WDS Knowledge as a Service underpins your customer care touch points with a centralized, dynamic and accurate pool of knowledge content to provide effective and consistent support for your customers across the entire care mix.

Why is good customer knowledge important?

As organizations face increasing customer care costs, moving as much care traffic as possible to lower-cost digital, self-service channels has emerged as an attractive method to manage costs. However, many current customer care deployments are ill-prepared to meet the change in customer demands, and are thus failing to provide users with accurate and accessible content. Too often, support content is restricted to setup guides, limited problem resolution, and poor information; all hindering the identification and resolution of customer issues.

Alternatively, companies are often unable to identify what content their customers need, and should therefore be available through their digital help portals. This may be due to a lack of resources, tools, knowledge or expertise needed to create and maintain this content in line with problem types across contact center and self-care channels.
What is WDS Knowledge management?

Our knowledge as a Service (KaaS) is a combination of tools, methodologies, and best practices that builds relevant product and service knowledge across the entire care mix while continually adapting to update new call drivers, products or service launches. At WDS we recognize that there is an opportunity for self-care solutions to do more to exist in both resolving issues and feeling more empowered with their device.

Why is WDS Knowledge management different?

Our KaaS solution is unique because it is delivered by a team of experts who work closely with clients to develop and deploy the right knowledge solution within customer care environments to ensure seamless integration with existing systems as required. Once KaaS is deployed, our analysts study knowledge article usage and requests to accurately understand each client’s unique knowledge needs, ensuring that agents and self-care tools always have access to the right content.

What are the key benefits?

KaaS is a solution that can be applied across self-care, retail and contact center channels. By providing clients with a dynamic, accurate and consistent knowledge base, they can benefit from:

- Increased First Call Resolution (FCR); call deflection rates and sales conversions.
- Reduced Average Handling Time (AHT); hold time and decrease return.
- Improved customer experience; NPS® and customer satisfaction.
- Increased consistency of content and level of problem coverage across entire care mix as well as timely content updates.
- Knowledge being available on the day of launch.

Why do you need Knowledge management solutions?

1. Promote consistency across all channels

Why do you need Knowledge management solutions? By providing a consistent source of knowledge, knowledge can be deployed with third party support interfaces or within self-care customer applications. Knowledge consistency in support quality and the level of problem coverage and finding the right article.

2. Ensure information is up-to-date

Our analytical approach means that support knowledge is continually generated and refined to reflect the operational requirements and dynamic nature of customer care. We capture and analyze transactional and event data from products and contact and web logs to problems types and accessed content to improve the knowledge base.

3. Deliver greater convenience

With consistency in support quality regardless of channel, customers can enjoy the best customer care at all times. It allows seamless support covering time and effort spent by customers and care agents alike.
Why do you need Knowledge management solutions?

1. **Promote consistency across all channels**
   Using one underlying knowledge infrastructure that can be deployed with third party support interfaces or within WDS customer care products, KaaS ensures consistency in support quality and the level of problem coverage across your care channels.

2. **Ensure information is up-to-date**
   Our analytical approach means that support knowledge is continually generated and refined to reflect the immediate requirements and dynamic nature of customer care. We capture and analyze transactional and point of sale data, from product returns and call logs to problem types and accessed content to improve our knowledge base.

3. **Deliver greater convenience**
   With consistency in support quality regardless of channel, customers can enjoy the best customer care in a fashion that is most convenient to them; reducing time and effort spent by customers and care agents alike.

A web gap analysis highlighted how only 17% of the top 75% call drivers had a clear and easy to locate solution on the client’s site. Consistent knowledge management across contact center and self-service could help avoid this deficiency.

Key stats for WDS Knowledge:

- **Over 7000 device simulators** with over 243K user journeys and 86K Troubleshooting, How To and FAQ guides
- **6500 mobile devices**
- **Over 80 million transactions / month** through WDS tools
KaaS applications

FreeRoam Simulator
Our latest application of KaaS is FreeRoam, a fast, photo-realistic virtual simulator for the telecoms industry that allows any user to have a replicated handset experience without the actual physical device. It does this by embedding support knowledge into high definition, interactive images of both the physical device and its various user interfaces.

FreeRoam can be applied in a retail or contact center environment:

Used as a try-before-you-buy tool, it allows users to experience a device’s full functionality online or at a kiosk in-store.

In the contact center, it gives agents extra confidence in responding to customer issues as FreeRoam allows them to guide customers through to resolution as if they have the same device in their hand.

Benefits of FreeRoam:

• Higher NPS thanks to improved sales and reduced returns as customers can explore devices in-depth before purchase.

• Improved CSAT because of improved FCR, lower AHT and reduced Hold Time as agents are able to confidently guide customers though to solutions.

In addition, FreeRoam provides reports on customers’ sessions, such as what they did, what device model or brand they have looked at – as well as insight from care agents’ use of the simulators, such as the steps they took to resolve a particular customer issue. This data will drive customer support improvements and knowledge creation as well as the development of more accurate self-service solutions.
Walk-through Guides
Deployed in contact center, retail or self-care, the interactive Walk-Through Guide is a step-by-step device simulation which walks the user through a specific task on the device. Each scenario includes textual instructions which are accompanied by screen shots and ‘hot spots’ which highlight the icon, button or gesture needed to progress to the next step. Hot spots are ‘active’ and can be tapped to progress to the next step. Alternatively, next, back and restart buttons enable users to navigate each scenario.

Troubleshooting Guides
Similar to the above, the Troubleshooting Guides consist of knowledge articles designed to help them solve user issues such as device slowing, freezing, switching off or acting unpredictably. Each guide explains to the end user what symptoms it can help to address, and then breaks down the troubleshooting into easy to follow steps. It can link to additional knowledge including third party sources.

Built for both online self-care and contact center agents, KaaS’ How-to Guides are clearly laid out textual and visual guides for operating digital devices.

Customer Lifecycle
Additional KaaS Features include the Customer Lifecycle widget which, using the customers “device activation date” as a guide, displays links to the top 5 most relevant articles based on the customers progression through the customer lifecycle; and the FAQs with text and image based answers to common user and agent questions.

For the telecoms industry, WDS offers Device Specifications, capturing up to 600 validated, accurate device specifications per device including, but not limited to; hardware features, camera support, battery specifications, connectivity support, network support and email and messaging support.

Knowledge as a Service is a key component across self-care, retail and contact center solutions. Underpin your customer care touch points with a centralized, dynamic and accurate pool of knowledge content to deliver effective and consistent support for your customers.

To find out more about WDS Knowledge as a Service, please contact: www.wds.co/WDSKaaS

About WDS
WDS, A Xerox Company, is a global leader in the delivery of transformational customer care solutions. Built around a cognitive technology platform that continually learns from the customer care transactions that pass through it, WDS helps clients to leverage their existing data assets to increase efficiency across the care-mix; from improved agent performance to self-care automation and personalisation. Quite simply, WDS enables customers to find the answers they need and ensure that every customer care experience is better than the last.