



White Paper

AI Based Automation in Knowledge Management

Reduced effort and higher quality in your customer service

Content

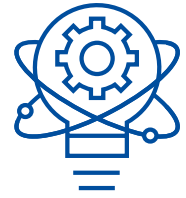
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Introduction

Knowledge is an essential asset for any company. As the amount of information is constantly growing, the management of company-relevant knowledge is becoming more and more time-consuming. It has involved more than just documenting and saving for a long time now. Vast numbers of documents are regularly checked, updated or optimized. Often, several authors and experts work together on creation, review and approval. And finally, content is also made available to service agents or even customers via multiple channels.

It would be close to impossible to accomplish all these tasks without automated processes. In contrast, conventional knowledge management systems that serve only to store data are no longer sufficient to meet the requirements of an increasingly competitive customer service. In this white paper, you will learn about the potential of automation and artificial intelligence in knowledge management and how they can help you provide the service your customers expect.

The Most Important Tasks in Knowledge Management



Probably the most difficult task in knowledge management is managing content. But how can we ensure that the available content is always up-to-date and easy to find, while also complying with internal procedures and processes?

On a day-to-day basis, it's a full-time job, often with an entire editorial team behind it, taking care of the following tasks, among others:

- Identification of needs and creation of new content
- Review of existing content for accuracy and timeliness
- Adaptation of existing content for readability and usability
- Content approval (often by multiple people)
- Publication of contents
- Evaluate and incorporate feedback on contents
- Keep translated versions and market- or country-specific versions up-to-date
- Constant optimization, updating or deactivation of existing content

If these processes are not tool-supported and automated, they take up a lot of time of your scarce resources.

The challenges of service agents

Companies thrive on happy customers. Customers, in turn, are happy when they receive the right information and appropriate answers to their questions as quickly as possible. And that's a big challenge for any service center.

Most companies today store their knowledge in multiple locations, e.g. in SharePoint, on network drives or in classic wikis such as Confluence. At the same time, reading and writing access to this knowledge is possible from anywhere. While this is convenient, it makes it impossible however to centrally monitor or even automate content creation and maintenance. A cross-source search engine can access all storage

locations. What it can't do, however, is learn from content and user behavior or integrate with transactional systems like CRM and CCaaS to support agents as seamlessly as possible in the process.

This problem often puts the service agents in an awkward position, as they cannot find the desired information quickly enough, they may access outdated documents and thus, in the worst case, they are too slow and provide the wrong answer.

And this is where automation in knowledge management comes in.



Improving Customer Service through AI based Automation

Workflows automatically guide you through the process

Creation workflows

Often, several people are involved in the creation of a new knowledge article. Clerks provide contributions, editors translate them into an article that is easy for the target group to consume, experts check the accuracy and finally release the article for use. Depending on the knowledge domain and the purpose of the new

knowledge article, more or fewer steps are required and different people are also involved. It's good to have digitized workflows that know the rules and automatically guide everyone through the process – and if necessary, also remind people if a task gets stuck.

Resubmission workflows

Once created, knowledge articles are not valid indefinitely and should therefore be reviewed regularly. But who thinks independently about checking the timeliness of their article 6 or 12 months after it was created? This is where the resubmission workflows take effect, automatically submitting the articles to the responsible agents for review after the preset date has passed.

If the update takes longer, it can also take place in a new version of the knowledge article. Once the update is complete, the resubmission workflow automatically replaces the old version with the new one. This ensures a continuous supply of users with content that is always up-to-date.

Translation workflows

Multilingual content presents an additional challenge. Some articles are 1:1 translations of the original articles, while others need to include market- or country-specific information. Ultimately, the different language versions need to be synchronized. Translation workflows help here. When a change is made to the

master article, all linked language versions are automatically placed in resubmission and thus submitted to the respective translators or local experts. This ensures that the knowledge articles are up-to-date in all language versions.

Feedback workflows

The best judges of content are the users and feedback is crucial for content maintenance. Emails can be lost or forgotten. This is where feedback workflows help. With one mouse click, users can send suggestions for improvement, which the system automatically sends

to the responsible persons. They collect feedback, evaluate it, and create an updated version of the knowledge article if necessary. This ensures that the articles actually meet the needs of the consumers.

