

Universal Knowledge Product Overview



Knowledge Management Software

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Background

Knowledge Powered Solutions (KPS) designs, develops and markets its own Knowledge Management (KM) software application – ‘Universal Knowledge’ (Universal) that is typically deployed in inbound customer service environments to deliver efficiency savings for staff and improve the customer experience.

The main aim of the knowledge management system is to reduce calls to the contact centre and service desk and enable customers to self-serve and find information consistently, quickly and accurately. KPS’s solutions can be deployed to customer service staff, back office staff, intranet users and internal and external customers. These groups are able to access vital knowledge quickly and easily through a simple to use natural language interface.

The key benefits that customers experience from using KPS solutions are reduced call times, reduced call escalations to ‘floor walkers’ and ‘supervisors’, reduced call avoidance, improved first call resolution and ease of document maintenance. Additionally, call volumes can be significantly reduced by allowing internal and external customers and owners to self-serve and resolve their own queries. This then enables contact staff to concentrate their efforts on more complex or very specific requests.

Over 80 organisations worldwide use KPS KM technology including Department of Transport Perth (Western Australia), Banking Ombudsman (New Zealand), United Health Group (USA), Stanford University Hospital & Clinics (USA), BT Engage IT (UK), Indiana University Health (USA), HCI Group (USA) Dhiraagu (Maldives), City of Ottawa (Canada), Wood Group (UK) and Agilisys (UK).

Making relevant information available quickly, easily and at the point of need is crucial in any customer service environment. It is vital to provide customers with the right solutions to save time and provide excellent customer service. Users of Universal are able to key in their question using their own natural language, the system understands the context of the question asked and presents the most relevant solution. The system is simple to use, easy to maintain and administer, as there is no need to re-purpose or move existing documentation if stored on a fileshare, intranet or cloud repository, such as Dropbox, Google docs or Sharepoint 365.

Our product has been a key driver for efficiency savings and enhanced service delivery across;

- Inbound & Outbound Contact/Call Centres
- IT/HR Service Desks
- Internal employees
- Web self service improvements
- Shared Service operations and activities

Using Universal will allow you to;

- Analyse actual consumers and owner questions to continually resolve content gaps
- Provide consistent and accurate solutions to customers, regardless of contact staff experience
- Share information more easily across all departments & sites
- Dynamically create FAQs for fast access to common solutions

Universal is able to create knowledge bases by indexing an organisation's documents, created in Microsoft (and Open) Office, Acrobat and HTML formats. These documents may be held externally to Universal (intranet, web site, shared folder, cloud repository such as Sharepoint 365) or held and managed internally by Universal's Content and Document Management capabilities. Users are granted access to appropriate knowledge bases and given a security classification that controls the documents they can see within a knowledge base.

Product features

Universal Knowledge is a scalable and feature rich solution for improving information access across an organisation. It enables organisations to capture and share their knowledge and expertise and provides a simple, easy to use interface for the end user. There are essentially seven major functionality areas to Universal.

Management of Knowledge

Universal allows an organisations knowledge to be logically structured for optimal searching and ease of management.

Highly Configurable Interface

Universal allows multiple layouts to be defined and shared with relevant users and teams.

Natural Language Searching

A sophisticated search engine that allows users to ask questions in their own words and find documents that match the context of their question.

Knowledge Creation

Knowledge can be referenced externally or created internally as needed through a quality controlled approval process.

Notifications

Intelligently route the right information to the right people with full audit trail of which users have both been notified and read the information.

Discussion Forums

Improve collaboration within your organisation by providing discussion functionality against content or topics.

Reporting

Missing knowledge can be identified & user behaviour monitored.

