

A woman with long brown hair, wearing glasses and a red sweater, is smiling and looking at a laptop. She is sitting at a desk with papers and a pen. The background is a blurred office setting.

**USU**

White Paper

# Employees Reveal the **USPs** of Our Knowledge Database

What sets USU Knowledge Management apart from other solutions

# Content

<b>Introduction</b>	<b>3</b>
<hr/>	
<b>Harald Huber</b>   Product Management	<b>4</b>
<hr/>	
<b>Diana Draskovic</b>   Sales	<b>6</b>
<hr/>	
<b>Bernd Richter</b>   Consulting	<b>7</b>
<hr/>	
<b>Tanja Gilke</b>   Customer Success Management	<b>8</b>
<hr/>	
<b>Sebastian Grunwald</b>   USU Community	<b>9</b>

# Introduction



You may have already heard a thing or two about our USU Knowledge Management solution. Perhaps you have already taken a closer look at the major functions of our solution. But there are also a few other aspects that might be important to you when choosing the right solution.

**Our USU colleagues will present these topics to you personally below.**



# Harald Huber

Product Management

“ I love it here at USU. Otherwise I wouldn't have stayed here for over 30 years.

From the beginning, I had the chance to drive the development of our knowledge management products. And since then I have been heavily involved in the question of how knowledge management processes and software solutions should function. And I make sure that the latest developments and technologies are incorporated into our USU Knowledge Management solution.

I would like to focus on three points here that are particularly important to me and our customers. And if you are on the hunt for knowledge management software, these might also pique your interest.

## 1. The user interface

Naturally the interface should look good and be intuitive to use. But just as important: it has to work. In service, this means quickly getting where you need in every situation with as few clicks as possible and without media gaps. In this way, we provide the right knowledge at the right place in the process at the right time. Our customers got involved in development with user acceptance tests and we incorporated their feedback to create an optimized interface. How good it looks is a matter of taste. But it works.

## How satisfied are you with USU Knowledge Management?

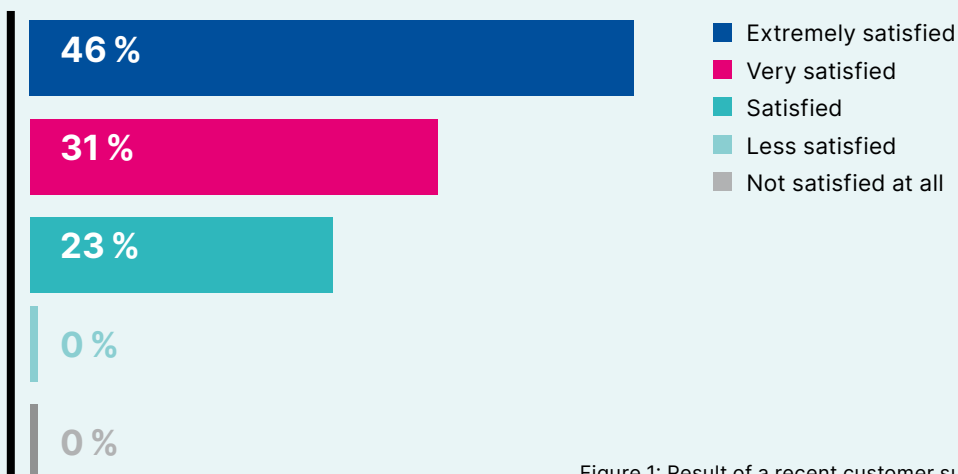


Figure 1: Result of a recent customer survey

## 2. Using artificial intelligence

Even though the term AI is used somewhat excessively, we also believe that this technology is boosting efficiency in knowledge management. However, we do not believe that AI can do everything and replace service staff. But used correctly it can relieve the burden. At USU Knowledge Management, AI leads to faster searches for information and better speech recognition in chatbot dialogues. And more recently, through the generative capabilities of ChatGPT, to the automatic generation of responses in complex dialogue situations. In future, these technologies will enable us to drastically reduce the administrative time and effort required to maintain the knowledge database. The important thing here is to monitor which scenarios can be handled by AI and which are better left to a service employee. AI therefore does not threaten jobs, but unburdens them.

