Fact Sheet

USU Knowledge Management – Important Features

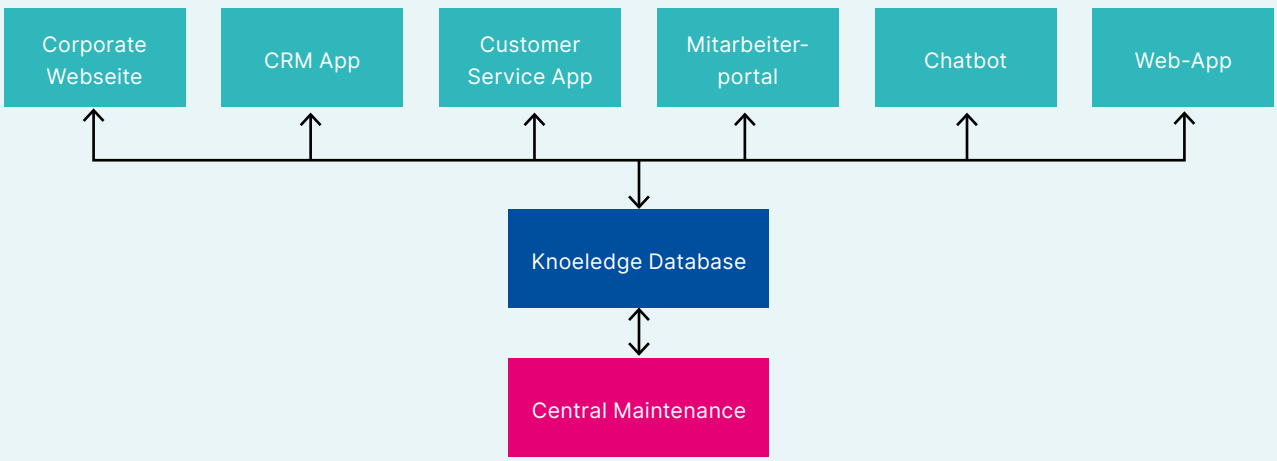
USU Knowledge Management is more than just a knowledge database. Get to know the most important features here and gain important insights for a comparison of manufacturers.

Knowledge Access

Single Source of Truth

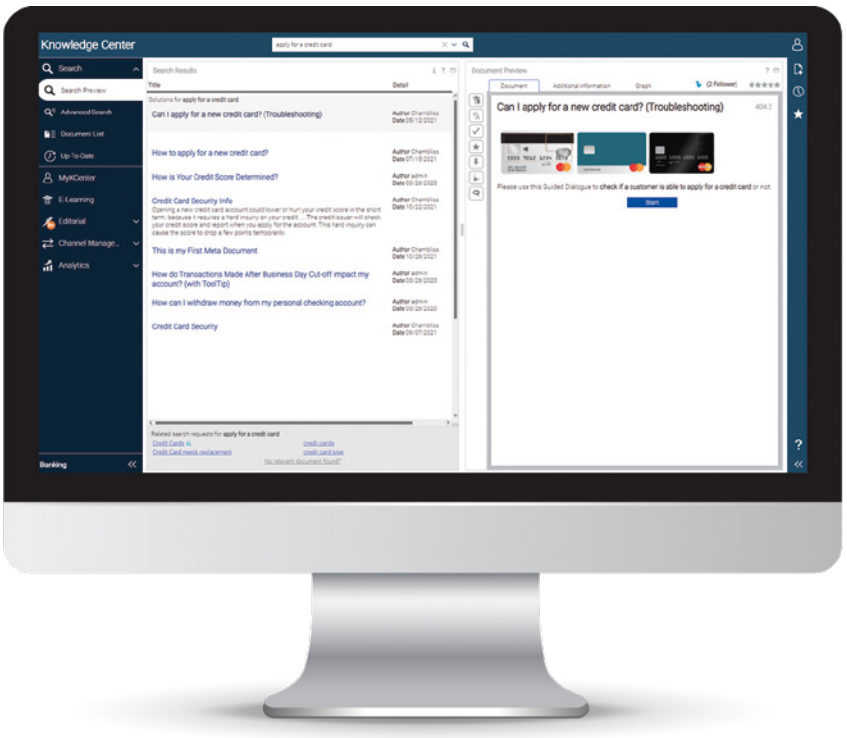
The USU Knowledge Management knowledge database is the central source for all quality-assured knowledge. You therefore do not have to store your information multiple times, but can maintain it centrally and make it available to your employees or customers via a wide variety of channels.