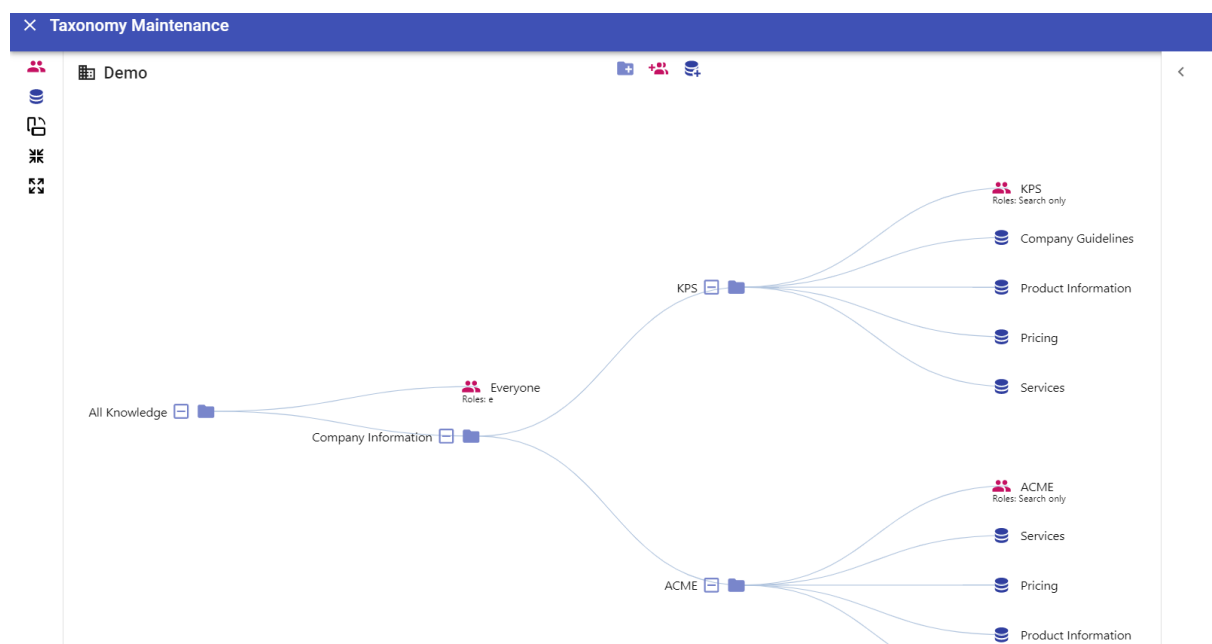
Management of Knowledge

Commonly within organisations, knowledge is specific to different areas of the business. An agent on a service desk will want access to different areas of knowledge to a member of the sales team, for example.

Universal Knowledge allows a hierarchy to be created that effectively models the way in which knowledge needs to be utilised. This may be driven by product, organisational or customer groupings, or a combination of these or other factors.

For example, an agent on a help desk may well support one or more products or one or more areas such as hardware and networking. Our approach means that different teams of users can be granted rights and roles to appropriate areas of the knowledge, ensuring accurate and relevant searching. It also gives confidence that up-to-date documents are being accessed in a controlled way without the need to duplicate documentation.

The way in which Knowledge is organised within Universal is using a tree-like structure called a taxonomy.



