

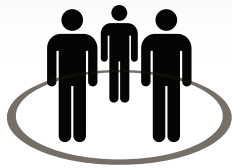
ResponseTek eKnowledge™

Dynamic Knowledge Base



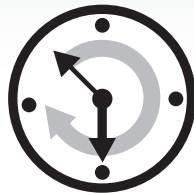
Centralize Valuable Information

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Share Information with Customers

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On-demand 24/7

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Great Customer Experience

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Cost Savings

Did you know?

With ResponseTek eKnowledge as part of your corporate Web site, you can:

- Reduce inbound call volume – an existing eKnowledge client deflected 50,000 calls in the first year!
- Reduce operational costs – call deflection and reduced agent training saved an eKnowledge client over \$300K in the first year!
- Achieve your return on investment (ROI) in 2 months!

The Self-Serve Customer Experience

Customers come to your Web site looking for answers to questions, and when they can't find the information they need quickly, your contact center gets the call.

Even worse, sometimes your frontline agents don't always have access to the right information, at the right time. This can result in a bad experience for your customers.

The challenge? How to provide better customer service while keeping operational costs under control.

ResponseTek eKnowledge Helps You:

- **Reduce operational costs:** ResponseTek eKnowledge provides your customer answers to common questions 24/7, helping you deflect and reduce support calls, thus reducing operational costs.
- **Centralize and share valuable information:** When employees leave your organization, they take their knowledge with them. With ResponseTek eKnowledge, you can capture, centralize and share this valuable information across the entire organization and with customers. It also helps reduce training time and improves employee performance.
- **Provide customer-driven self service 24/7:** ResponseTek eKnowledge provides answers to your customers online, all the time, without the restriction of support availability or call wait times. Customers can find answers online quickly and easily by using, based on most popular searches, an eKnowledge index, or search terms.

ResponseTek's eKnowledge was designed with organizations and customers in mind. eKnowledge is easy to implement and easy to use by both your employees and your customers, providing quick and efficient resolution to customer issues at a fraction of the cost of traditional contact center resources.

ResponseTek eKnowledge™ Dynamic Knowledge Base

Internal-facing Features

- **Instant Updates:** Add, update, or remove frequently asked questions instantly. Front-line staff and management responsible for maintaining company information now have the power to maintain the knowledge base, without relying on your IT department. This allows your company to be proactive when responding to specific business issues as they happen by providing real-time updates to the knowledge base.
- **Rating Statistics:** Statistics on the helpfulness of each eKnowledge entry as perceived by the customers help your customer service staff make improvements to optimize the use of the knowledge base.
- **Publishing & Approval Rules:** Every FAQ must pass through an explicit review and approval process before being published to your customers. Flexible rules allow you to define the rules that meet your organization's needs.
- **Nominate Customer or Employee Comments:** Propose new entries based on customer feedback provided to your organization – across multiple channels, at every stage in the customer lifecycle – through ResponseTek:CEM listening posts. This feature allows new issues and information to be added directly to the knowledge base based on real customer experiences.
- **Knowledge Search:** ResponseTek eKnowledge is fully integrated with ResponseTek:CEM workflow and internal communication tools. Any user can easily search for answers, and front-line agents can now utilize the knowledge base to respond to customers directly.
- **Consistent Business Area Structure:** For existing users of ResponseTek:CEM, implementation of ResponseTek eKnowledge is made easy as the structure for the knowledge base is based on your organization hierarchy, business rules and products or services.

External-facing Features

- **Intuitive Answer Categories:** Answers can be arranged into categories for easy navigation by your customer. In more complex applications, answers can be further broken down into sub-categories.
- **Top 10 Answers:** The top ten most viewed answers are displayed allowing customers quick access to find the most commonly requested information.
- **Keyword Search:** A powerful keyword or pattern-matching search allows customers to easily and conveniently find relevant answers resulting in high customer satisfaction.
- **Fully Branded Interface:** ResponseTek eKnowledge is fully configurable to maintain consistency of your brand on your corporate Website and ensures seamless integration with your website.
- **Ask a Question:** ResponseTek eKnowledge allows customers to easily ask a question if they can't find their answer within the knowledge base. With one click, they can submit their questions/comments directly to your employees who can respond and update the knowledge base to share the information across the organization.

Contact ResponseTek today and find out how ResponseTek eKnowledge can be a cost-saving solution for providing a better customer experience.

