

USU Knowledge Management – Performance Description

Content

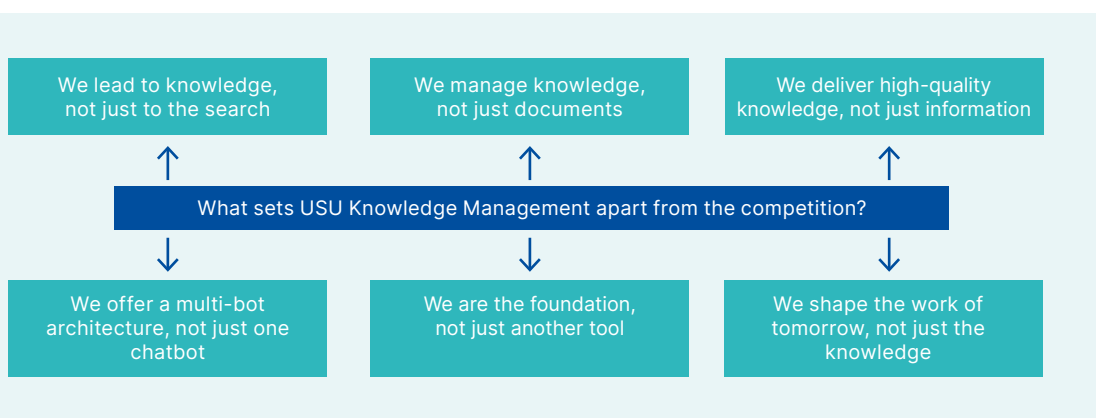
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Introduction

USU Knowledge Management is more than just a knowledge database

USU Knowledge Management was developed specifically for the service sector. It provides customers, employees, and partners with the information they need from one source via their preferred channel. Our tool offers a range of modules that enable you to design the exact solution that meets your needs, whether for B2C, B2B, or both—all modular and customized. You only pay for the modules you use.

What sets USU Knowledge Management apart from the competition?



Our solution uniquely maps the roles, rights, and tasks of all stakeholders across the entire knowledge management lifecycle. This includes:

- 01 | Customers and users** who search for and consume information
- 02 | Authors** who provide and edit the knowledge
- 03 | Managers** who are responsible for business success and KPIs
- 04 | Administrators** who need flexibility to adapt to new requirements

In this way, we ensure that each role/position only has access to or can process the information it needs. This ensures that each role has access to or can process only the information it needs.

USU Knowledge Management follows a best-of-breed approach, enabling you to integrate a powerful Knowledge Management solution with the best CRM, CCaaS, ticketing, and other software. This allows us to focus on continuously developing our core product while you focus on using the best tool for each specific task.

Customized Features

Perfection for demanding requirements.

Focus	Technical Superiority	Real-Time Application	Use
Holistic approach to service excellence with actionable knowledge	Advanced standard software with full integration across all deployment types	Live, interactive information in the service center for immediate action	Intern / Servicecenter

Knowledge		Technical features	
<ul style="list-style-type: none"> • Capture & manage • Search & find • Active search • Create & edit • Extended editorial options • Evaluate & optimize • Publish & replace 	<ul style="list-style-type: none"> • Evaluate & analyze • Provide in various channels • Agent assistance • Following function of individual documents • Document comparison • Guided dialogs 	<ul style="list-style-type: none"> • Set-up effort • Training costs • Usability • Multichannel usage • Self-service integration • Chatbot integration • Integrated industry knowledge • Possible applications as Enterprise Knowledge Management 	<ul style="list-style-type: none"> • Interactive e-learning • Investments • Technical connection GenAI Services • Prepared GenAI use cases • GenAI Support in Knowledge Management / Quality Management • GenAI in training / coaching

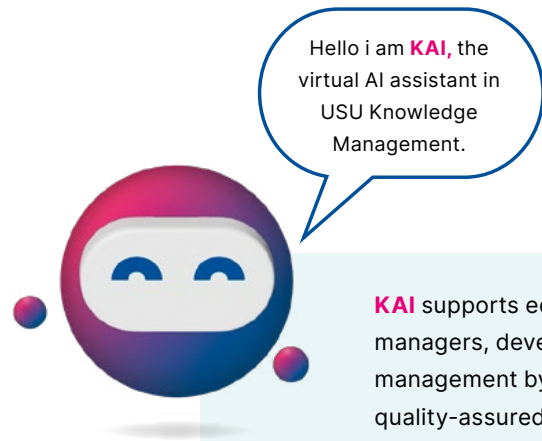
Connection to GenAI Services

With the introduction of ChatGPT, large language models (LLMs) have become an integral part of our service. The use of generative AI (GenAI) has transformed the role of the knowledge database from merely storing and managing knowledge to being a critical component in its effective use.

