Social Knowledge Management Solution Saves $54 Million a Year

OVERVIEW

With over 3,500 worldwide technical support engineers spread across 20 TAC facilities and supporting 17 different languages, our Fortune 500 client needed a way to accelerate knowledge sharing, as well as solve its customers' problems more efficiently and effectively. The solution was an award-winning platform with global impact and borderless capabilities where skills-based routes, a robust reputation engine, and interactive collaboration facilities were implemented in a way that allowed engineers to integrate them easily into their daily workflow. This Social Knowledge Management (SKM™) solution has changed not only how our client's support organization solves customer problems, but also how information is consumed by our client's engineers and customers.

BUSINESS CHALLENGE

With 1.7 million customer cases opened annually, engineers were spending much of their time using disparate and often localized solutions to solve customer problems. These inefficiencies resulted in engineers solving problems that had already been solved by other engineers elsewhere in the organization. The organization was unable to tap into the collective knowledge that existed within the global support team. Even if the support engineer was able to solve the customer's problem, the ability to share this knowledge was limited, inhibiting the realization of the full potential these solutions could contribute to the company's operations.

EXECUTIVE SUMMARY

Objective

Expand Social Knowledge Management capabilities to drive productivity, faster time to market, revenue growth and service delivery automation across the service team.

- Worldwide
- 3500 engineers
- 20 facilities
- 17 languages

Need for change

- Improve borderless collaboration
- Seamlessly integrate social knowledge into the workflow
- Accelerate learning
- Identify and access knowledge experts
- Collaborate internally, as well as externally with partners and customers

Benefits

Business

- Accelerated customer deliverables and simplified partner collaboration

Customer

- Improved customer self-serve and self-solve efforts with knowledge automation
- Accelerated employee time to expert through collaboration and access to knowledge experts
- Natural integration into workflows

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NETWORK SOLUTION

Our Fortune 500 client's technical assistance center (TAC) continues to innovate and reshape the way its support engineers think about collaboration. With our SKM solution, our client's Intellectual Capital Transformation (ICT) team developed an online collaborative knowledge-sharing platform integrated into the engineer's everyday workflow. As the preferred solution for TAC engineers, this SKM solution now dramatically improves the support organization's ability to collaborate, share and publish valuable content directly to customers via the web or mobile applications.

Since its launch, our SKM solution has transformed not only the way TAC manages its intellectual capital, but also how our client communicates, collaborates, and serves customers. In addition, our SKM solution influences other organizations inside our client's enterprise that seek similar benefits from Social Knowledge Management environments.

BENEFITS

The foundational benefits that make our SKM solution a truly innovative, award-winning solution include:

■ Collaboration Opportunities

By aligning business processes with a collaborative environment, engineers can solve customer issues together. This knowledge is captured and compiled as TAC-authored support articles that can be reused by the entire company internally as well as for customers on our client's external website. This dynamic collaboration has significantly decreased the "time to expert" for our TAC engineers compared with traditional methods of learning and development. Engineers can rate these articles based on content and helpfulness. An algorithm, called Content Quality Factor (CQF), takes into account these ratings and other factors (such as view count and case linkage) to score to each article. Doing so surfaces the best content created within the community, creating a dynamic Social Knowledge Management environment where documents are identified as potential TAC solutions for customers and are continuously improved by engineers to ensure the best solution is always available to its customers and partners.

■ Expertise Acceleration

Our Social Knowledge Management environment expedites the process of transforming new users into expert engineers, reducing the time it takes to become an expert in a specific technology or set of technologies. Before our SKM solution, new engineers were on their own, learning on the job and absorbing knowledge with varying degrees of success. Now, even the newest engineers can consume up-to-date content more rapidly, and easily identify other experts within the enterprise worldwide who can address their specific questions. Previously, this level of insight into experts did not exist on a global scale inside the client's enterprise.

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BENEFITS

■ **Content Lifecycle**

In the past, collaboration occurred in environments such as email that were not engineered to facilitate easy content storage and re-use. Social Knowledge Management environments, like our SKM solution, capture the results of real-time engineer-to-engineer collaborations and provide an organizational structure to create reusable knowledge assets. These assets are ranked using our proprietary CQF algorithm and curated for publication outside of our SKM solution for the benefit of customers globally. By making this information available to customers, our Fortune 500 client is able to increase case avoidance and ensure customers are able to get their answers on demand from the web or our client's mobile support application.

■ **Knowledge Traceback**

Our SKM solution enables real-time tracking of an asset's provenance. Knowing who, when, and how an article came to exist is valuable for any organization. Our Social Knowledge Management environment connects experts to their contributions, making it possible to trace back and discover the true origin of any knowledge article. This capability drives deeper engagement, fosters mentorships among engineers, reduces duplicate efforts, and enables a more efficient workflow. In addition, this level of credit tracing facilitates recognition for the experts and demonstrates the impact their contributions have had. As articles are viewed, rated, and published, metrics and analytics are captured, which in turn helps the authors and experts understand their direct impact on customer success.

BUSINESS RESULTS

Our SKM solution has not only been embraced by the 3,000 TAC engineers at our Fortune 500 client, but the collaboration base has significantly increased to reach users representing various organizations across the client's enterprise, including Engineering, Advanced Services, IT, and Sales. This innovative solution has also helped our client save $54 million from case deflection in a single fiscal year, and these benefits continue to compound exponentially as more users across the company embrace our SKM solution as their resource to solve technical issues and build out technical solutions for their customers.

" **Our approach leveraged the Social Knowledge of our technical support organization in ways that not only changed how we created knowledge…but how we consumed it as well.."**

— Senior Director, Technical Support Services,
   Fortune 500 Client

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The team has numerous awards to its name, including 25+ Stevie® Awards, two Forrester Groundswell Awards, five Khoros Awards, two Globee® Disruptor Company of the Year Awards, two Cisco Responsible Procurement Awards, and many others.

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