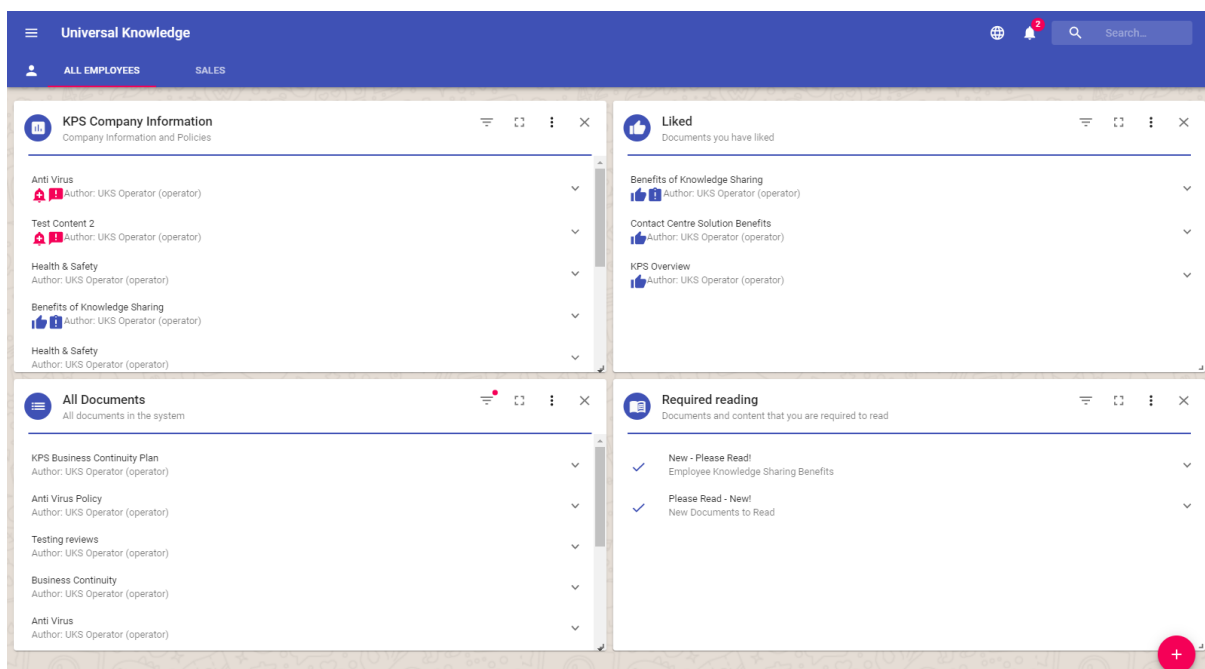
Example Taxonomy

It can be extended to support additional users, departments or customers. This provides a framework for controlling access to knowledge & searching.

Users of Universal are added to teams, which are then assigned roles and rights to specific areas of the taxonomy. Users can belong to one or many teams, which ensures that users only see areas of the business relevant to them. Teams are then assigned rights anywhere on the taxonomy.

Highly Configurable Interface

When the knowledge base is used by different teams and/or departments it is important that the user is presented with an environment tailored to their role(s). Universal Knowledge allows multiple layouts to be defined which can be customised to include 'portlets' of information specific to a user's requirements. Administrators can create layouts which are shared to the relevant teams and users can create their own custom portlets to display information as they wish to see it, for example, 'My Liked Documents' as shown below;

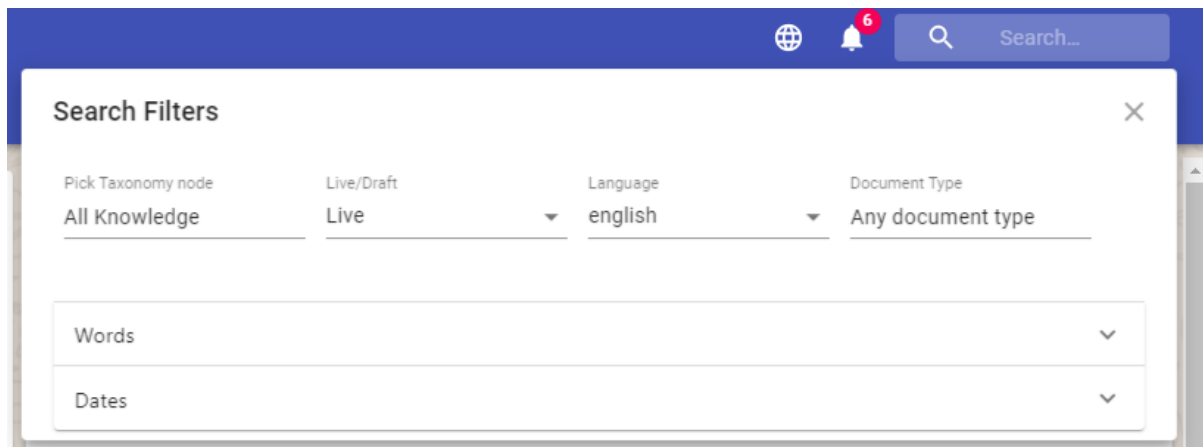


Natural Language Searching

At the heart of the system is a sophisticated search capability that analyses both the words and their context in a question. This means users can ask questions in their own words, be that a single word keyword search or a complex question. In either case Universal Knowledge will find the best match using the information from the question and learning acquired from previous questions answered correctly. As more questions are answered, Universal Knowledge learns how documents are being

applied resulting in a constantly evolving understanding of the organisations knowledge and how it is used.

