

## Crafting a Knowledge Centric Support Desk



Customer Support Operations can range from basic to complex, and at times can be a source of frustration for both agents and customers. As callers most of us have come to expect automated recordings, long waits and the taxing process of having to carefully explain our situation multiple times to multiple agents. It is no wonder that customers as well as agents get frustrated in the process.

A frequently overlooked component of customer support is the value of knowledge management integration in the support process. With an integrated knowledge management system, information can be organized and easily retrieved when needed.

**Being able to quickly and effectively deliver knowledge when needed improves the support process.**

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## Customer Self-Help

A public facing knowledge base on your company website will enable both internal and external customers to find their own answers. This knowledge management tool delivers 24/7 answers to your customers while reducing call volume to the support center.

The self-help knowledge base can include answers to frequently asked questions as well as a list of your most popular articles, helping visitors find common answers more quickly.

With a customer facing knowledge base in place overhead costs are reduced and customers are happy.

## Employee Training

A knowledge base is an ideal place to hold employee training materials. Policy manuals, training handbooks, employment forms, training videos and more can be made readily available to your employees.

A knowledge base also ensures that valuable company knowledge does not leave when an employee does. Documenting your employee's knowledge safeguards you from lack of critical information and misinformation when an employee leaves or is away. Once stored, any one with authorized permissions can access recorded documentation. What's best, a web-based knowledge base allows employees to access the information from any browser.



You can also configure the knowledge base to provide product training materials in the form of "How To" articles, diagrams and videos to external customers. This is a cost-efficient way to lower time and labor costs associated with the support process while at the same time providing quality service to your customers.

## Support Documentation

A consolidated knowledge base becomes the go-to place for support information. It can be set up to hold all of your essential support documentation, empowering agents to quickly find answers to provide better support customers.

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A drillable tree navigation makes it easy to find articles based on topics, and advanced search capabilities can help agents find articles in even faster time.

Many of today's knowledge management tools are able to search attached items, such as .pdf files and other documents. This empowers staff to quickly access document data without having to manually locate the information.

## Support Best Practices

It is essential that answers are consistent from agent to agent. A knowledge base can ensure all of your agents are observing the same procedures and providing consistent answers.

Agents can quickly search for an issue and follow your approved methods for providing support. You can rest assured that each agent is giving the 'right answer' every time.

## Everybody Wins!

Integrating a knowledge base with your existing customer support software supports your customers, empowers agents and reduces call times. It is a win-win for customers and agents alike!

The Novo Knowledge Base works with the Novo Help Desk, or alongside your existing help desk software.



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