The key to harnessing GenAI's full potential lies not in the AI itself but in how the content it accesses is formulated and structured.

Therefore, the foundation of excellent generative AI usage is a robust knowledge base. **GenAI's strength depends entirely on the quality of the knowledge base it accesses.**

Connecting to generative AI technologies is crucial for knowledge bases as it significantly enhances the quality, efficiency, and accessibility of information.



KAI supports editors, quality managers, developers, and management by providing quality-assured information in various ways.

KAI provides support in these areas



Editors & Service Teams

- Answering user queries
- Revising/rewriting documents
- Translations
- Execution of services



Quality Manager

- Identification of quality problems
- Management of QA tasks



Architects & Software Developers

- Integration of external data sources
- External AI-based search functions
- Quality optimization of external RAG concepts



Management

- Support with problem solving
- Management of workflows
- Management of authorizations
- Creation of reports



Talent Developer

- Creation of tests
- Preparation of coaching sessions
- Implementation of tests

Knowledge Access

Single-Source of Truth

The USU Knowledge Management knowledge database is the central source for all quality-assured knowledge. Therefore, you do not have to store your information multiple times, but can maintain it centrally and make it available to your employees or customers via a wide variety of channels.

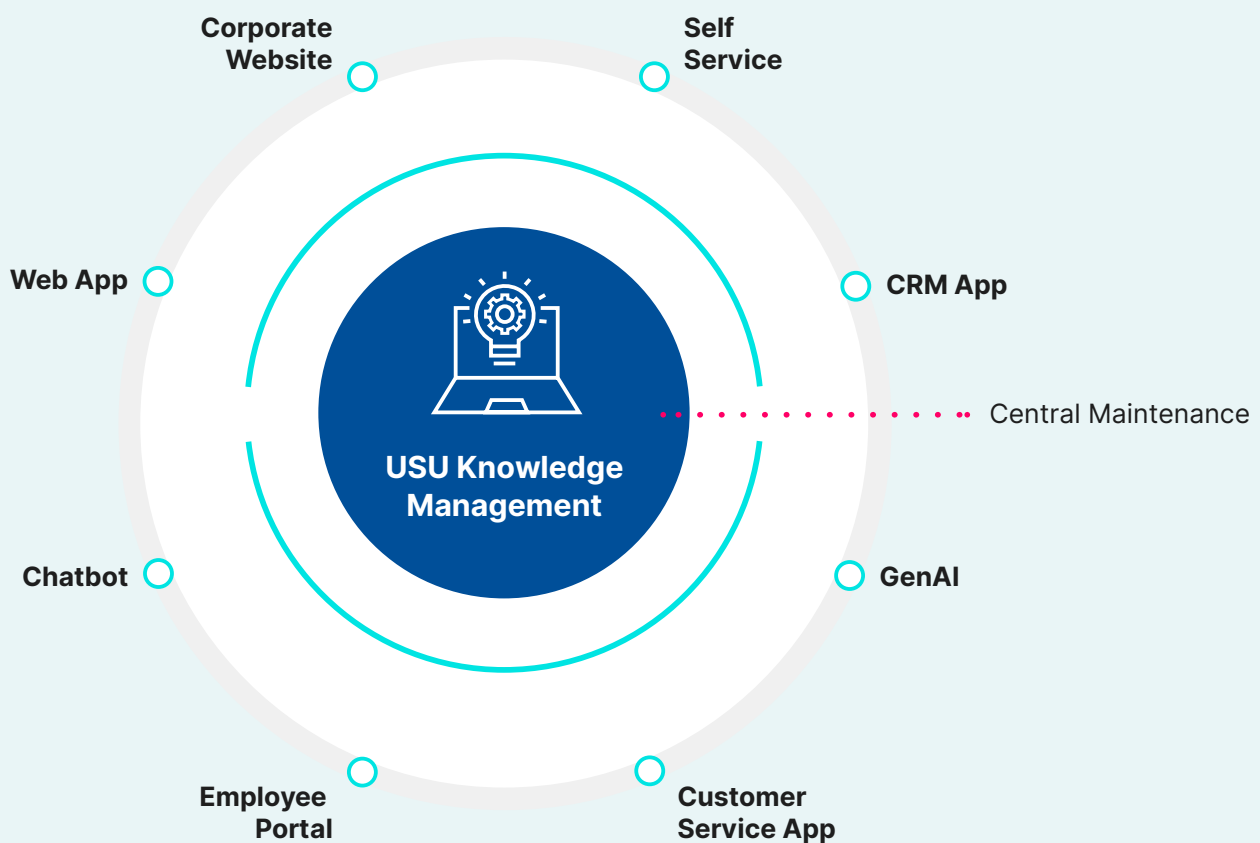


Figure 1: one source - many usage options

Use-case based interfaces

Access to stored knowledge does not always have to be via a search. If you want to get an overview, navigating via topics is helpful. And no one wants to have to search for frequently needed information or the latest news, they want to have it right at their fingertips.

