ServiceWare eService Success Solution
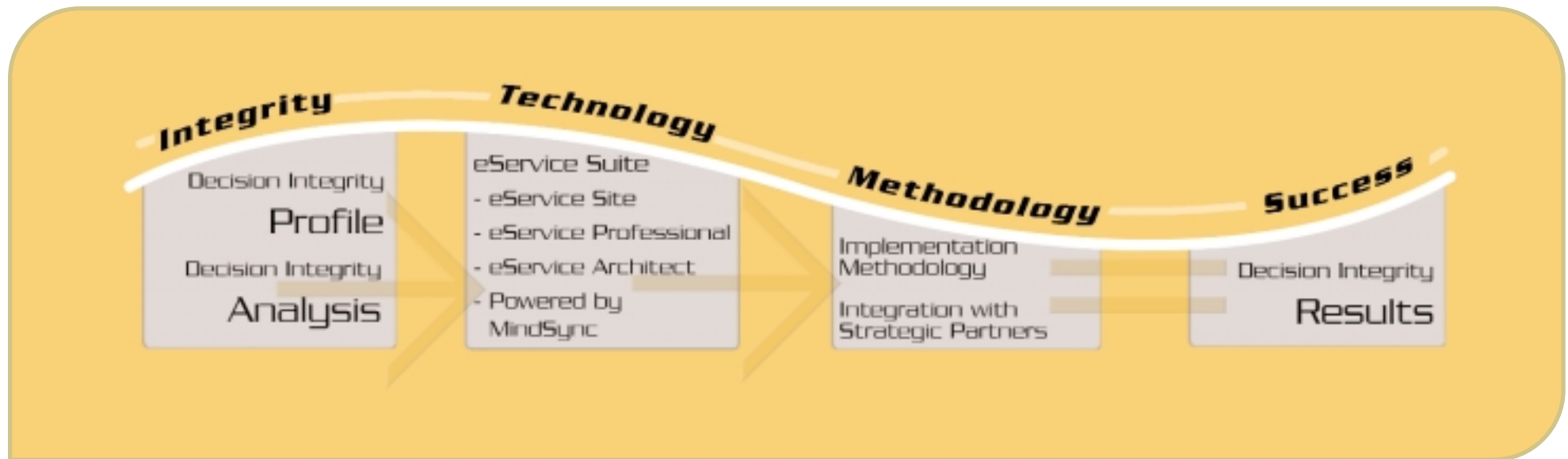
Integrity

Technology

Methodology

Serviceware

An Unprecedented Approach to Optimizing Customer Service Success

Integrity

Decision Integrity
Profile

Decision Integrity
Analysis

Technology

eService Suite
- eService Site
- eService Professional
- eService Architect
- Powered by MindSync

Methodology

Implementation Methodology

Integration with Strategic Partners

Success

Decision Integrity
Results

ServiceWare´s customer-centric approach provides you with all of the tools you´ll need to achieve knowledge management success— before, during and after implementation.

www.serviceware.com

Customer service can be a precarious task. Leave your customer with a less-than-satisfying resolution of their problem, and you risk losing them to the competition. Regardless of your industry, if you are in the business of servicing customers—both traditional customers or employees—two points hold true: customers need fast, accurate answers to even their most perplexing questions, and businesses need to maximize profits.

Every time a customer contacts your company with a question—via the Internet, on the phone, or by e-mail—you have a tremendous opportunity to increase your revenue and improve customer loyalty. At the same time, to be successful, you must focus on increasing employee productivity and decreasing costs.

At ServiceWare, we make it a point to understand customer success. Our software solutions and proven implementation strategies have empowered industries worldwide to develop and deliver knowledge to those who need it most: customers and employees.

That's why we have created the ServiceWare eService Success Solution, a breakthrough in knowledge management for service and support. Designed to eliminate the familiar frustrations that apply to creating a knowledge management solution, the ServiceWare eService Success Solution features three key elements—Integrity, Technology and Methodology—that, together:

• Help you determine the right technology for your business needs

• Reduce the pain of implementation

• Simplify the knowledge-building process

• Measure the success of your initiative

"We've started seeing improvements in efficiency, such as lowering talk time and not-ready time by 38 percent and 50 percent, respectively. We've also seen a 29 percent reduction in the number of contacts per ticket— all adding great value in our ability to be more effective as a customer support call center."

Lisa Hoisl, Director of Technology Support and Administration, Northeast Utilities

Integrity

ServiceWare knows that it takes more than just technology to build a successful knowledge management solution. That's why, early in the presales process, we engage our Decision Integrity Team to ensure that knowledge management technology is the right fit for your needs. Through in-depth analysis, the Decision Integrity Team helps your company understand not only the technology's features and functions, but also, how implementing that technology will challenge your organizational resources and processes.