## 3. Integration into business processes

The most common service business processes are information, orders or contractual amendments, and troubleshooting. All these operations are triggered and processed by transaction systems such as CRM, service management software or customer portals. To make the necessary knowledge available as freely as possible and without media breaks, knowledge management software must be seamlessly integrated into these systems. At USU, integration can run so seamlessly that the knowledge management software continuously “reads” the contents of the operations and automatically offers suitable information and assistance. Knowledge management thus becomes a driver of productivity.

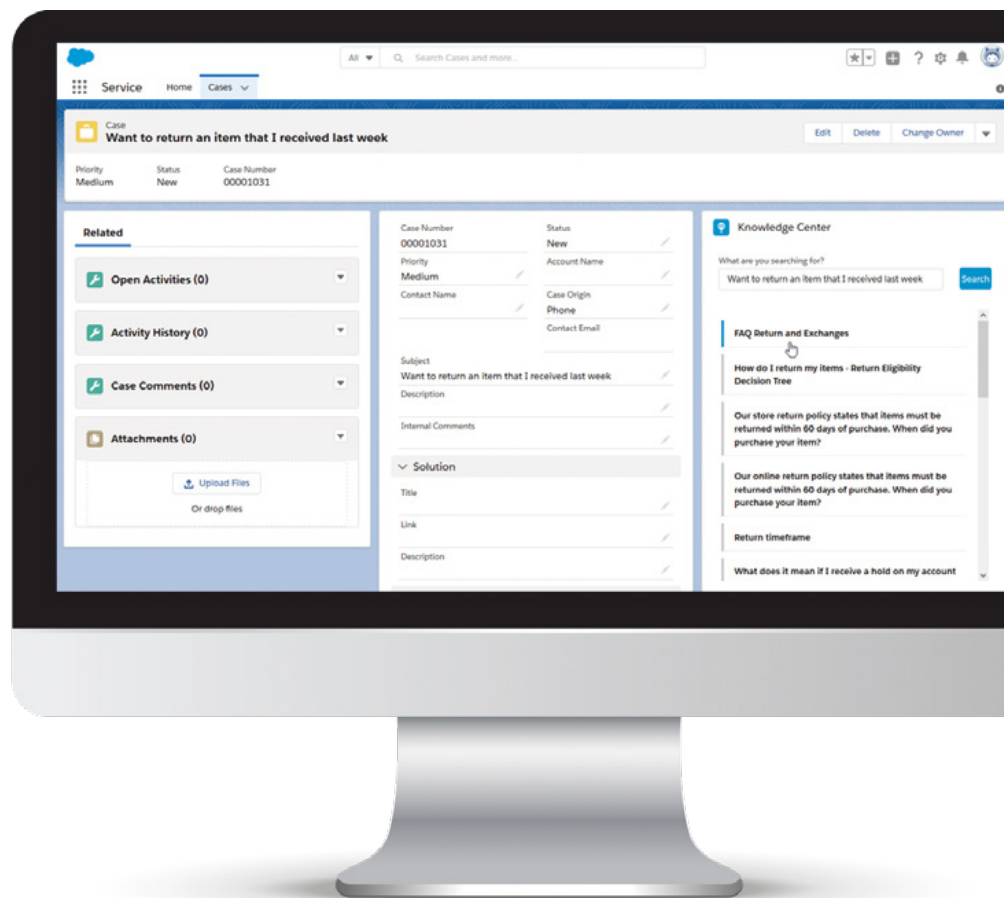


Figure 2: integration of USU Knowledge Management into Salesforce

# Diana Draskovic

Sales

“ I got the job and since then I have been driven by the desire to advise people on how to successfully implement knowledge management in their companies.



My professional career began in the customer service department of a large telecoms firm. What I enjoyed most was solving problems and getting in touch with customers. But I also noticed that even after a few years of experience, situations often arose that I could not solve on an ad hoc basis using my accumulated knowledge. There was no assistance in the form of a well-stocked and up-to-date knowledge database, searching through vast amounts of documents on network drives was time-consuming, and the flood of information in endless emails was unmanageable. In this situation, I came across a job advertisement from USU, who were looking to strengthen their knowledge management products sales team. Now that was a sign. I got the job and since then I have been driven by the desire to advise people on how to successfully implement knowledge management in their companies. This advisory role is important to me, although I am of course happy to sell the software too.