That's why USU Knowledge Management allows you to flexibly compose user interfaces using drag & drop with building blocks such as:

- Search windows
- Result displays
- Filter options
- Navigation trees
- News
- Pinned documents
- ...and more

You can save as many configurations as you like - for different user groups, application scenarios or even individually for each user.

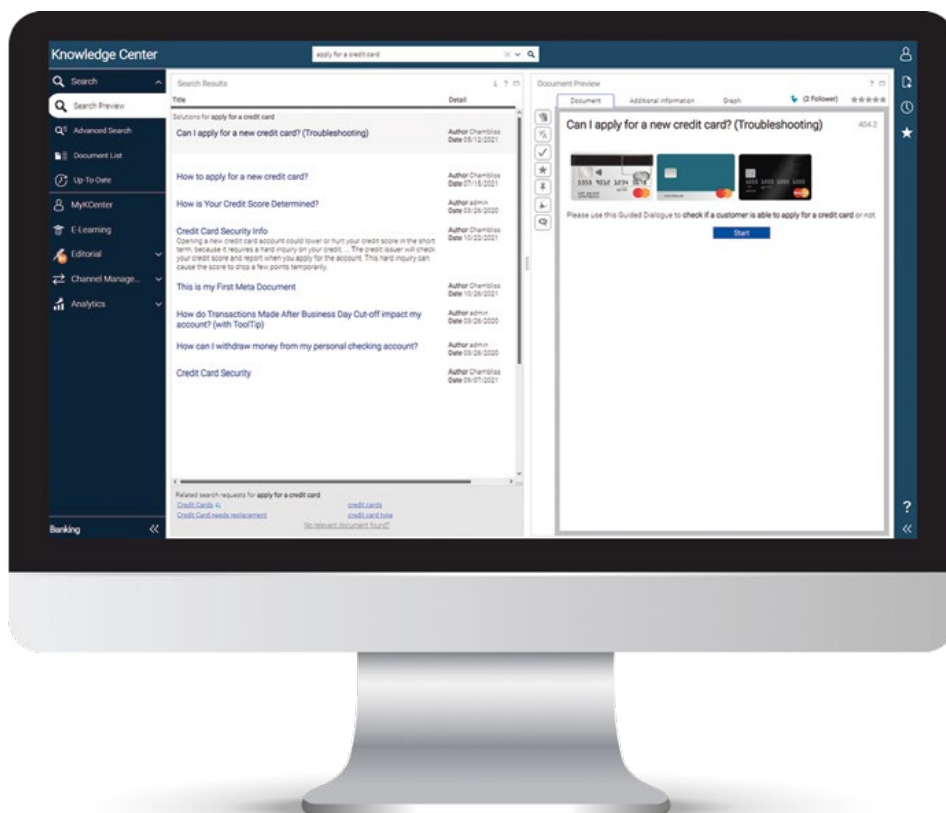
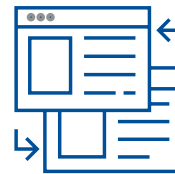


Figure 2: configurable interface

AI-assisted search

01 | Self-learning search

USU Knowledge Management analyzes user behavior and also recognizes which articles represent suitable answers or solutions. The system thus learns what value the articles have with regard to specific questions and so ensures that the documents you are looking for end up at the top of your hit list. Additionally, related search terms and documents with similar content will be suggested to you.

02 | Semantic search

Topics are connected to each other in hierarchical or even synonymous relationships. USU Knowledge Management uses these correlations to cluster search results in a content-based Knowledge Graph. This simplifies the overview and the navigation in the search results for you.

03 | Search filters

Should the aforementioned automatic mechanisms not be sufficient to display the desired information at the top, you can filter the list of results using a variety of criteria such as subject, date, author and much more.

User groups and reading rights

USU Knowledge Management offers a very flexible authorization concept that lets you adjust exactly which user groups see which information. This way, your user groups are only provided with the knowledge that is relevant to them. A variety of criteria are available for the authorization configuration, such as user type (internal, external, department, etc.), usage location (country, region, department, etc.), document types (manual, instructions, price information, etc.) and many more.