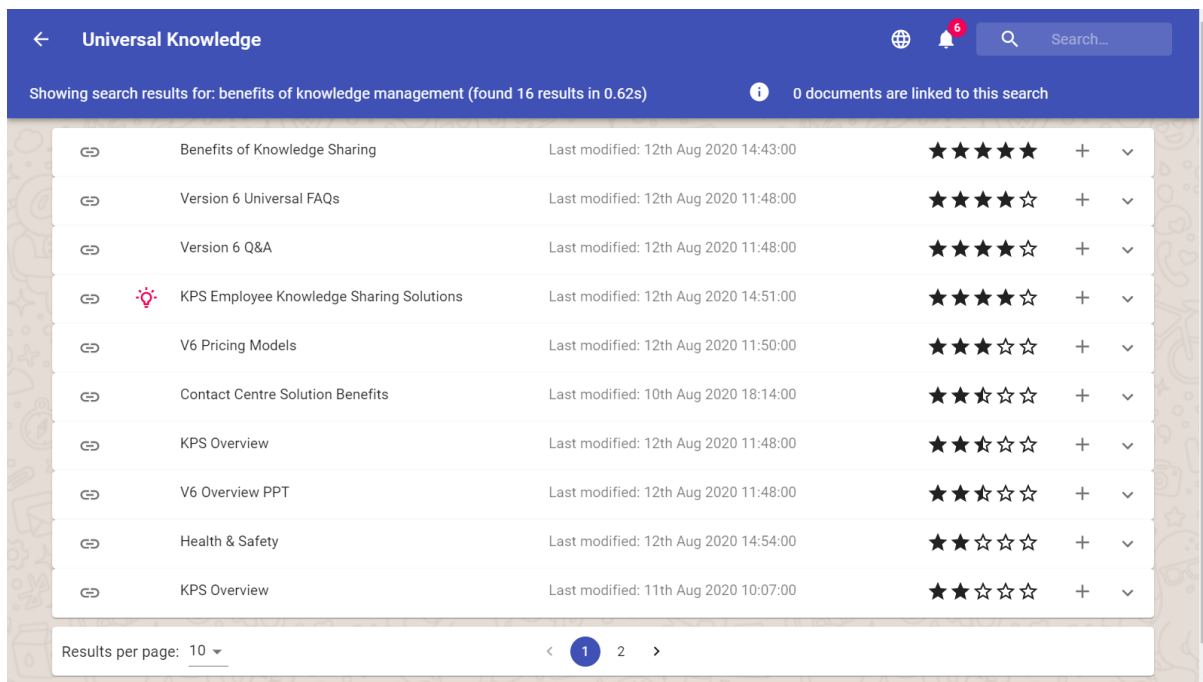
To undertake a search, the user clicks on the search box at the top of the screen.



It is possible to also apply filters to how you wish to search, such as a particular category or document type. Selecting a Taxonomy node displays the categories you have been granted access to and allows the user to target a specific area to search.

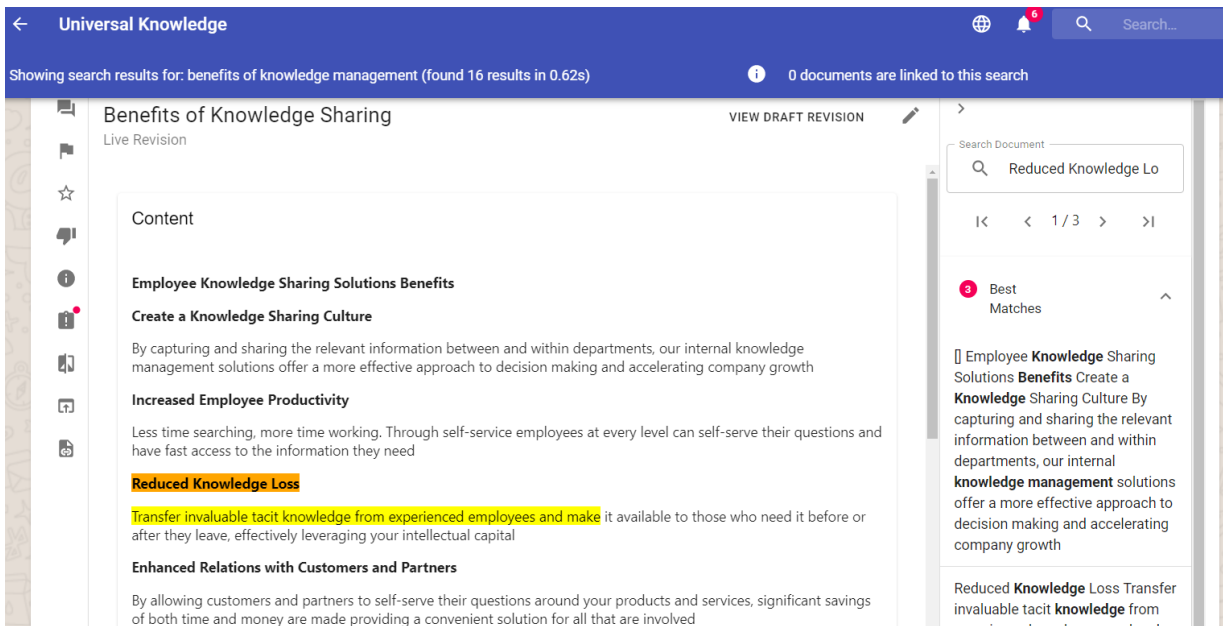
Click the OK button to search within the selected Taxonomy. The results found are presented to the user as a list of links to possible solutions. As well as finding the best matching documents, Universal finds the best matches inside the document and displays these as fragments. **Fragments** are areas of the document that strongly match the question.

