

## Service Experience Management Knowledge Management



### Knowledge-Infused Processes For Customer Service

KANA's SEM KM is about delivering the right knowledge in the context of work. Most KM engines are all about the query: the handful of words a user chooses to type. But, in a customer service interaction, enterprises increasingly have enormous context for understanding the nature of and background for the customer's query. Context is either derived from information from CRM, CTI, IVR or analytics or explicitly stated by the customer during the interaction.

Going far beyond search, in-context SEM KM provides dynamic service intelligence that guides agents through the process of finding the best possible resolution in the shortest amount of time. SEM KM also makes it quick and easy for self-service customers to find information they need on your website. With SEM KM your agents can deliver consistent, accurate answers and advice without time-consuming searches or extensive training, and your website can set the standard for smart self-service.

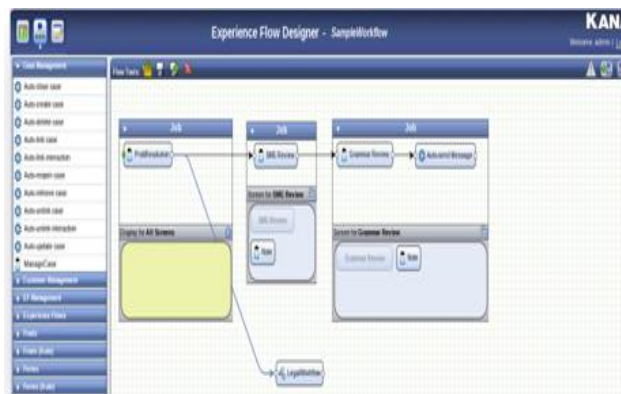
KANA's SEM KM was created for this new world of knowledge-infused process. Its unique capabilities include:

#### Context-Driven Search

Take search to a new level with KANA's industry-leading search capabilities that include synopsis generation, dynamic synopsis, phrase recognition, relevance ranking and matching term highlighting. The user has the ability to sort and apply context-based filters to data from integrated systems, pass through of parameters from HTTP or information the KANA solution inherently knows about the customer. The search is extended to cover information from transactional systems. Context-based search can be triggered automatically to offer the user the right information at the right time.

#### Knowledge Authoring Workflow

Easily create multiple workflows for each knowledge base using Web 2.0 technologies. The workflow dynamically generates configurable authoring screens with no coding required. Users can link the workflows together and configure notifications from any step in the workflow. These workflows can easily be integrated with external CMS systems so that users can access relevant content.



#### SEM KM Benefits

- ☑ Process guides user through successful completion of their task
- ☑ "Do" instead of "Ask"
- ☑ Context drives search to get the right data. Data includes ANY information needed
- ☑ Multiple methods of integration enable leveraging of most existing and legacy applications and data sources
- ☑ Provides a friendly interface to business users for Form and Screen design

## Rich User Interface Designers

Empower business users to create user interfaces (UIs) that map to their business needs. Visual interface designer allows users to easily create multiple UIs for agents, customers or mobile devices. Users can even create an admin UI with the same tool. No coding experience or dependency on KANA resources is required to create rich interactive interfaces.

## Dynamic Scripting

Help agents or self-service customers easily reach a solution. A rich, interactive script designer allows business users to create scripts very easily and incorporate them into the knowledge workflows. While an agent or customer is going through a workflow they are presented with contextual information to reach a solution without ever having to search.

## Publishing

Simplify content publishing with KANA's real-time indexing. Content is released for the workflow and is indexed immediately. This continuous indexing eliminates the need to index large volumes of content at any one time.

## Entitlements

Create a flexible and secure knowledge base by enabling administrator users to specify entitlements at various granular levels. The entitlements can be applied at form level, template level or even at field level. User interfaces can also be tagged for access by certain types of users or roles.

## Tagging & Metadata

Improve search effectiveness of contextual knowledge through tagging. Tags and tagsets can easily be created, maintained and updated in SEM KM. Business users can create multiple tagging styles without help from IT.

## Integration Framework – Answers from Everywhere

Incorporate external data from various sources in your search. KANA provides multiple options and a wide range of adapters to integrate service processes with legacy systems, IVR, CTI, desktops and applications regardless of vendor or platform. After initial integration, external data usage is fully controlled and manipulated through the UI of the SEM application. The search engine can seamlessly search content in the integrated systems. Business administrators can place and manipulate external data using the forms designer.