Knowledge Formats

Content types and templates

USU Knowledge Management supports not only text articles, but also multi-media content played by an integrated media server. There are also the more complex content types of **Guided Dialogs** and **Messages**.

You can specify for each content type...

- whether a fixed article structure is to be stored as a template

- who has writing and reading rights
- which workflows are used for creation and maintenance
- after which time an automatic resubmission takes place

Each newly created article will then follow the rules of the preconfigured type. This speeds up knowledge creation and maintenance, plus supports standardization.

Guided dialogs

Questions on complex topics are often difficult to answer in the form of a single document. For example, the answer to the question “Can I exchange the purchased product?” depends on many criteria (see figure). If you want to describe all these cases in a single document, it quickly becomes confusing. That is why USU Knowledge Management has guided dialogs, also called decision trees. They guide the person asking the question through a series of queries to the answer they are looking for or to the solution to their problem. Decision trees are stored in the central knowledge base like all other content types.

USU decision trees can be modeled and displayed graphically. Another special feature is the possibility to run through parts of the tree automatically, if the data for the individual decision steps are available in digital form. For example, to diagnose a technical problem, configuration or sensor data is read in automatically allowing partial or even complete automation of the troubleshooting process.

In principle, data from any third-party system can be read into the decision trees via technical interfaces.

