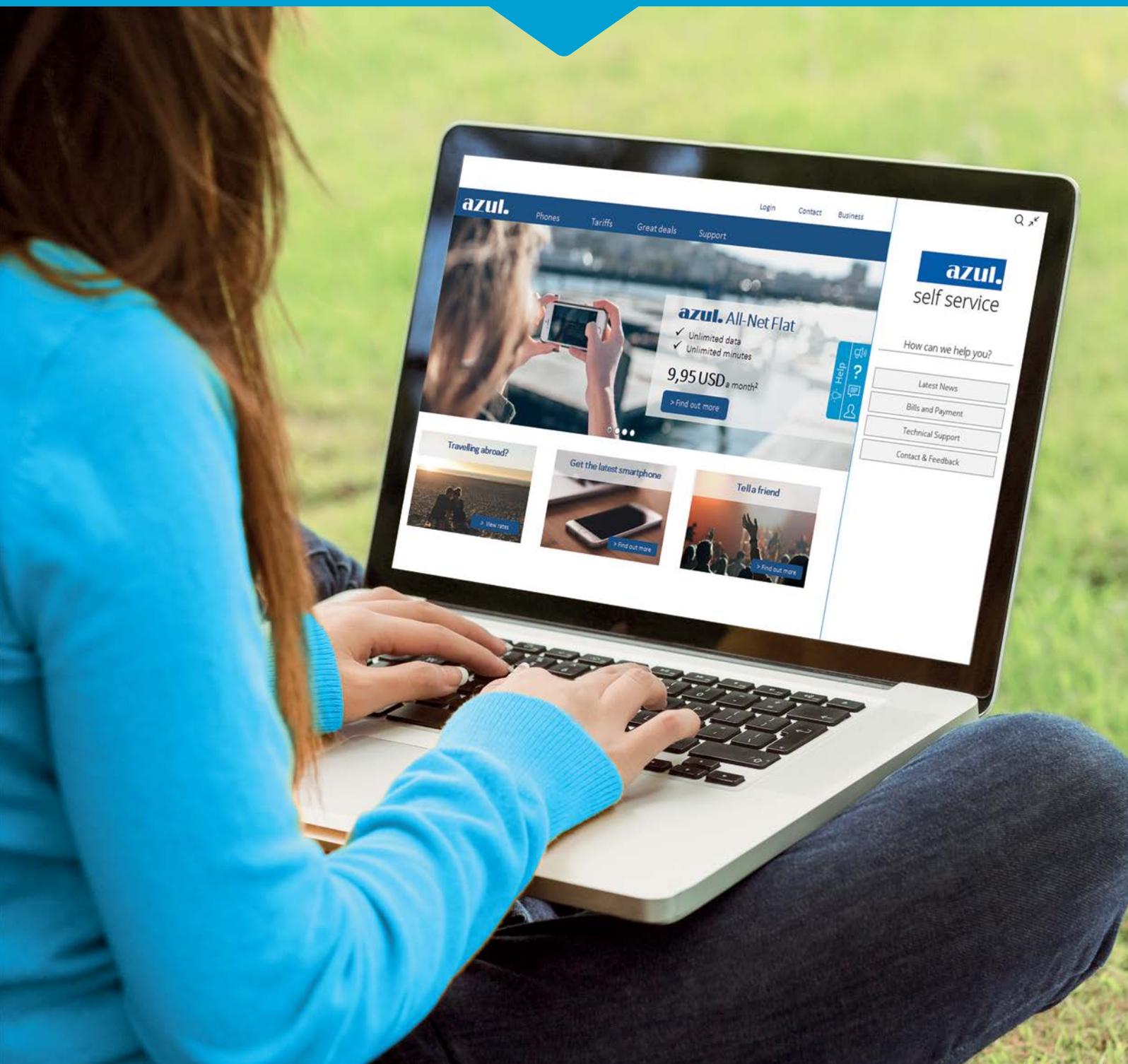


WEB SELF-SERVICE WITH A VISION

Customers prefer to help themselves before they contact a service center. But for a customer to have a positive experience, the service center needs to ensure that information can be quickly and easily found, is understandable and, above all, remains current and consistent in all channels.



