KNOWLEDGE MANAGEMENT SPECIAL

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KCENTER USU
THE KNOWLEDGE MACHINE

Sven Kolb, MD
We created one of the greatest innovations in the field of knowledge management for service centers—the so-called “active documents technology”

KCENTER USU: The Knowledge Machine

By Eileen Singh

When he is not busy delivering guest lectures on knowledge management at one of Germany’s state universities, you can find Sven Kolb, Managing Director of KCENTER USU, indulging himself in collecting premium Swiss and German watches. He says these works of art are perfect examples of meticulous workmanship, high precision, and excellent design. Interestingly, these are the same principles that Kolb used to build the business for KCENTER USU into one of the leading organizations in the knowledge management industry.

Traditionally, an organization’s knowledge is hailed as the powerhouse behind them being able to create unique products and services. Knowledge can be found in a variety of places within an organization—shared drives, manuals, guidelines, lists, databases, memos, and even in the minds of the employees. This decentralized storage of knowledge often makes it difficult for the employees—especially in call centers and service desks—to locate the right information they need to fulfill a request. “Having a professional knowledge management system in place is the key to providing consistent and effective service,” says Kolb. KCENTER USU provides the perfect portfolio of tools...
With intelligent solutions and expertise in digital interaction, we are a prime mover in the digitization of business processes.

Today’s consumers want “instant gratification” — answers to their questions immediately, via different communication channels, be it web or mobile. Consumers can obtain information online, but conventional FAQs on websites are often too static or outdated and are not tailored to their specific needs. KCenter USU’s Knowledge First works to actively provide the necessary knowledge to consumers browsing on a website. Knowledge First intelligently guides prospects and customers step by step through the different web pages and displays relevant information based on where they are currently searching.

KCenter USU’s Knowledge Scout offers greater efficiency, thanks to service automation. This ACTIVE advisor system, Knowledge Scout, supports employees who are a part of the troubleshooting process. Knowledge Scout allows for fault patterns to be created for complex interrelationships. Even non-experts can identify the problem by means of a root cause analysis. Apart from storing fault diagnoses and solution documents, Knowledge Scout can also search all the relevant systems to access troubleshooting knowledge that is already available.

KCenter USU’s IT self-service solution, Smart Link, is an internal, easy to access, portal that helps users to reach their goal quickly. Smart Link is the self-service software that establishes a smart connection between IT end users and IT Support. Here all IT-related information and support functions are pooled into a single channel, making Smart Link a one-stop-shop for all IT inquiries. Smart Link is always the first point of contact for IT end users — regardless of whether it involves error messages, IT-related questions, or service requests. The main goal of Smart Link is to help to minimize the amount of tickets coming into the IT service desk.

Surging ahead toward the Future

Taking on Kolb’s steadfast leadership, the KCenter USU team has worked together to help the company make great strides in infiltrating the knowledge management market. The employees of KCenter USU are wonderful to work with and each person keeps a “the door is always open” mentality which helps to facilitate the collaboration and teamwork that drives success. The team also keeps a focus on customer centricity, always keeping up with events, customers, partners, employees, and shareholders, not to mention competitors in the industry.

From a technology point of view, KCenter USU is consistently thinking of new ways to improve service delivery through innovative solutions. They have just started to offer a new and cutting edge service automation tool called KnowledgeBot. KnowledgeBot is yet another way for their customers to modernize the customer service experience by way of automated chat.

Over the last 40 years, KCenter USU has established a predominant footprint in Europe and in the U.S. market; they are set to go further with their fast-growing business in the U.S. and Canada.
With the evolving work culture, increasing volumes of knowledge and information within the organization, knowledge management (KM) has become the key driver of new innovations and ideas that is applied today in all industry sectors. With an effective KM strategy, organizations are able to create, apply, and share information, build a high performing team, and increase usage of valuable data. By deploying KM solutions, companies are able to enhance the work environment by breaking down silos and allowing different people to work together to achieve common goals.

The advent of innovative technologies like social media and mobile technology has taken KM to a whole new level. These technologies have the ability to store and retrieve knowledge, improve collaboration, locate knowledge sources, capture and use knowledge to enhance business processes. As part of an efficient KM strategy, most organizations today are adopting video learning and e-learning platforms to maximize effectiveness of training programs and knowledge sharing.

However, when it comes to finding an efficient knowledge management solution provider, CIOs find it extremely challenging to steer through the fragmented knowledge management industry to assist them with consulting, implementation, and support. In the last few months, a distinguished panel comprising of CEOs, CIOs and analysts including CIOReview’s editorial board has selected the top knowledge management solution providers. We have analyzed hundreds of Knowledge Management technology solution providers and shortlisted the companies that are at the forefront of tackling challenges in the Knowledge Management arena.

We present to you CIOReview’s ‘20 Most Promising Knowledge Management Solution Providers 2017.’

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**Company:** KCENTER USU

**Description:** Delivering IT solutions for optimizing the use of knowledge in the various service areas of an organization

**Key Person:** Sven Kolb

**Website:** kcenterusu.com