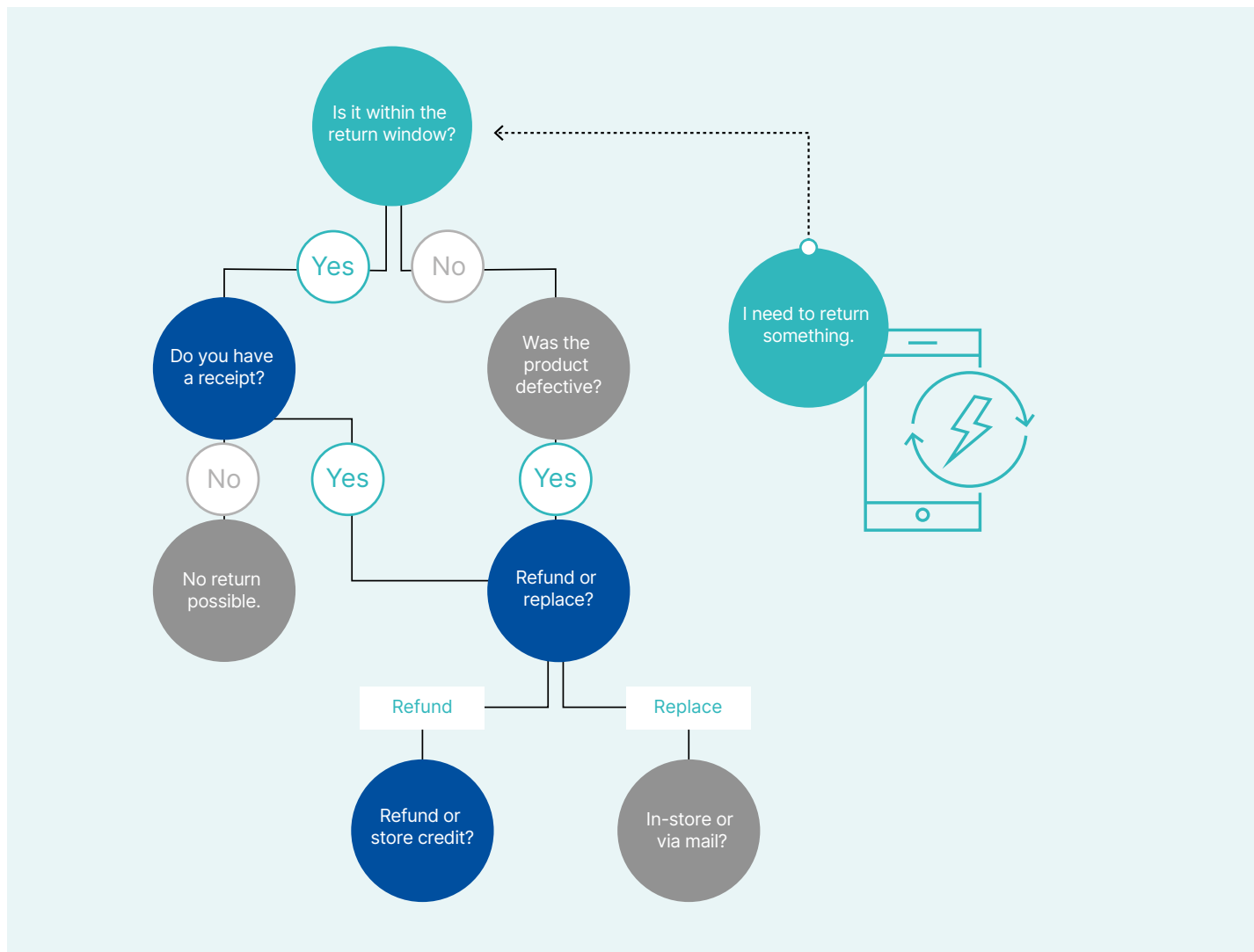


Figure 3: product exchange decision tree

Messages

Certain information is current and valid only for a limited period of time. Examples include special offers, events, or representation arrangements. In addition, there is important information that should be delivered directly to users, even if they are not looking for it, such as the latest fault messages. For this type of current and time-limited information, USU Knowledge Management features what are known as messages. They are displayed in a separate interface module, but also appear in the search results. Messages have a display date (from/to) and can only be seen by users in this time window.

You also have the option to “push” urgent messages directly to the screen of the affected users with a pop-up display.

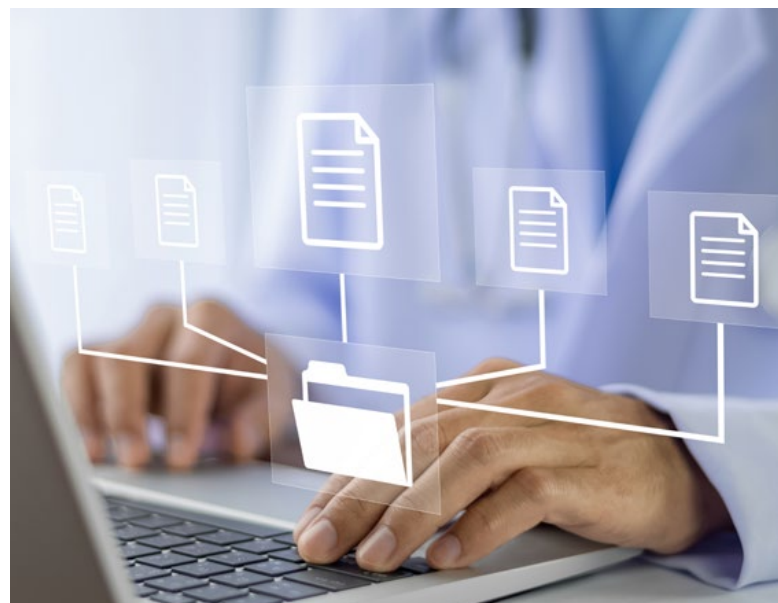
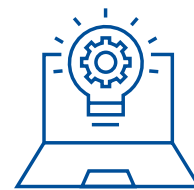
Summarizing content

Knowledge articles that belong together thematically can be combined into a larger article either manually or automatically based on specific attributes (content curation). For example, you can automatically supplement the description of a product with current special offers, newly emerged bugs or market-specific information. This division of larger subject areas into smaller, reusable units facilitates their maintenance - and the automatic and structured summarization of all relevant information supports the fast and efficient transfer of information.

E-Learning: training and tests

To test the knowledge level of users, such as service agents, you can configure questionnaires and tests in USU Knowledge Management. Users can then jump back and forth between knowledge articles and trainings directly in the knowledge database without media disconnection. Specific evaluations display the test results and summarize the level of knowledge.

For situations where regular training is mandatory (e.g. for IDD certification in financial services), completion of these tests is recorded and identified as training time.



Knowledge Processing

Configurable workflow

The creation and maintenance of knowledge articles is performed via workflows. Fundamentally, any number of workflows and within a workflow any number of steps are possible (see figure). Configuration takes place without programming directly in the user interface following the no-code principle.

For each workflow step you can configure create, read and write permissions separately. In this way,

you store the respective responsible persons for different subject areas and the system automatically guides them through the creation and maintenance processes.

Co-authors are a unique concept. They can be granted time-limited writing privileges to contribute their expertise and work with the author on the creation and maintenance.



Figure 4: example workflows

Versioning and historization

Quality-assured knowledge articles should be continuously reviewed and updated. To do this, USU Knowledge Management automatically puts knowledge articles into the resubmission workflow as soon as the resubmission date is reached.

If the current article is to remain visible until the revision is complete, a new version will be created automatically when the revision is started. The release of the new version then automatically leads to the archiving of the old version. In this way, you achieve a seamless supply of knowledge that is always up to date. Old versions remain in the knowledge base archive, making all changes

traceable at any time. It also allows you to prove at any time which level of knowledge was used at a particular point in time. In industries with legal verification requirements, this is an important auditing function.