And this advisory approach is having an effect: a large provider of an e-commerce platform for air travel wanted to replace its customer service confluence pages with a powerful knowledge database. I was able to persuade them to take the right approach with suitable software, initially only for internal use by the service agents. This “small” start worked very well, so after some time the customer bought the self-service component for direct customer use. This step was also successful, so the launch of a self-service portal was the next logical step. Introducing a chatbot became almost a no-brainer.

The importance of advice in sales is also demonstrated by the desire for a thorough test before purchase. These proofs of concept should be treated with caution. If not enough searchable content is available for the test, subject areas and test cases are not clearly defined, the system is not configured to the customer’s requirements (rights, roles, workflows, etc.) or the people involved have insufficient time, then the test is doomed to fail from the beginning. That’s why it’s very important for me to set the framework conditions for the test very carefully at the start.

Ultimately, our advisory approach to sales pays off: you get a custom solution for your needs. And if your needs change, our system grows with them in a modular fashion. Here is an excerpt from our customer list, and I could tell you an individual story about each one.

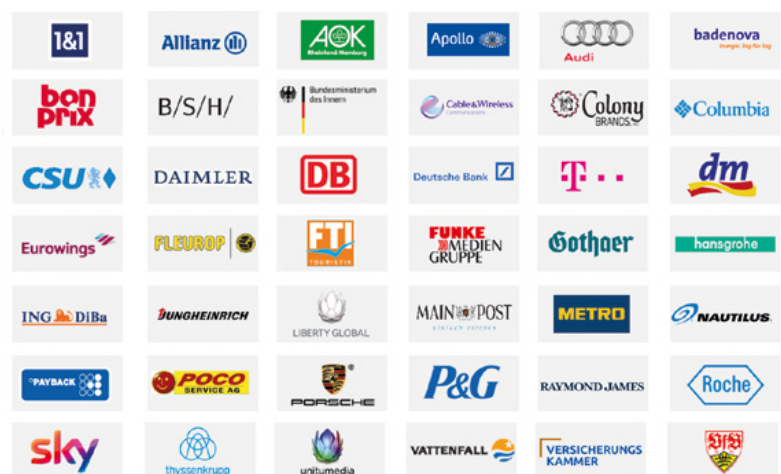


Figure 3: examples of customers





# Bernd Richter

Consulting

“ I have been involved in consulting and implementing knowledge management solutions for over 20 years.

Apart from the actual objective of knowledge management, namely to make knowledge quickly available where needed, nothing has stayed the same during this time. Technological change in software solutions is progressing rapidly – right now, mostly driven by the use of AI tools such as ChatGPT.

But the approach to implementation has also changed considerably. Our customers want a quick return on investment, so we rely on agile methods with short

implementation cycles. These tasks are challenging but also very exciting for me and my consulting team.

Powerful technology is one thing, but using it correctly is another. That is why consultancy work has a special focus for us. As a customer you may be implementing a knowledge management project for the first time, but my consulting team has decades of experience – and we want you to benefit from that.

## We will help you ...

- set up the right editing, translation and usage processes for your organization
- pragmatically implement the authorization and role concept
- apply our best practices on industry-specific content structures and article types
- introduce and train the solution step by step in your organization
- use the analysis possibilities for a targeted, continuous improvement process

However, our consulting services also go beyond just implementation. We can also take over the creation and maintenance of content for you and take the pressure off your editorial team.

We also implement customized product expansions, for example special versioning procedures, automated

translation procedures or migration procedures for content from legacy systems. The flexibility of our technology enables us to meet almost any individual customer requirement. So hardly any project is like another and our tasks stay exciting.

# Tanja Gilke

Customer Success Management



“ Working with people and making them happy – that’s what I enjoy and what drives me.

I’ve been able to experience this for many years in IT support and later also in IT sales. For some time now, I have been bringing these two skills, namely understanding both the customer and the technology, together as Customer Success Manager. My job, and that of my team, is very simple to describe: we make our customers happy.

## How do we do that?

I’d be happy to explain: as a customer, you are happy if the solution you buy brings the added value you hoped for. However, many USU parties are involved in a solution’s success: Sales sells the solution, Consulting implements it, Support assists with implementation and

use, and Development delivers agreed product expansions. There are also project participants at the customer’s end, such as those from the specialist department, IT and accounting. Success can only be achieved when these parties work together smoothly. And that’s where we come in: as Customer Success Managers, we connect the parties, we control progress and compliance with agreements, and we regularly report on status. Each customer is assigned a Customer Success Manager as a fixed point of contact for all matters. Regular fixed meetings are held to exchange information, and your Customer Success Manager acts as a central point of contact for all your concerns.