The benefit of fragments is that there is no need to split up long documents, meaning that existing documentation can be used without any re-work, therefore substantially reducing the administrative overhead when creating knowledge (see section below, Knowledge Creation).



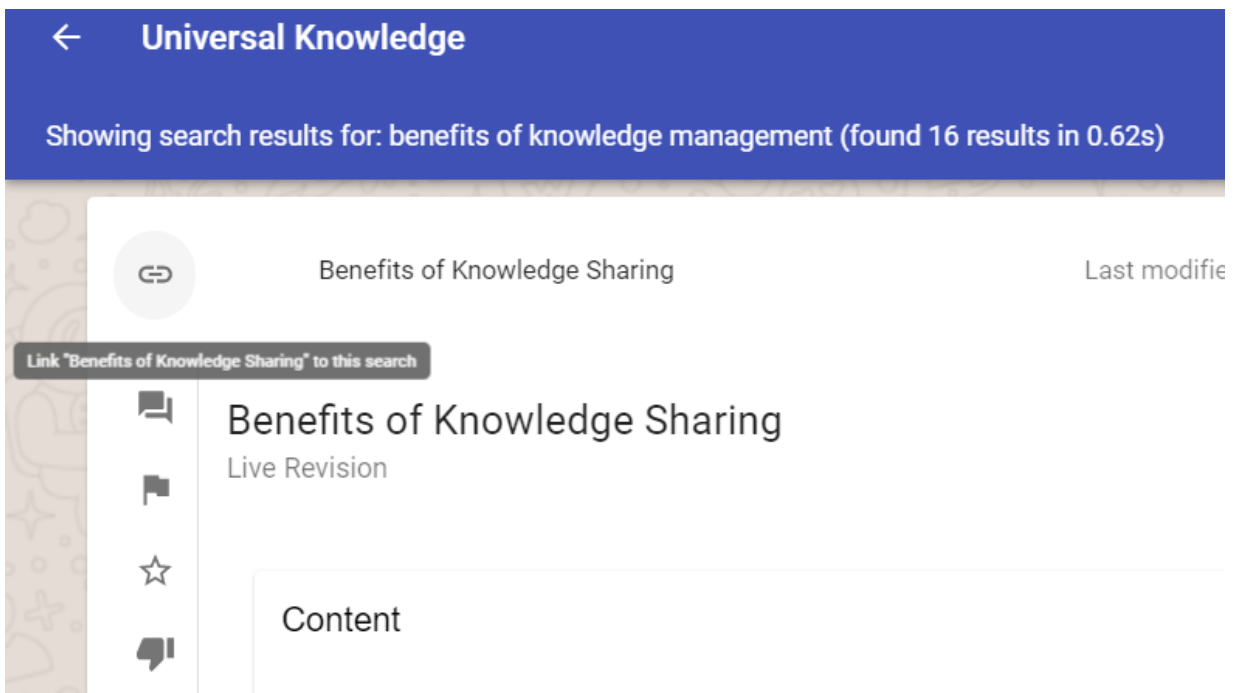
In the example above, Universal displays a set of search results for the query 'Benefits of Knowledge Management'. The score of each result presented is shown as a star rating. This can be described as a relevance rating - i.e. the relevance of the Document to the question. If this document answers the question, the user can link the solution to associate the solution with the question. Therefore, if the same (or similar) question is asked again, the relevance rating value associated with the selected Document will increase. This ability to 'learn' uniquely enhances Universal's ability to retrieve accurate knowledge.