Comment and feedback function

Readers of knowledge articles can leave comments, and the people responsible for maintaining the articles will be notified automatically. This way, you can automatically integrate your users' knowledge into the maintenance process.

Multilingual

USU Knowledge Management supports the maintenance of content in different languages. For this purpose, translation workflows are available that are started automatically as soon as an article has been released in the original language. Interfaces to translation memory systems such as Trados or MemoQ facilitate translators' work.

However, the integration of automatic translation tools such as DeepL or Google Translator is also possible. An article is then automatically translated into the target language on-the-fly as soon as you retrieve it.

Market- or theme-specific variants

The release of an article can also be carried out by several people in parallel. This is necessary, for example, if the content has to be checked by different subject or even market representatives. You can then create specific variants, e.g. for a market or a product, simply by exchanging individual knowledge blocks (see chapter 4 – “**Summarizing content**”).

Readability scoring

USU Knowledge Management automatically analyzes article content and determines a measurement value for ease of reading. Editors receive quick feedback even before they publish an article.

Link-checker

Articles are often linked to each other, or links to external sources are used. USU Knowledge Management regularly checks all links and automatically informs the responsible author if a link is no longer accessible.

Evaluations

USU Knowledge Management provides comprehensive dashboards and reports to help you analyze and optimize your knowledge base and its use on a continuous basis. For example, you can identify the topics for which there is not yet sufficient information. Authors are then specifically assigned to the topics that are frequently requested.

Dashboards can be compiled by authorized users using drag & drop from a variety of different metrics. This allows you to analyze new contexts ad-hoc and compile appropriate reports.

Multi-Channel Use

Use in transaction systems

To bring knowledge into external applications and processes, USU Knowledge Management can be integrated into transaction systems.

In the Customer Service segment, the most common systems are

- **Salesforce**

- Genesys
- or Sematel

And for the IT Helpdesk, systems such as

- ServiceNow
- Zendesk
- or USU IT Service Management

Apps are available for some of these systems, allowing quick integration without programming.

Integration can be so fine-tuned that content from transaction systems (e.g., service tickets) is automatically transferred to USU Knowledge Management and suitable knowledge articles are returned even before the agent has started typing.