KNOWLEDGE FIRST ACTIVELY BRINGS KNOWLEDGE TO YOUR CUSTOMERS

Customers want their questions answered – straightaway, 24/7 and over every communication channel. According to a study by Forrester Research, 72 % of customers prefer self-service to resolve their support issues over picking up the phone or sending an email.

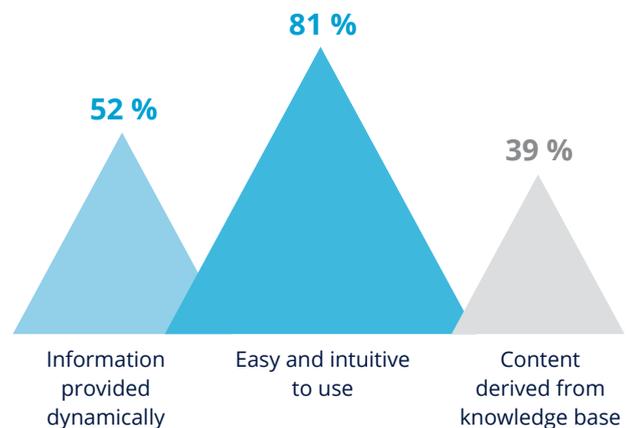
— End customers usually search for information online, but conventional FAQs on websites are often too static, outdated or not tailored to the customer’s individual needs.

Intelligent self-service with Knowledge First

— Knowledge First is an intelligent web self-service portal that provides your customers step-by-step support on your website and delivers precisely the right information for all their questions. Whether the query is sent from a smartphone, tablet or PC, Knowledge First quickly and easily supplies the exact information customers need. This reduces the number of calls on standard issues and gives service staff more time to deal with more complex inquiries. This also boosts efficiency and the quality of customer service. This is web self-service with a vision.



Main requirements for a self-service tool



BENEFITS OF KNOWLEDGE FIRST



For your service

- Reduced workload thanks to fewer calls
- Fewer repeat questions on standard issues
- More time for particularly challenging inquiries
- Ability to rapidly respond to current issues, such as problem reports
- Easy implementation
- Reduced customer service and support costs
- Look and feel that matches your corporate design
- Directly integrated service knowledge on the website
- SaaS and on-premise solutions available

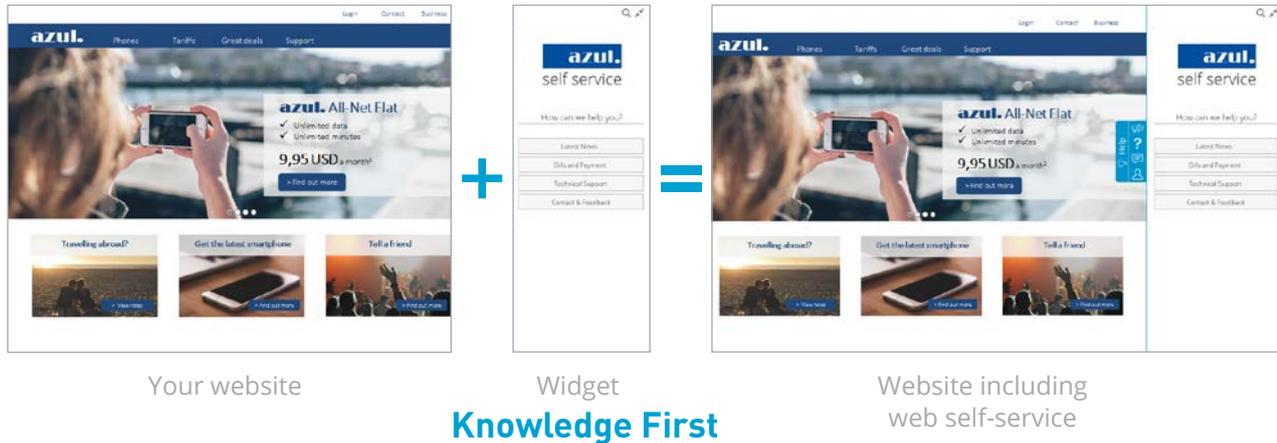


For your customers

- Ideal service with little or no effort required
- Dynamic information is provided to reflect current needs and events
- Intelligent and powerful search that delivers rapid results
- Compelling service experience thanks to ease of use
- High-quality service whenever needed (24/7)
- Optimized interaction that enhances customer loyalty