When a user selects a title, the document is displayed, along with the relevant fragments of that document.



The user highlights a fragment (displayed above as Best Matches), which will take the user directly to the appropriate part of the document, which will be highlighted.

At the top of the screen it is possible to link the document to the user question;



Selecting 'Link "Benefits of Knowledge Sharing" to this search' option helps Universal to learn which solutions match which questions. If no appropriate solutions are presented, the user can either refine their question, return to the results screen or ask an expert. An Expert is a user within the

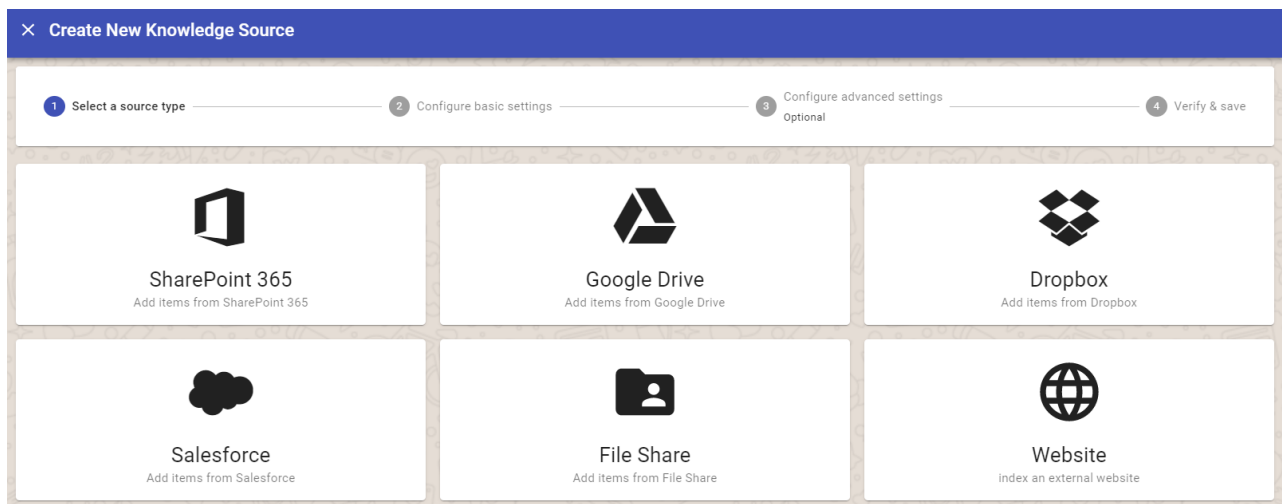
organisation who has expertise on a given subject matter. Users can be assigned the 'Be Expert' role and then associated with a team of experts in the appropriate areas of the taxonomy.

Knowledge Creation

Leveraging External Content

Universal Knowledge allows existing documentation to be indexed using powerful spidering tools without the need for it to be moved or duplicated. This enables an organisation to rapidly deploy the solution and quickly begin realising the benefits.

