USU

The Best of Both Worlds

Comparing standalone and platform solutions

Specialists and Generalists

Customer experience and employee experience are two sides of the same coin. Platform solutions offer a large, user-friendly ecosystem without the need for time-consuming integration.

However, in most cases just one or two solutions stand out, the rest of the solutions in this ecosystem normally only offer rudimentary functions. Don't damage your chances of long term success for a quick win. A soccer team recruits talent from all over the world, not just the city in which it is based. Diversity brings the best talent, knowledge and skills from the largest-possible talent pool.

The coaches don't play their players across multiple roles on the field. Goalkeepers prevent goals and strikers score them. The point is that specific problems require specific solutions. This is regardless of whether we're talking about sport or software. That's why we play our best players in their preferred positions. Nevertheless, when choosing software most people want a one-stop solution.

By using the example of Volkswagen we can easily illustrate the value of knowledge management. The Group is made up of ten brands from five countries which operate across six countries in dozens of languages. As a service agent, how well could you help a travelling family whose car has broken down at the side of the road with an engine-check light on?

For remote diagnosis and problem solving, you need:

→ your contact's basic information current location

→ the car's brand and model

→ the car's error code

→ the maintenance history
(in order to check for current or past problems)

All this information can be found in the different tools, at least in your CRM, Case Management System and Knowledge Management System. This means you not only have to access the the different data points across different systems, you also have to quickly bring them together into a clear overview and recommend a course of action. USU Knowledge Management does just that.

The four contact center software pillars

Knowledge management

Managing employees

Case management

CCaaS

USU Knowledge Management is specialized in knowledge management for service applications. We don't try to do everything. We try to be the best we can be with our core product and want you to pick the best solution for the respective area. Therefore, we offer an open API and standard integration with all the most-important business tools.

Integration with your business-critical tools

salesforce

NICE · inContact

Genesys

Microsoft

bmcsoftware

servicenow

SAP

zendesk

# What makes platform solutions a tempting mistake?

The answer is simple. In short, it's simple for the people who don't use the system. The advantages of Microsoft, Salesforce or ServiceNow are obvious for buyers or IT decision makers. Fewer systems to be learned and maintained, less integration and providers who need to come together and last but not least the pricing is an important factor in the favor of platform solutions. The above-mentioned problem is easy to answer for those who don't need to use the software to do their work.

The advantages of standalone solutions include:

- being the best solution for the corresponding task
- making your business more future-proof by not putting all your eggs in one basket
- less risk of being stuck with one supplier
- more flexibility when adapting one tool to new challenges without having to completely replace the whole platform

- a reduction in costs since you don't have to buy platforms or suites with tools that you don't actually need
- standalone solutions are easier to adapt to new market trends than platform solutions

From an overall perspective platforms seem to make sense. In the short term they may present a cost benefit but in the long term they may end up costing you more since they don't meet the requirements of individual teams. This can cause friction, problems and frustration for those who work with the programs daily.
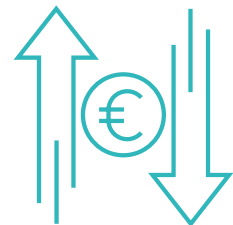
Get in touch for further information.

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Remember, a jack of all trades is a master of none

A platform solution may look like the perfect all-round solution for your company but it will not be able to master the details. Choose the best solution for your needs, even from your platform provider, but make sure you keep specialists and standalone solutions in mind. Integration isn't just a standard nowadays, rather an important part of managing your service requirements.