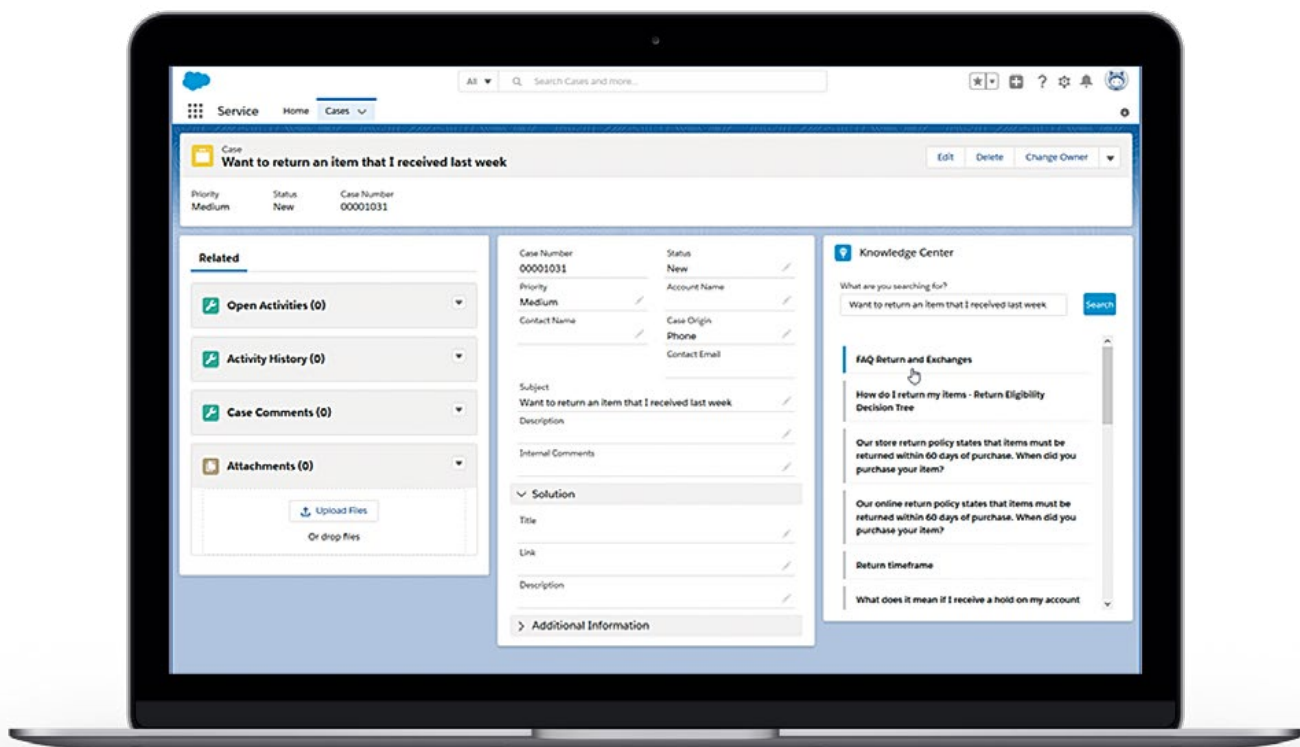


Figure 5: integration of USU Knowledge Management into Salesforce

Use in corporate websites and self-service portals

USU Knowledge Management's knowledge can be integrated directly into corporate websites, customer portals or self-service portals. This is done via web components whose appearance can be adapted to your individual corporate design.

You can offer your customers or employees context-sensitive help or web-based access to the knowledge database.

A special feature of the USU Chatbot is the **multi-bot-architecture**, which makes managing multiple topic-specific bots very efficient and also enables integration with external bots such as **ChatGPT**.

Another special feature of the USU Chatbot is its ability to carry out transactions on its own. Examples include reservations, bookings, or automatic troubleshooting routines that the Chatbot can offer in the course of the dialog and then also execute independently. If these transactions are to run in external systems (e.g. external booking systems), these can be integrated via technical interfaces. No programming is required to configure these automatic transactions (no-code principle).

Use via chatbot

Another component of USU Knowledge Management is a Chatbot that users can ask questions with the help of the stored knowledge. Like the previously described web components, the Chatbot can also be integrated into company and customer portals.

Predefined Industry Knowledge

From numerous customer projects, USU has developed best practices for the deployment of a knowledge database for various industries, such as financial services, IT, retail, technology providers and telecommunications. There are predefined structures and configurations for these industries. This significantly accelerates the successful introduction of knowledge management in your company.

Knowledge Community

One component of USU Knowledge Management is the Knowledge Community. This is an online forum where USU and customers support each other in implementing and using the software. In this community you will find:

- **The Info Center** – with best practices, use cases, release notes, FAQs and technical documentation
- **The Help Community** – for worldwide networking of users from other companies
- **The Market Place** – with integration modules and services from the partner network

Free Registration

Technical System Integration

01 | Integration via Web API

USU Knowledge Management offers extensive Web APIs (REST) that enable integration with various third-party systems. Extensive documentation supplemented by programming examples facilitates the work of your developers.

02 | Document export

In some situations it is necessary to export knowledge articles. Typical application scenarios are:

- Use of the information in another system without direct access, for example offline or in another network
- Sending the information to people who do not have direct access (e.g. customers)
- Use of certain information areas in third-party systems (e.g. text modules in CRM systems)

To support these cases, you can export articles from USU Knowledge Management in PDF or HTML format

03 | Connection to digital voice assistants

The knowledge from USU Knowledge Management can also be accessed by voice. Likewise, transactions can be carried out by voice commands. To this end, it is possible to integrate the USU chatbot into digital voice assistants such as Amazon Alexa or Google Assistant via specific “skills”.

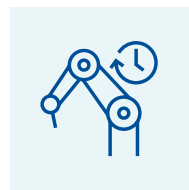
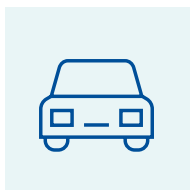
Operation as On-Prem or SaaS