The following knowledge repositories are supported,

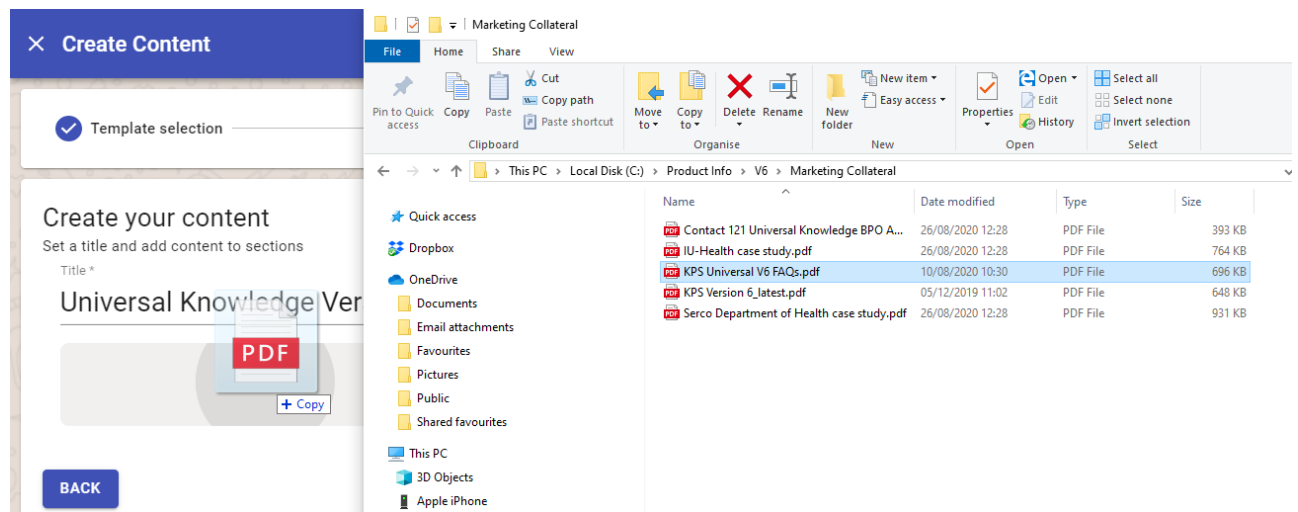


Internal Content Management

Facilities are also provided for easy authoring of new knowledge through a web based interface. This allows a distributed team of authors to grow the available pool of documented knowledge. Knowledge can be volunteered or added to answer a user question, this is part of Universal's 'Expert' functionality, where questions can be asked to an expert in the case of no suitable knowledge being available. An inline editor is provided and templates are used to control the structure and presentation of information. It is also possible to create 'Decision Tree' type content, which allows for the configuration of more structured scripted knowledge, guiding a user through a series of questions and answers.

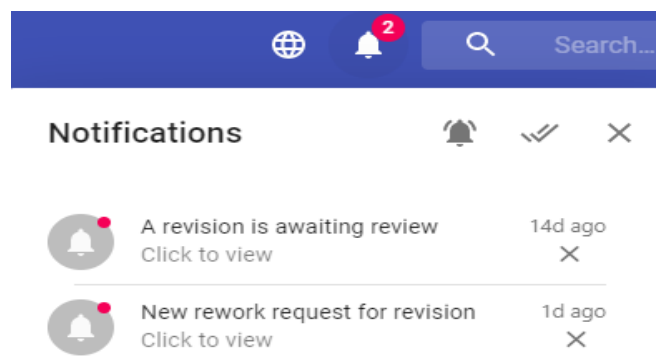
Configurable approval cycles help validate knowledge before it is deployed and make sure that only up-to-date information is delivered. A full audit trail of changes and previous revisions is automatically created and maintained.

In addition to the use of templates, it is possible to upload existing content through a drag and drop interface;



Notifications

News items and important documents to be read can be automatically pushed to a user's workspace. 'Required readings' require a user to feedback that they have read the information and the creator of the required reading task has real time views of who has and who has not read the information. Ensuring the right people get the right information at the point of need is key to a successful knowledge management implementation.



Discussion Forums

In addition to formal requests for new knowledge through expert questions or requesting an update to a piece of content, users can use the discussion option to open or reply to a discussion thread. This provides users with a platform to collaborate, in a more informal manner, with their peers. In

the spirit of collaboration all users who have access to a topic or piece of content will be able to view and contribute to discussions. It is possible to formalise discussion content into a templated knowledge item for inclusion in the knowledge base, should that be appropriate.

Viewing document 1027

Does everyone else think this needs more information?

Please let me know what you think
Aug 26, 2020 2:13 PM

Benefits of Knowledge Sharing

Live Revision

VIEW DRAFT REVISION

Content

Employee Knowledge Sharing Solutions Benefits

Create a Knowledge Sharing Culture

By capturing and sharing the relevant information between and within departments, our internal knowledge management solutions offer a more effective approach to decision making and accelerating company growth

Increased Employee Productivity

Less time searching, more time working. Through self-service employees at every level can self-serve their questions and have fast access to the information they need

Reduced Knowledge Loss

Transfer invaluable tacit knowledge from experienced employees and make it available to those who need it before or after they leave, effectively leveraging your intellectual capital

Enhanced Relations with Customers and Partners

By allowing customers and partners to self-serve their questions around your products and services, significant savings of both time and money are made providing a convenient solution for all that are involved

Improved Employee Engagement

Enable employees to provide feedback and suggestions for content editing within the knowledgebase allowing for increased engagement and refined knowledge

One Version of the Truth

Eliminate the possibility of duplicate document circulation and appropriately evaluate content prior to any changes or publications


Reporting




All questions are stored in the Knowledge database unchanged. This allows an organisation to see exactly what questions are being asked, those which are being answered, and those which are not. Hence, it can help identify gaps in the knowledge currently accessed by the system and therefore assist in the provision of relevant knowledge (as opposed to knowledge that is thought to be relevant).

