Knowledge Management

Both Self-Service and Agent-Assisted Service Depend on Knowledge

Self-Service

Agent-Assisted Service

Knowledge Management

Increased CSAT

Lower Unit Cost

When implemented properly, knowledge management can increase customer satisfaction while simultaneously reducing operating costs.
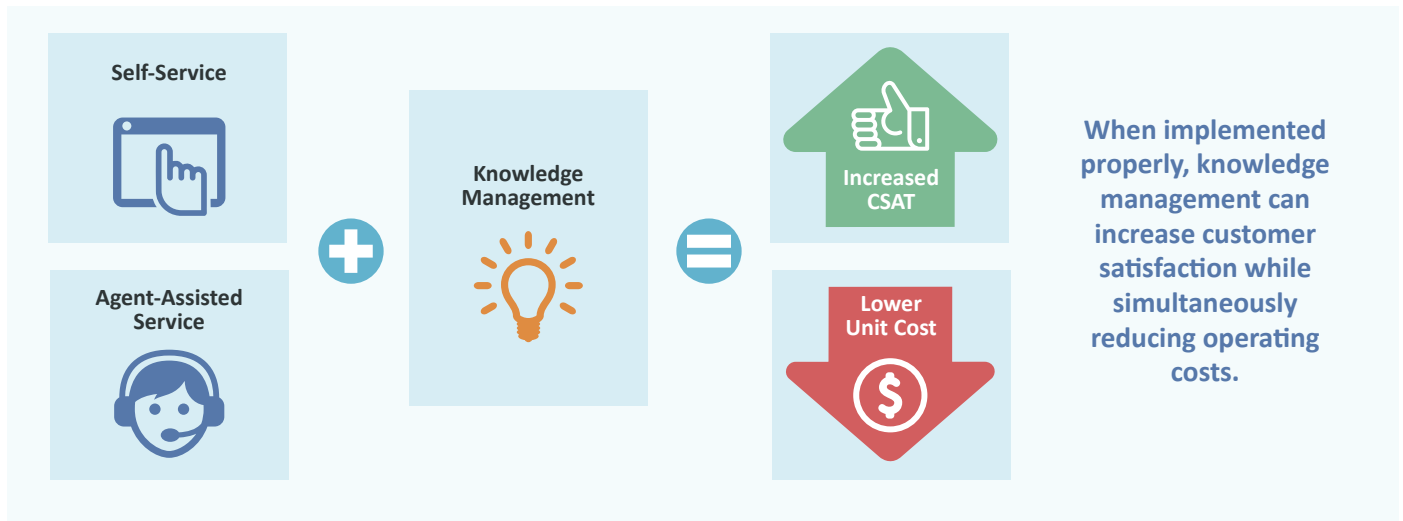
Knowledge Management (KM) is the discipline of capturing, developing, sharing, and effectively using organizational knowledge. In the Customer Engagement world, KM is used two primary ways: to drive customer self service capabilities such as customer portals, IVRs and virtual agents; and to make agents more productive by giving them the information they need, when they need it, to close cases faster.

When deployed to support customer-facing functions such as Sales and Service, modern KM capabilities are delivering dramatic benefits:

- Improved customer experience
- Higher customer satisfaction and retention
- Improved employee satisfaction and retention
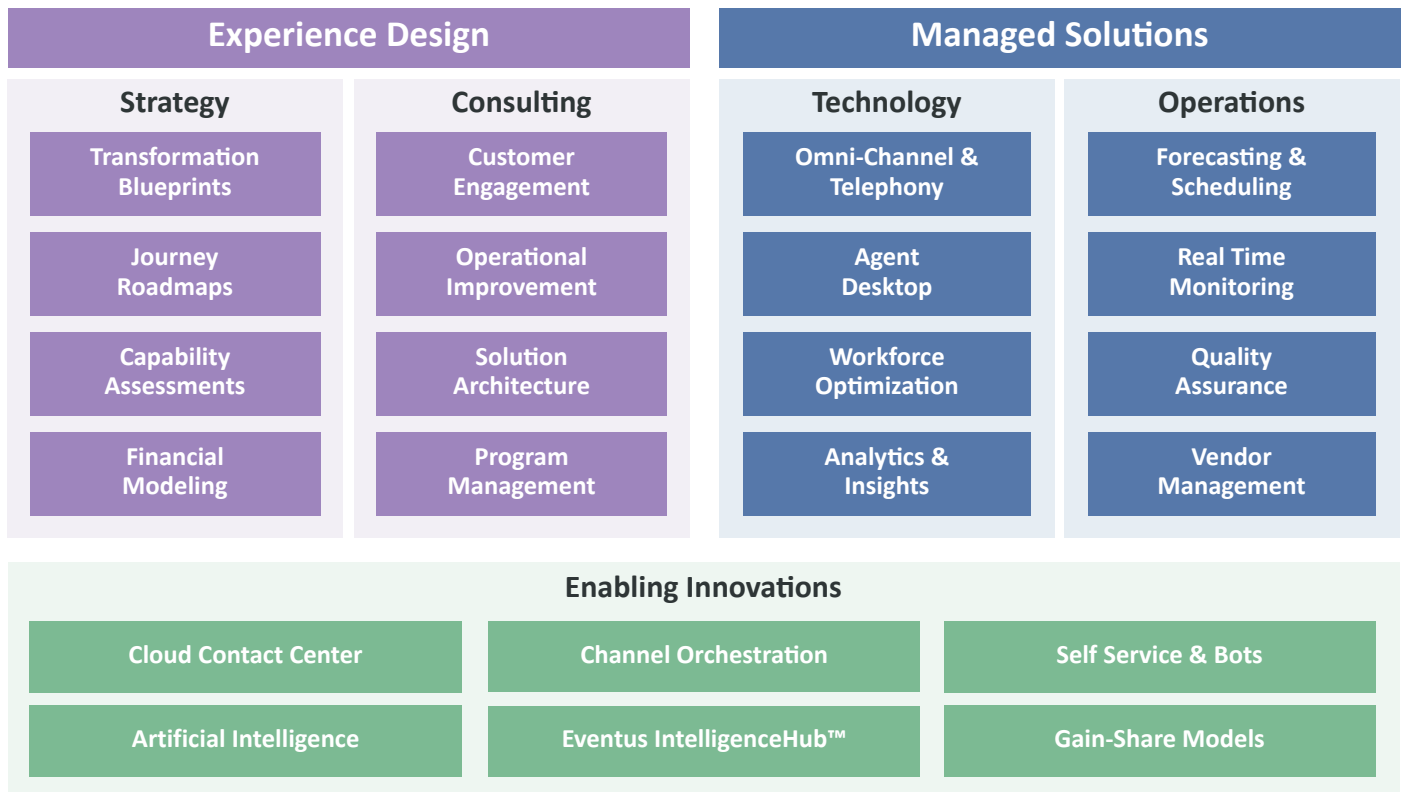- Increased profitability

Effective knowledge management requires optimization of three elements: human resources, governance structure and supporting technologies. Various methodologies such as Knowledge Centered Support (KCS) exist to help organizations better optimize these elements. Eventus contact center consulting experts offer a wide range of knowledge management services to our clients to help them deploy new KM solutions, optimize existing systems, and manage KM infrastructure on an ongoing basis.

Regardless of whether you are deploying a new knowledge management solution, migrating one or more systems into one solution, or simply looking to optimize your current solution, Eventus has the expertise to make you successful. Eventus offers a complete range of knowledge management consulting, implementation services and operational managed services.

We work by planning and designing for the desired "end state"; incorporating all business aspects (human resources, governance and technology); helping you prioritize your goals; and assisting you to visualize and measure your results.

Eventus Offerings

Experience Design

Strategy

- Transformation Blueprints
- Journey Roadmaps
- Capability Assessments
- Financial Modeling

Consulting

- Customer Engagement
- Operational Improvement
- Solution Architecture
- Program Management

Managed Solutions

Technology

- Omni-Channel & Telephony
- Agent Desktop
- Workforce Optimization
- Analytics & Insights

Operations

- Forecasting & Scheduling
- Real Time Monitoring
- Quality Assurance
- Vendor Management

Enabling Innovations

- Cloud Contact Center
- Channel Orchestration
- Self Service & Bots
- Artificial Intelligence
- Eventus IntelligenceHub™
- Gain-Share Models

Eventus offers a complete range of knowledge management consulting, implementation services and operational managed services. Common project scopes include:

- Deploying a new KM solution
- Migrating/consolidating existing KM solutions
- Assessing and optimizing an existing KM solution
- Managing a KM solution for ongoing success

What is Knowledge-Centered Support (KCS)?

KCS is a methodology and set of practices and processes that focus on knowledge as a key asset of a customer or technical support organization. KCS was created by the Consortium for Service Innovation, a non-profit alliance of support organizations. It seeks to:

- Create just-in-time content as a by-product of solving problems
- Evolve content based on demand and usage
- Develop a knowledgebase of an organization's collective experience to-date
- Reward learning, collaboration, sharing and improving

While it was initially created to support technical support organizations, Eventus has found KCS to be an excellent knowledge management methodology for contact centers of all types as it allows organizations to close cases faster, optimize resource usage, enable self-service strategies and build organizational learning. Instead of relying on a separate team of dedicated 'knowledge engineers' to produce reusable content as with other methodologies, KCS makes knowledge creation a team-wide activity and a natural outcome of supporting your constituents.

About Eventus

Eventus delivers Experience Design, Managed Solutions, and Enabling Innovations with engagement models that Amplify CX Outcomes. Eventus has influenced over one billion customer interactions, reduced over $100mm in

Client costs, all while improving customer loyalty. Eventus provides industry expertise, a partner ecosystem, and proven methodologies that enable their Clients to exceed goals, minimize risk, and drive CX success.

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