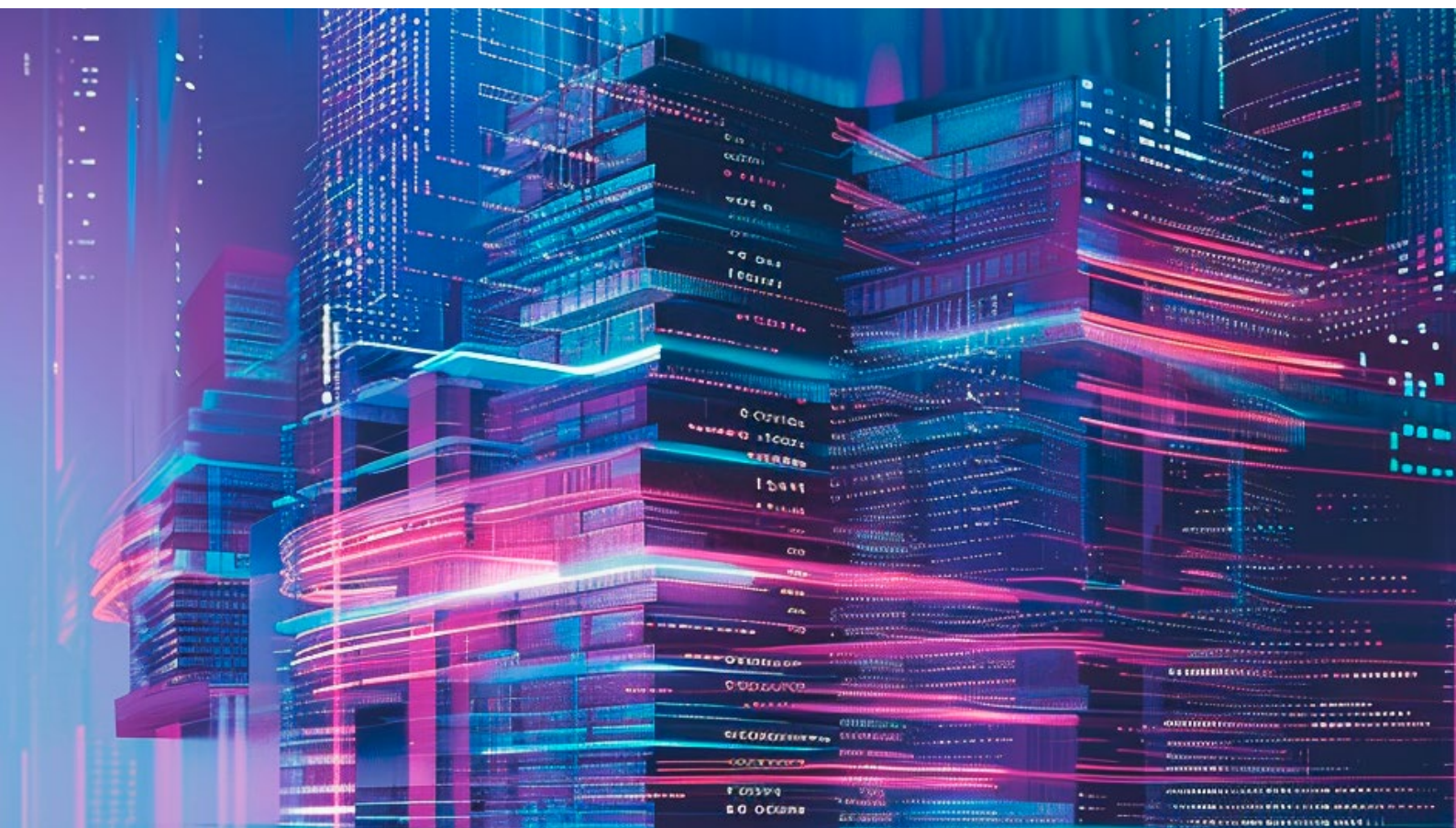
USU Knowledge Management can be operated either at the customer's own data center or as an SaaS solution by USU. A change of the operating model is possible. This way remain flexible at all times.

Cross-Industry Use

USU Knowledge Management Software is ideal for contact centers across various industries and sizes. We help our customers increase the efficiency of their service teams, save costs in the long term, and achieve their goals. Our software is used in:

- **Automotive industry**
- **Finance and insurance industry**
- **Retail and e-commerce**
- **Telecommunications**
- **Manufacturing**
- **Public sector**





Conclusion

Is your customer service good? Make it excellent!

USU Knowledge Management offers a customized solution for the service sector. Our system enables the efficient management and provision of high-quality information, supported by a multi-bot architecture that can be expanded as needed and the AI assistant KAI. With a central “single source of truth” and a self-learning, AI-supported search, we facilitate access to information and navigation.

Our flexible, use case-based interfaces and diverse content types, such as guided dialogs and e-learning modules, cover all needs. Additionally, we integrate seamlessly into existing systems. Thanks to the flexible provision as an on-premise or SaaS solution, we are the ideal choice for contact centers in any industry and size.

USU Knowledge Management increases the efficiency of your service team, reduces your costs, and helps you achieve your strategic goals.

Find out more about artificial intelligence and knowledge databases



Comparison: Knowledge Management Solutions

What are the differences between the four best-known knowledge management software solutions?

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The Ultimate Knowledge Management Provider Comparison

Deciphering the Best: Analyzing the Top 4 Knowledge Management Software Providers.

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Simplify and Streamline Your Knowledge Management

How GenAI takes USU Knowledge Management to the next level.

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Would you like further information, a live demo, or do you have any questions?

Most questions can best be clarified in direct contact. I look forward to answering your questions and requests. [Schedule an appointment now.](#)



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