# Sebastian Grunwald

USU Community

“ Being the interface between customers and product development is both my role and my passion.

As a product manager for our knowledge management products, I am responsible for aligning our development road map with customer requirements and our strategic development goals. And we have developed several formats to keep this coordination process running continuously. I would like to present them to you briefly.

## User Group

The User Group is an interactive forum where our customers can exchange ideas with each other and with USU Product Management. We meet in person twice a year. Once as part of the USU World customer event and once as a guest at a customer's premises. There are always two major topic blocks. Firstly the presentation, discussion and also coordination of the planned product changes and expansions. The topics for this are collected and prioritized in advance in our online community, the USU Knowledge Hub. Ultimately, about 50–70% of the development projects are determined by the vote of our customers.

The second topic block is the exchange of best practices among customers. Naturally, we listen with interest, because we also gain valuable insights into continuous improvement.

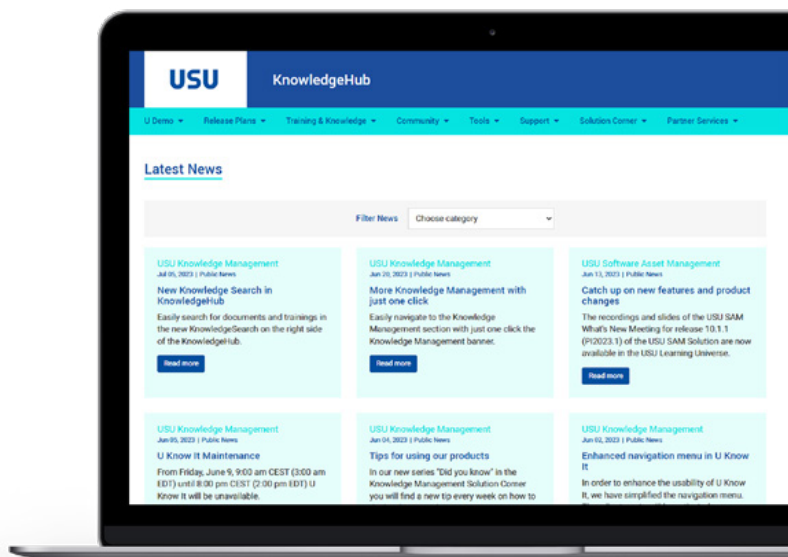
## USU World

USU World is our user conference held once a year in different regions. In addition to the user group meeting, there will also be a conference program where the USU Board provides an outlook on the future, representatives from business and research speak on current trending topics, and our customers present their projects to a wider audience. The Knowledge Award is also presented here for the most innovative customer projects. The evening event afterwards is all about having fun.

## Knowledge Hub

USU Knowledge Hub is our online community where our customers, USU Product Management and USU Support exchange information virtually. It includes a forum for questions, answers or suggestions, best practice documentation, user group logs, release notes, polls and results, and much more. For me it's nice to see our customers help each other and also interesting to learn what alternative solutions have been discovered.

I would be very happy to see you join this community in the future.



There are many important factors when implementing a knowledge management tool. We hope to have answered many of these questions and helped you choose the right tool for your business.

If you have any further questions, please contact **Anke Kanwischer**.



**We look forward to working with you.**

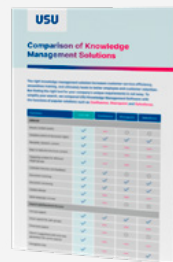
**If you need more information about our products, we recommend:**



**Comparison of Leading Knowledge Base Providers**

Find out which vendor has the right solution for you based on your specific needs.

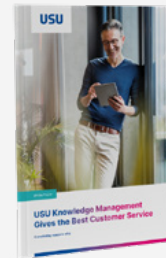
**Download now**



**Comparison of Knowledge Management Solutions**

We compare the most popular knowledge management solutions.

**Download now**



**White Paper: USU Knowledge Management**

Convincing reasons why USU Knowledge Management gives the best Customer Service.

**Download now**