Validity workflow

Often content is created that is only relevant within a certain time period, for example, for discount promotions or time-limited events. It should also only be possible to find and use these knowledge articles in this period. Manually switching articles on and off in a date-controlled manner is time-consuming and also

very error-prone. This is where validity workflows that monitor the validity interval of an item and automatically activate or deactivate content can help. This way, you can ensure that content is only used during the designated time period.

Self-learning searches speed up finding

Artificial Intelligence based search functions go beyond simple keyword searches. They understand the context and intent of the user's search queries. They also continuously learn through user interaction, ensuring that the quality of search results keeps improving.

There is no need for time-consuming indexing of new knowledge articles. Even in the case of new topics and questions, the self-learning search ensures that the content searched for appears at the top of the results list.

Self-service and chatbots provide answers automatically

It is most efficient for the service center and also for the customer if the latter can ask questions independently via self-service portals and these are answered automatically, immediately and completely. According to McKinsey, companies which use self-service automation can save up to 40% on service costs. And at the same time there is an increase in customer satisfaction.

Chatbots are a particularly convenient self-service feature. In case of unclear questions, they ask the user and navigate them to the answer or solution they are

looking for. However, the following must be taken into account: Chatbots should access the same knowledge base as the search function and not require a separate knowledge repository. In this way, you ensure the consistency of information across the different access paths and facilitate maintenance. In addition, you should choose a multibot architecture that allows easy addition of more bots for new use cases. Multibot architectures are more powerful and significantly easier to maintain than monolithic chatbots (see also USU whitepaper **"Chatbot Universe: how to combine specialists into all-rounders"**).

Data integrations accelerate decision trees

Decision trees are an efficient means of guiding users to the answer or solution they are looking for in a question and answer game. However, this becomes annoying when the dialog asks questions about information that can also be read in automatically from external systems via data interfaces. Decision trees with interface functions automate the import of this information. For example, to diagnose a technical problem with a vehicle, you can automatically input

the vehicle ID and sensor data and thus automatically run through test steps in the decision tree. Drivers are spared the need to look up data in the vehicle registration document and read off data and statuses from the display of their vehicles. This is much faster, more convenient and, above all, error-free. You thus achieve a higher first call resolution rate and a significant reduction in call handling time.

Usage analyses provide data for optimization

The automatisms described not only support the efficient creation and use of knowledge, they also provide valuable data for its optimization. Based on this data, the demand can be analyzed and any knowledge gaps that may exist in the knowledge database can thus be automatically identified. Unused items can

be deleted and no longer need to be maintained. When creating content, you can focus on what is frequently searched for unsuccessfully. This ensures that no unnecessary content is produced, only content that is actually in demand.

Conclusion

Automation creates freedom

Customer requirements are constantly increasing: from the perspective of customers and users, the perceived quality of service is directly related to the speed with which reported problems and faults are resolved. 24/7 access to online knowledge sources is assumed. High availability of hotlines, short waiting times and competent personnel are among the minimum requirements of today's demanding customers. And in the age of social media, a provider is met with incomprehension if it is unable to respond quickly to messages from forums and networks.

Often, these high expectations of the service center can barely be met, even with a high level of staffing. Automation in knowledge management creates a significant relief here. Customer inquiries are answered faster and more reliably, while at the same time the effort required to create and maintain the necessary information is reduced.

Higher customer satisfaction with less effort.

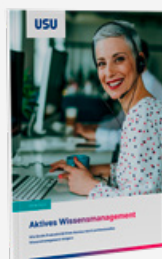
If you'd like to learn more about how USU Knowledge Management supports your agents, you can also read the following white papers:



Agent Assist

Agent Assist refers to a set of features that actively support Agents.

[Download now](#)



Active Knowledge Base

What exactly is modern KM and how can you navigate the vendor offerings?

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Next Generation Chatbots

The next generation of chatbots offer new opportunities for the customer service.

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