Easily integrated into your website

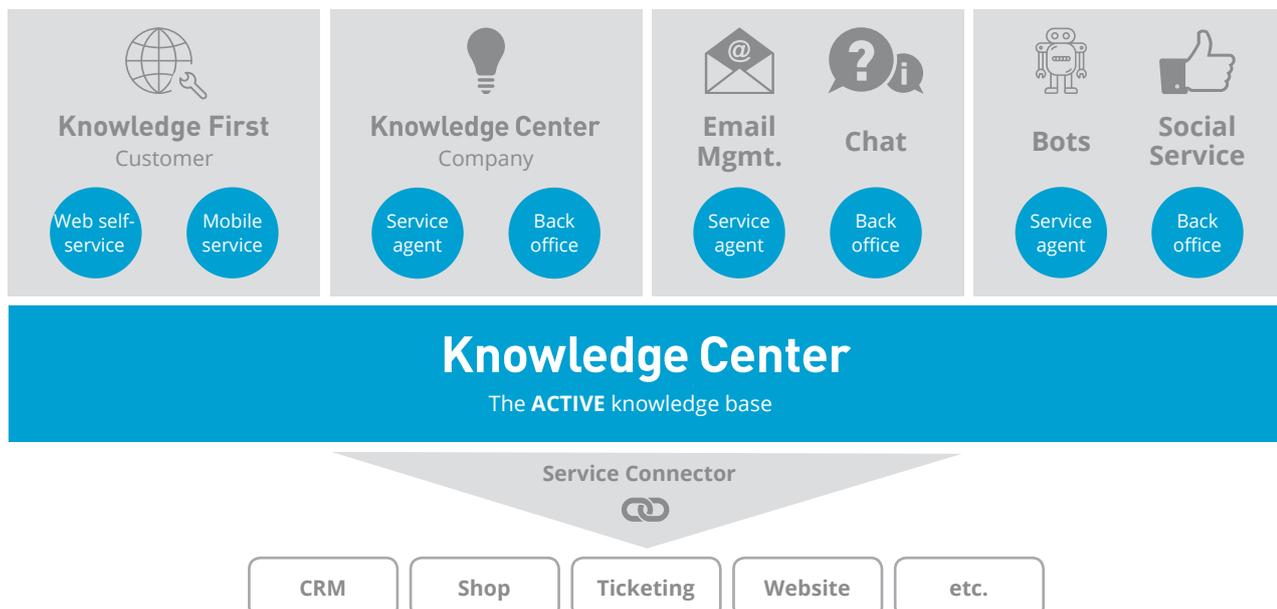
— Integrating Knowledge First is really easy for customer service: The web self-service has its own web interface that seamlessly moves like a slider over your company website to provide the same look and feel. This means your company website remains untouched, giving the customer service department the necessary independence for the customer care team to respond quickly to market and customer requirements. Knowledge First can also be set up as a separate landing page or integrated into the existing company website using an iFrame.



A central knowledge base for all service channels

— Customers often find it difficult to locate the right information with the static FAQ lists many companies currently use. Especially if information on the same topic is stored in several different locations but is not identical. It's only a matter of time before frustration levels rise.

