

USU



White Paper

USU Knowledge Management Gives the Best Customer Service

Convincing reasons why

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Finding the Right Option

In today's knowledge-based society, customer service managers are faced with a hard choice: what is the right knowledge database for their company among all the options?

Our aim is to give them a solid decision-making basis and to help them select the best knowledge database for their company's needs. We understand the challenges and want to help you make the right decision.

With our knowledge database solutions, not only do you get a user-friendly and scalable platform, but also personalized features designed for your specific needs. On top of that, we take 30 years of experienced,

advanced knowledge, advise and a proactive support team to support you throughout the entire process.

Our Knowledge Management Software has three key aspects which makes it the ideal choice for your customer service center:



Reason 1: Personalized features – great for the most challenging demands

Our solution is unique in that you can set roles, rights and tasks for all across the entire knowledge management lifecycle. These include:

- 01 | Customers and users**, who are searching for and using information
- 02 | Writers**, who are creating and editing the knowledge
- 03 | Managers**, who are responsible for the business' success and KPIs
- 04 | Administrators**, who need flexibility to adapt to new challenges.

This means we can ensure that each role/position can only edit or access the information needed.

Intuitive and faster access to knowledge for all

- Single source of truth
- Use-case based interfaces
- AI-assisted search
- Role-based access rights

Support of various knowledge formats

- Different content types and designs
- Guided dialogs
- Graphic decision trees
- E-learning: Training and tests



Simple knowledge processing

- Configurable, AI-assisted workflows
- Versioning and historization
- Comment and feedback function
- Multilingual
- Market- or theme-specific variants
- Readability scoring
- Link checker
- Evaluations

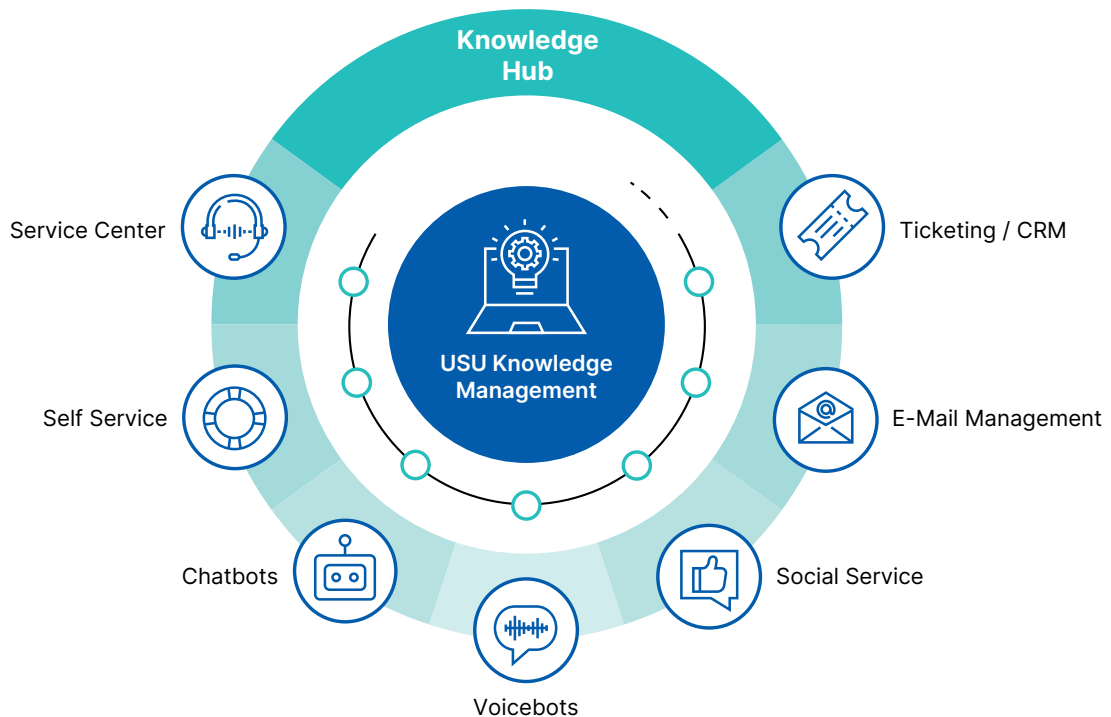
System integration

- Use in older systems (CRM or ticketing systems)
- Integration via Web API
- Document export
- Connection to digital voice assistants

