

## Case Study: Siemens Information & Communication Networks

Cutting Support Center Costs without Compromising Service

### SIEMENS

#### THE COMPANY

Information and Communication Networks  
US subsidiary of global telecommunications giant.

#### THE CHALLENGE

Cut costs without diminishing service.

#### THE SOLUTION

KANA IQ combined with pre-existing knowledgebase

#### THE RESULTS

24% of calls handled online reduces support center costs.

### KANA self-service delivers a 24% drop in support center calls.

Siemens Information and Communication Network (ICN), United States division, was looking for ways to reduce internal calls to its National Support Center (NSC) without diminishing service. Using KANA IQ, Siemens adapted an existing knowledgebase of problem cases into an employee self-help tool.

Now 40 percent of support center's calls go through the online KANA solution and 60% of callers find their answers there. As a result, 24 % of calls no longer require personal assistance.



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*John Harrigan, System Administrator, NSC*

With an overriding need to find ways to cut costs without diminishing service, the National Support Center (NSC) within Siemens Information & Communication Networks (ICN) recognized an opportunity to position the Web and intranet as a first place for employees to turn for assistance.

According to John Harrigan, System Administrator in the NSC systems integration support group, NSC's Remedy ARS call tracking system indicated a significant volume of repeat questions and routing activity. The goal was to place such information in a Web environment so users could easily find answers themselves, thus reducing internal help desk overhead.

After NSC viewed KANA IQ at a trade show, they arranged an onsite demonstration that convinced NSC to select the KANA knowledgebase solution. "What attracted us was that these are the kind of tools that you can get the average user up to speed on without requiring much background knowledge of the actual system," Harrigan said.

NSC contracted its new vendor's Quick Start program to help jump start the use of KANA IQ. NSC also purchased a KANA option that provided NSC with immediate content. "When we came online, we wanted at least one knowledgebase that was really robust for immediate benefit to users," Harrigan explained.

## Importing Existing Knowledgebase Speeds Implementation

Harrigan also imported 5,700 cases from a pre-existing knowledgebase. This task took several days of editing and massaging. Because KANA IQ features rich linking capabilities, which were not inherent in the original cases, Harrigan and his associates created the proper links in a process that took about two months. He reported that the KANA IQ templates have been "extremely useful" and, though modified significantly, are "a whole lot better than having to start from scratch."

## 24 Percent Call Deflection Rate

Of NSC's total call volume, 40 percent now comes through KANA IQ. According to Harrigan, about 60 percent of those first checking online actually find their answers there, resulting in a significant live call deflection rate of 24 percent.

Currently, NSC has five knowledgebase "owners" who create and edit content using KANA IQ. NSC is also installing additional options from KANA. These tools streamline the entire content creation and editing process, enabling individuals from multiple departments to easily add content with appropriate quality control. "In this environment, authorized users will be able to submit updates and new information using just their Web browser," Harrigan said.

To learn more about how the KANA suite of intelligent multi-channel solutions can help you create customers for life, call **1-800-737-8738**.