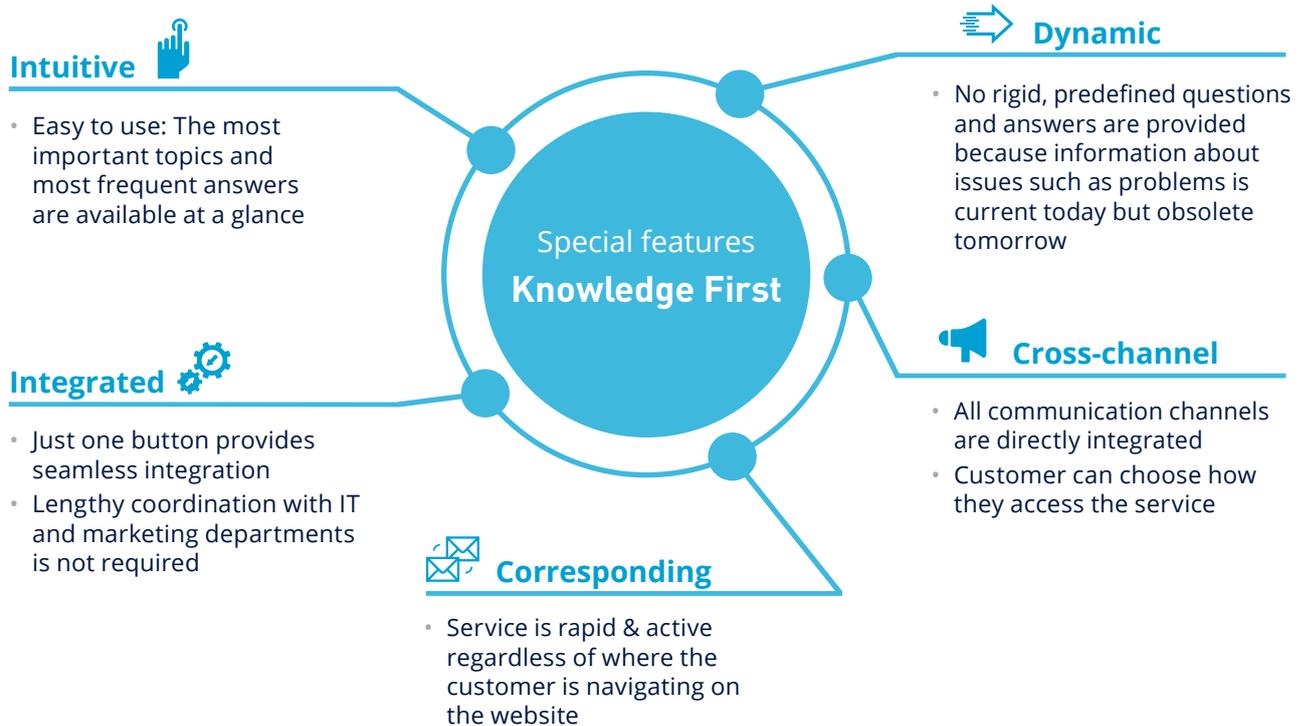
An integrated ACTIVE knowledge base containing relevant information for all service channels can prove to be a real help here. Updating information is easy no matter what channel the customer uses to contact the service team – phone, website, chat or social media – because information and procedures remain consistent. Knowledge First accesses content from a central knowledge base such as Knowledge Center. That means your customers always receive exceptional assistance while new information is made simultaneously available to all channels.



Knowledge First knows what you need

— Our intelligent web self-service is intuitively easy to use. Customers always receive the key information and answers they need based on where they are currently navigating on the company's website. Long, fruitless searches become a thing of the past.

In addition, important, correct and current information, such as incident reports, is displayed directly in Knowledge First in just a matter of seconds. That means customers receive immediate notification, and the service center can proactively avoid a deluge of calls.



Unymira – Benefit from our experience

— For more than 20 years, we have delivered professional solutions that enable our customers to use knowledge efficiently in their service activities. Our excellent consulting services and practical approach have contributed to the success of countless customer projects across all industries and disciplines. Whether rolling out a self-service or replacing an old system along with migrating your data, our team of qualified consultants supports you throughout all phases of your project.

"We decided in favor of Knowledge First as our web self-service solution because we can integrate it very easily in our existing website. That means we offer our customers the precise service information they need. If necessary, we can respond very quickly to the latest reports and incidents. Customers are notified right away, so the workload for our service center is reduced."

Wolfgang Schneider,
Software Engineer / Project Manager,
Liwest Kabelmedien GmbH



Contact us today. We'd be pleased to have the opportunity to discuss your needs with you!