

## Knowledge Management KANA IQ for Customers



### Delivering the Successful Self-Service Experience

Self-service needs to do much more than just let customers hunt around on your website for answers. Often, self-service is a poorly designed experience that frustrates customers — and drives them back to the phone. KANA IQ for Customers is unique, setting a new standard for smart self-service, KANA IQ helps you effectively balance customer demands for high quality service with your company's need to contain costs.

KANA IQ guides customers through every step of their self-service inquiry from research to resolution. It adds up to outstanding self-service that optimizes the customer experience while substantially reducing the need for costly agent assistance.

KANA IQ provides multiple “expert reasoning” capabilities that offer guidance and advice matched to the intent of the customer's inquiry. The solution also leverages enterprise data during self-service interactions to deliver a personalized, appropriate response to each inquiry. Easily incorporated into your current Web identity, KANA IQ has demonstrated its ability to significantly reduce online abandonment rates and provide effective self-service support for thousands of products and services.

- Improve customer satisfaction with on-demand service. Customers gain the level of service flexibility they want with KANA IQ's personalized help available 24x7.
- Increase self-service adoption. KANA IQ supports the customer at every point in the self-service interaction by combining flexible guidance with user profiling and session tracking to help them quickly pinpoint the most relevant answer.
- Ensure the consistency of answers. KANA IQ for Customers and KANA IQ for Agents share the same expert reasoning techniques and knowledgebase to make sure that answers are consistent across channels.
- Deliver seamless escalation. Inquiries escalated from self-service include a complete history of the self-service session to eliminate redundant problem discovery and reduce agent response time as much as 75%.



*KANA IQ for Customers offers seamless integration with your existing Web site, providing customers with powerful yet easy-to-use tools to find the knowledge they need without waiting for assistance.*

seamless to our place.

#### KANA IQ for Customers Top 5 Features

- ✓ Automated guidance mirrors the best practices of your most skilled agents so that customers resolve inquiries on their own.
- ✓ A single knowledgebase for customers and agents ensures answers are consistent across channels.
- ✓ Escalated inquiries include a complete history of customers' self-service sessions.
- ✓ Real-time integration with enterprise systems leverages profile and case data to deliver answers tailored to the customers.
- ✓ Support for more than 25 languages offers effective service around the world.

As part of the KANA suite of multi-channel service solutions, KANA IQ for Customers works seamlessly with KANA eService and contact center solutions, allowing customers to connect with your organization over their channel of choice. And with flexible options for on-premise or managed services implementation, KANA IQ offers a truly effective solution for delivering exceptional customer service while meeting the staffing, budget, and infrastructure needs of your organization.

## The Solution for Customer-Focused Web Self-Service

- Expert reasoning interprets each question and personalizes the response to tailor the answer to the customer and the situation.
- Multiple guidance methodologies including clarifying questions, dynamic interviews, topic search, search-term highlighting, and document summaries help customers quickly pinpoint the most relevant answer.
- Dynamic learning considers successful previous resolution experiences to help rank solutions.
- Expert modeling leverages specialists' know-how to present answers in a predetermined order of relevance.
- Federated search enables efficient searches across multiple data repositories.
- Feedback-to-authoring lets customers comment on the usefulness of answers for continuous knowledge improvement.
- Search history preservation lets customers continue self-service inquiries at a later time without starting over.
- Seamless escalation via multiple channels provides agent assistance during self-service interactions.
- A complete history of the self-service session accompanies each escalated inquiry.
- Financial-grade security for the knowledgebase and escalation channels facilitates compliance with regulations.
- A single knowledgebase for agents and customers empowers customers with the same automated guidance and content used by agents.
- Entitlements dynamically adjust to the context of the request and the user to manage access to the knowledgebase.
- KCS certification ensures KANA IQ is compliant with the Consortium for Service Innovation standards.
- Re-usability design links and re-uses content in multiple questions, problems, cases, diagnostic paths, and solutions to simplify support for thousands of products and services.
- Usability-tested templates showcase self-service best practices and are easily modified to match your Web site identity.
- Portlet support provides flexible deployment on the customer interface including Search, Solutions to Consider, Top FAQs, Browse, and Subscriptions.
- Reporting console helps managers measure and analyze self-service usage trends and identify content gaps so that the knowledgebase can be optimized.
- Standards-based technology runs on a variety of operating systems and provides proven scalability.



*KANA IQ for Customers helps users quickly find relevant answers with ranked solutions and tools such as document summaries that provide a quick overview.*

*“We manage close to 30,000 search sessions per day and that number continues to climb. Without KANA IQ we would not have succeeded in beating our cost-saving goals while still delivering the benchmark level of service demanded by our customers.”*

eBusiness Manager, Xerox

Web self-service reduced calls by 50% and increased customer satisfaction by 15% for the City of Amsterdam.