Unlike other consultative initiatives that are sales-oriented, ServiceWare's approach is truly consultative in nature. In fact, we realize that every solutions provider is a fit for someone, but no solution provider, including ServiceWare, is a fit for everyone. Our unique approach to service and support enables companies to identify attainable business and financial goals that lead to proven results.

"Our agents handling customer calls are much more enthusiastic and excited because they now have the tools to help them satisfy their customers' needs."

Tom Ward, Vice President of Information Technology, Hughes Supply

Technology

To compete and stay profitable, companies must continuously improve the quality of their customer service while reducing costs. Our leading-edge knowledge management software, eService Suite™, will enable your company to deliver superior customer support on the Web, via e-mail, or over the phone.

eService Suite is powered by MindSync™, a patented technology that is unmatched in the industry for its speed, accuracy and efficiency. MindSync features a one-of-a-kind technology that associates—and learns from—your users' successful experiences, in essence simulating the way the human mind stores and processes information. With MindSync, users can capitalize on the successes of previous searches, allowing them to get to the right answer quickly, each and every time.

eService Suite also features ServiceWare's breakthrough SmartMiner™ technology, the industry's first and only automated knowledge building system. SmartMiner can search, capture and learn from external documents, allowing your knowledge base to grow without additional manual knowledge engineering or support, and turning diverse sources of "information" into true knowledge bases. It also eliminates the need for repeated searching of the same knowledge, improving productivity and therefore, reducing costs.

Service Suite

Designed with the end user in mind,

eService Suite includes three applications:

eService Site™
- This web-based application provides customers with the ultimate e-service experience

- Associative power of our MindSync technology eliminates the need for extensive, complicated searching

- With SmartClix™, customers can get to the right answer in just one click

eService Architect™
- Build knowledge from anywhere at anytime with this browser-based application

- Creates and manages dynamically changing, complex knowledge faster than any other solution

eService Professional™
- Browser-based functionality means your agents have access to the knowledge base from anywhere at anytime

- MindSync technology captures the results of successful customer service interactions, making the system—and your agents—more productive, thereby reducing costs

- SmartMiner technology automates knowledge development

- Seamlessly integrates with leading third-party software through open APIs, enabling you to leverage existing investments

Companies that have implemented eService Suite have seen*:

- 27% decrease in call volume to e-service efficiency

- 19% improvement in first-call resolution

- 30% decrease in new-hire training

- 30% call-escalation decrease

*Results may vary based on your company's unique circumstances

Methodology

Some vendors lead their customers to believe they can have a knowledge management system up and running in as few as 10 days. At ServiceWare, we understand that implementing a knowledge solution requires a formal process—one that pays particular attention to tactical, calculated phases. Our implementation team combines the best practice elements of dozens of customer experiences to provide your company with predictable, powerful and proven results.

We realize that an investment in knowledge management is a strategic capital expenditure. As such, our strategy is concentrated into a structured methodology that allows your company to complete its initiative on time—and within budget. It also enables you to better manage your expectations and accurately forecast the impact the implementation will have on your enterprise. And after the implementation, our team will provide ongoing training, education and support.

Moreover, our implementation team has helped organizations worldwide integrate existing technology to optimize and enhance the sharing of knowledge throughout the enterprise. Our solution seamlessly integrates with all major call management systems, enabling our customers to deliver efficient, consistent service across all touch points. ServiceWare's long-term partnership with Remedy gives users the opportunity to readily leverage current technology to significantly reduce costs and improve analyst productivity. And our recognition by Siebel as a certified Premier Funded Partner is evidence of the value eService Suite can add to the Siebel solution to deliver superior Web-based self-service. Furthermore, our partnerships with industry leaders such as EDS, IBM Global Services and Herrick Douglass all speak to our commitment to delivering a robust solution focused on our customers' success.

The right knowledge management solution can empower your company to meet your service and support goals. No matter which avenue your customers take to reach you, a knowledge-enabled business is one that can win on service and improve profitability with each interaction.

"ServiceWare's eService Suite was the only application we found that could learn with every interaction and continually provide consistent and accurate answers for our customers."

Mark Purnell, *Call Center Product Specialist, Sage Software*

ServiceWare eService Success Solution

Customers want answers to questions. Your business needs to maximize profits. ServiceWare can help you meet both goals.

	Improve Customer Service	**Maximize profits**
In the Call Center	• Ensure customers have fast, accurate answers to even their most perplexing questions • Improve customer satisfaction and loyalty	• Improve agent productivity • Decrease call handle time and cost • Reduce training time and lower turnover rate • Leverage existing technology investments
On the Web	• Provide customers with easy-to-use tools to be self-sufficient • Customers are one click away from the right answer with SmartClix™ • MindSync™ technology ensures a satisfying experience	• Intelligent FAQs reduce support calls, therefore reducing cost • E-mail escalation provides a low-cost way to service customers • Employees can focus on more complex or personalized service