Examples of the metrics provided are:

- How often the system is being used
- The number of documents used
- Where the user is accessing information
- Users' level of participation
- Knowledge Gaps
- Individual document statistics

Document info



Last date modified	12/08/2020 13:43
Number of times liked	1 
Number of times favourited	0
Number of times viewed	16 
Number of times used	1 
Date last viewed by me	26/08/2020 12:08
User who last modified	
Rework count	0
Author	UKS Operator (operator)

Benefits of Knowledge Sharing

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Knowing which documents are used most helps target maintenance effort where it is most needed, so for example, if 80% of solutions are being found in 20% of the documents, then more effort should be spent maintaining these.

Features and Benefits

Feature(s)	Benefit(s)
<p>Natural language search capability</p> <p>Handles misspellings and synonyms</p> <p>Learns based on previous experience</p> <p>Solutions displayed with confidence ratings</p>	<p>Enables customers / staff to pose questions “in their own words”</p> <p>Reduced cost to serve – learning capability means the right solution is found quickly</p> <p>Reduced cost to serve – staff can handle problems outside their normal skill sets, resulting in fewer escalations to more expensive second-line staff</p> <p>Improved customer service – customers can access knowledge using their own words</p>
<p>Configurable layouts</p>	<p>Reduced operational costs and increased user adoption – users have a tailored experience when using the knowledge base</p>
<p>Retention of unanswered questions</p>	<p>Improved understanding of your customer base</p>
<p>Can be accessed both by customers via the Internet and staff via an Intranet</p>	<p>Reduces dependence on key staff – captures the intellectual capital of the organisation into a single company-wide knowledge base system that is always available</p> <p>Reduced cost to serve – knowledge can be accessed without human intervention when deployed via the Internet</p> <p>Ensures consistent response – the same knowledge is shared and available to all</p> <p>24 x 7 – when deployed via the Internet, information can be provided all day, every day, regardless of time zones or staffing levels</p>
<p>Seamless integrations with Helpdesk, CRM and intranet/internet applications.</p>	<p>Greater end-to-end benefit and reduced deployment time</p>

Why is Knowledge Management Important?

Productivity

The State of Knowledge Management 2014 report from the Technology Services Industry Association (TSIA) asked participants...

"If your organization was sharing knowledge as well as they possibly could, how much would it improve the productivity of your team?"

40% said that sharing knowledge well could increase employee productivity by **20-30%**

a third of respondents said that a **successful enterprise knowledge initiative** had the potential of improving productivity **30-50%+**

Consistency

In the same TSIA State of Knowledge Management report, participants were asked...

"Do you use the same technology platform for both employee and customer-facing knowledge systems?"

32% - the greatest majority - said they use **totally separate knowledge technologies**, meaning employees see **one answer**, while the customer or the public sees **another**.

Silos of knowledge, lack of upkeep and lack of use all contribute to the **delivery of inconsistent information**.

Staff Churn

Among the leading reasons for employees churning in any job is **lack of proper tools**.

Churn comes from:

- **having too many disjointed tools**
- **not having the latest information**
- **having to hunt for it among different systems, tools, and channels.**

According to IDC's Unlocking the Hidden Value of information Survey...

44% of the time, most employees **can't find the answers** they're looking for

61% currently have to access **four or more systems** when looking for information.

This ultimately results in **frustration and churn**, and **increased hiring and training costs**. Reduced training times and improved staff engagement are key benefits of good knowledge management.

Customer Service

According to the American Express Customer Service Barometer:

99% of consumers surveyed say that **getting a satisfactory answer** is the most important prerequisite to a great customer experience.

98% of consumers surveyed say the need to be **connected to someone knowledgeable** is key to good customer service

The **benefits** of customer service agents (and **all employees** for that matter) **being information aware** are especially important when it comes to service.

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