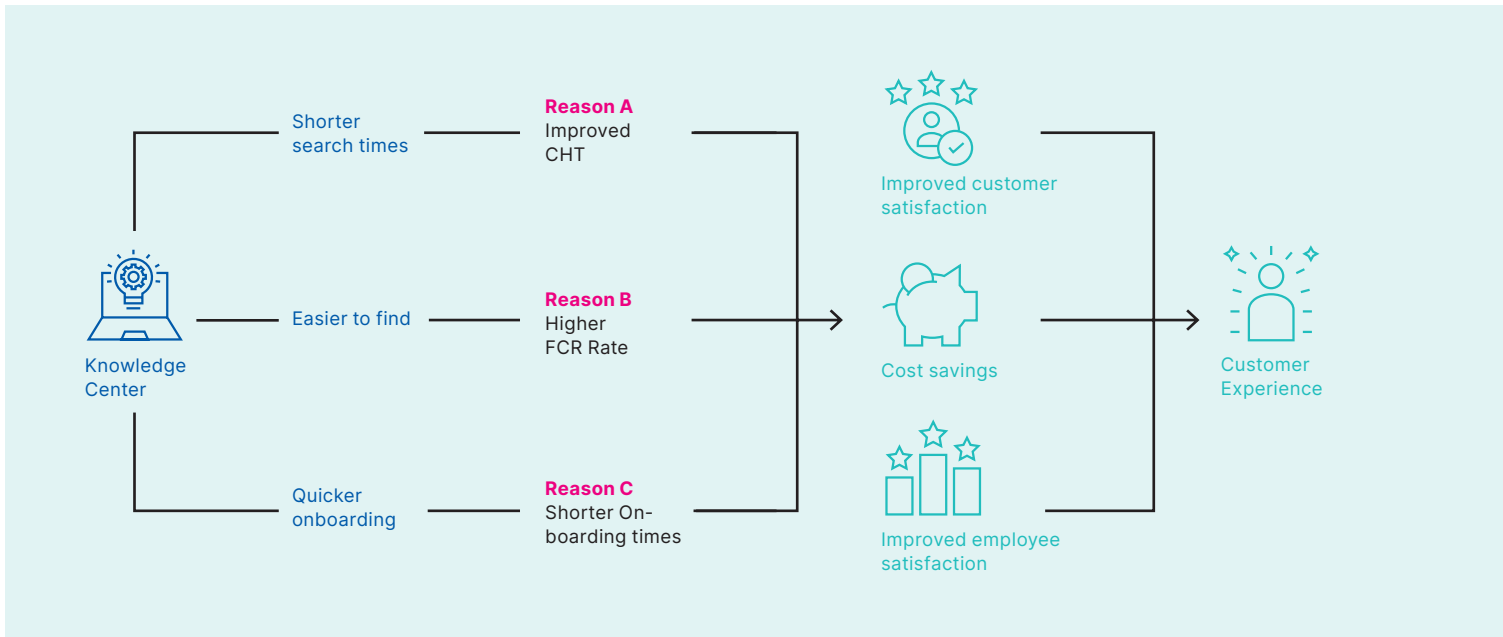
Learn more about our **core features**.

Management of all service channels and multi-channel use

- Use in corporate websites and self-service portals
- Use via chatbots (incl. ChatGPT connection)



Reason 2: Our numbers speak more than 1,000 words



By using the USU Knowledge Center you can make potential savings in the following areas:

- Reduction in call handling times (effect A)
- Increase in first-call resolution rate (effect B)
- Shortening of on-boarding times (effect C)

You can calculate how these effects look in terms of numbers with our ROI calculator.

ROI calculator

What is the savings potential at your service center?

With 40 years' project experience in customer service, we have created a sample ROI calculator, based on our customers' average numbers, which you can use yourself.

We know that every company is different. That's why the ROI calculator includes reference points, which may vary in practice and from company to company. By entering your numbers, you can get an illustrative idea of your potential savings if you use the USU knowledge database at your contact center.

Try it now: [ROI calculator](#)



Figure 1: Example calculation

Reason 3: Cross industry, successful customer projects in customer service

USU Knowledge Management software is suitable for all industries regardless of size. We help our customers improve their service teams' efficiency, reduce long-term costs and reach their goals.



“ Thanks to USU’s solutions, we’ve been able to reduce the amount of requests we receive because our customers now have direct access to our central knowledge database. Now both our support staff and our customers have the same knowledge.

René Chelvier, Product Manager for Practice Software, HASOMED GmbH

Selection of USU Knowledge Management Customers in the customer service industry:



“ With intelligently used chat bots we wanted to add a future-proof element to our established service provision. For us, it was important not only to create more value for the customers, but we also wanted to create a personalized service experience. That’s definitely been the case.

Alexander Heisserer, Product Owner USU Knowledge Management DATEV



STADTREINIGUNG HAMBURG

“ I’m very pleased about the USU award for our knowledge management project and would like to thank my team for their consistent commitment. Thanks to good preparation, knowledge is now quicker to find and we see a lot of potential in the future to ensure the citizens of Hamburg receive an even better service.

Ronny Bornkast, Head of Service Center Private Customers, Stadtreinigung Hamburg



“ It’s not only our obligation, but also our belief, that we should help customers quickly, effectively and personally in the event of a breakdown. Together with our long-term technology partner, USU, we have been able to implement a knowledge-based framework, which meets the highest standards.

Daniel Beck, AUDI AG



“ Increase in case closure rates at 87% with 8.4 million cases per year.

Sonja Lünemann, R+V Service-Center knowledge management consultant

Find out how we improved our customers’ service with USU Knowledge Management.



Get in touch for further information.

www.usu.com



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