

## Differentiate and Drive Revenue through Service and Support

Service and Support is the new Marketing and Sales. Brand perceptions are profoundly shaped by service and support interactions. Today's business models put a premium on customer retention, so loyalty has become the primary source of profit. Organizations that are successful in creating Wow! customer experiences through all channels will not only create customer satisfaction; they'll become the revenue engine of the entire business. Consona provides technology to delight customers and capture incremental revenue.

**Personalized proactive support.** Consona Self-Service provides several pieces of functionality that keep customers from having problems in the first place. Personalized, proactive delivery of relevant content and content subscriptions keeps more sophisticated users up-to-date with the most current knowledge of potential issues and risks, allowing issues to be dealt with before a problem arises. Also, continual system monitoring can trigger account manager intervention or even fully automated self-healing SupportActions. Customers' favorite support incidents are the ones that didn't happen.

**Voice of the customer analytics.** Consona gives product specialists, product managers, and development teams the data-driven information they need to improve the customer experience. Analytics showing how knowledge is used to close cases and resolve self-service issues acts as a 24 x 7 customer advisory board session, pinpointing opportunities to not only fix defects, but also to improve the product experience to avoid costly and dissatisfying support incidents altogether.. What's more, this analysis can be accomplished with vast amounts of data that spans a year or more of metrics—providing long term trending of your service and support ecosystem. Consona utilizes the in-memory analytics technology of Qlikview to perform dashboard analysis on large amounts of data, allowing you to change the calculations on the fly as new questions arise.. You can almost hear the voice of the customer in each report.

**Contextual value-added offerings.** A number of contextual sales tools snap on to help Consona Knowledge Driven Support mine each customer interaction and assess the overall relationship history to predict when a contextually relevant offer will be most warmly received and will have the highest likelihood of conversion. Whether service and support organizations choose to cross-sell during customer interactions, or whether the service history is aggregated to optimize downstream marketing campaigns, customers will receive the most relevant, helpful promotions for them, at their time of need.

## Enable Best Practices for Service and Support

Knowledge-Centered Support (KCS) is a best practice for knowledge management that has been used by some of the most successful companies in the world to increase support center capacity, shorten ramp-up time for new staff, and improve customer self-service. With KCS, every customer contact is an opportunity to capture, reuse, and improve the organization's key asset: knowledge. By integrating knowledge management into the service delivery workflow, KCS delivers its benefits without adding extra time to case resolution, and without adding after-call work. But, KCS can only deliver on this promise when it's fully supported by technology that is as well integrated as the KCS processes.

**KCS Verified v4.** Consona's Knowledge-Driven Support was developed specifically to support KCS, so it's no surprise that it is one of the first products that successfully completed the rigorous KCS *Verified v4* certification, granted by the Consortium for Service Innovation only to products that have demonstrated full support of the KCS practices.

Whether an organization chooses to fully adopt KCS, or whether it informally takes advantage of some of its proven practices such as the "use it, flag it, or fix it" model for continual knowledge quality improvement, KCS provides a palette of powerful techniques for capturing, improving, and taking advantage of knowledge in the course of resolving customer issues. By selecting a product that is KCS *Verified v4*, support organizations can be sure that they will have the technology they need to implement the process they want.

**One-click access to knowledge.** A key success factor for knowledge management is "one-stop shopping:" providing access to all knowledge repositories from a single search interface. If users have to search repositories individually, they often won't do it, which results in wasted time and duplicate knowledge creation. Consona pulls together all relevant knowledge in response to a query—not just content authored inside the knowledgebase.



**Reuse** – Remove technical barriers to knowledge reuse by guiding users through the process of searching for relevant knowledge in the service and support workflow. Eliminate the complaint that "I know it must be in the knowledgebase somewhere, but I just can't find it."



**Improve** – Fully support the KCS practice of "Just-in-Time Solution Quality" by allowing users to directly flag or fix content that is incorrect, needs an update, or could be improved in any way.



**Capture** – Fully support the Knowledge-Centered Support (KCS) principles of "Capture in the Workflow" and "Structure for Reuse" with tools that are integrated into the case tracking workflow and that operate at the speed of conversation.



**Track** – Keep tabs on how knowledge is used in resolving service requests to pinpoint the root causes of customer demand for support and to identify opportunities for value-added content.

## Proven ROI that Speaks for Itself

Smart businesses invest in technology, services, and process improvements only when it's clear that the business benefit exceeds the investment. Consona Knowledge-Driven Support makes the decision easy by **lowering the total cost of ownership** while **maximizing the return**:

### Reducing the Investment

- Out-of-the-box integration saves hundreds of thousands of dollars over typical deep best-of-breed integration.
- Software-as-a-Service and Cloud Computing eliminate capital investments in hardware and reduce operating expenses.
- Simplified administration tools and smarter set-up software reduce roll-out costs.
- Consumption-based pricing means you pay only for the value you receive—there's never any “shelfware.”
- Pre-integrated self-service, chat and webmail channels help consolidate technology and reduce implementation costs, while delivering service and support through lower-cost channels.

### Increasing the Return

- Deeply integrated knowledge and case management improves efficiency by empowering agents with the collective experience of the whole organization.
- Cloud computing provides the ultimate in flexibility, responding instantly to spikes in demand.
- Business owners drive customer success and loyalty by tuning the customer experience, search results, and value-added resolution flows.
- Seamless integration of all assisted channels and web self-service drives self-service usage, deflecting low-value contacts.
- A knowledgebase inserted into every customer touchpoint shortens ramp-up time for new staff and new products.
- The capture of service history, environmental diagnostics, and other customer data allows for proactive selling and value added service in the “moment of need.”

Effective knowledge management, deeply integrated with case tracking, provides enterprises the ability to revolutionize their support center efficiency, their self-service effectiveness, and their customer loyalty. KCS Verified v4 products like Consona Knowledge-Driven Support are the shortest path to business and customer success.

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



# Multi-Channel

Consistent Knowledge

Smart Processes

*Personal* Delivery

Analyze **EVERYTHING**

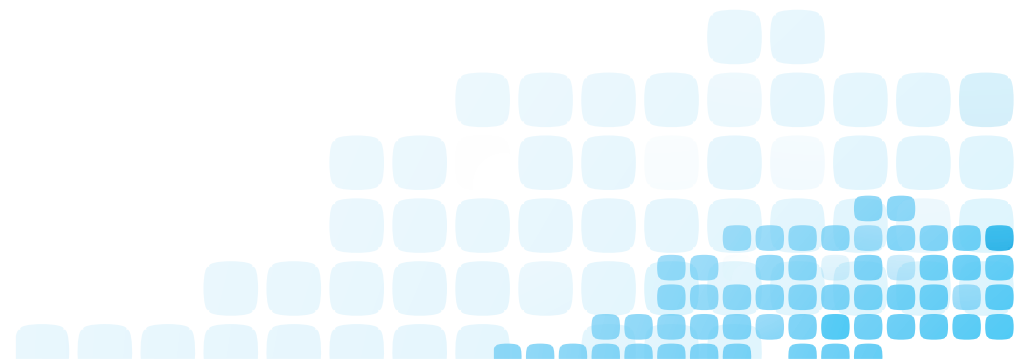
## Introducing Consona CRM

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!**

[www.consona.com/crm](http://www.consona.com/crm)



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