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



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” (see following chapters).

You can specify for each content type...

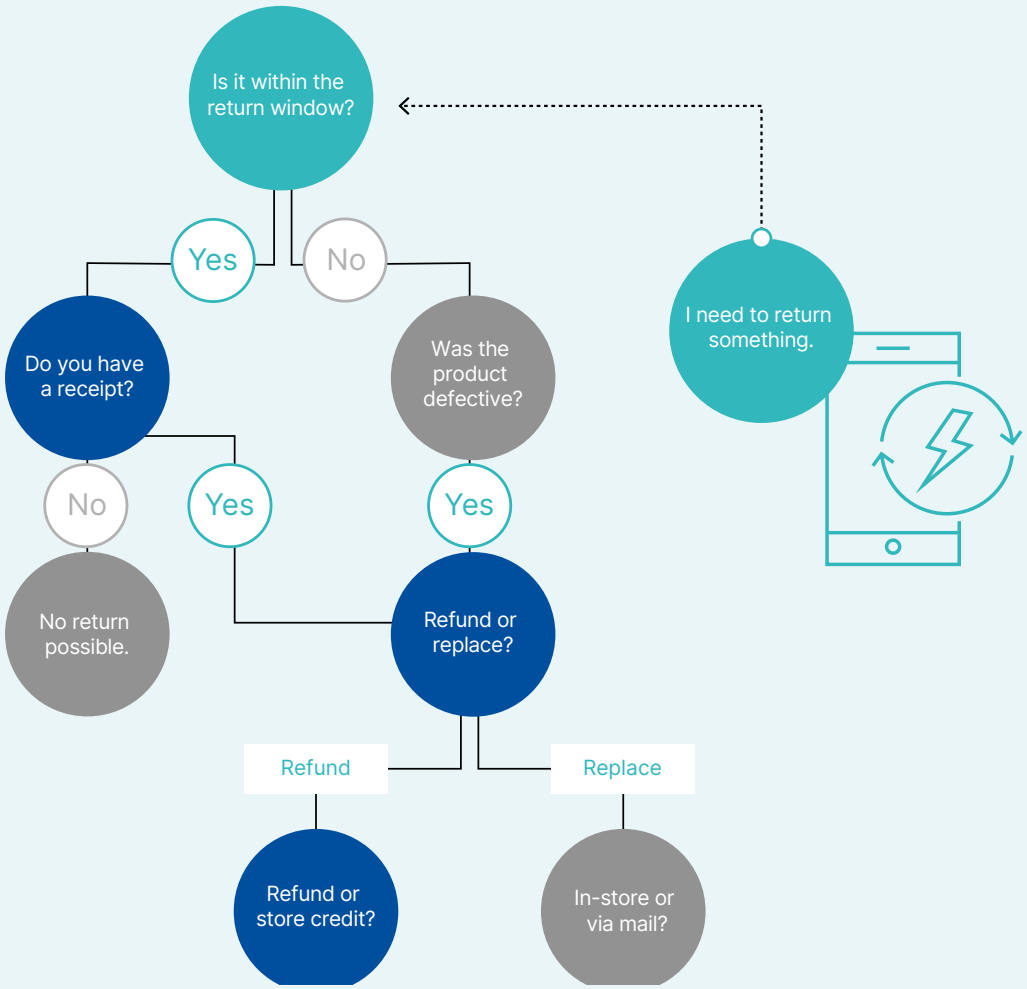
- → whether a fixed article structure is to be stored as a template
- → who has writing and reading rights
- → which workflows are used for creation and maintenance
- → after which time an automatic resubmission takes place

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.

Product Exchange Decision Tree



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.

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.

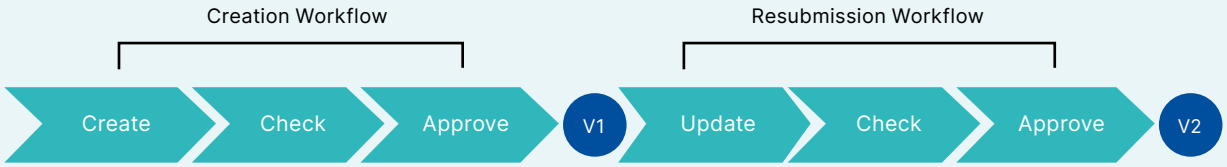
For situations where regular training is mandatory (e.g. for IDD certification in financial services), completion of these tests is recorded and identified as training time.

Knowledge processing

Configurable workflows

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.

Example Workflows



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.

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 chap. 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.

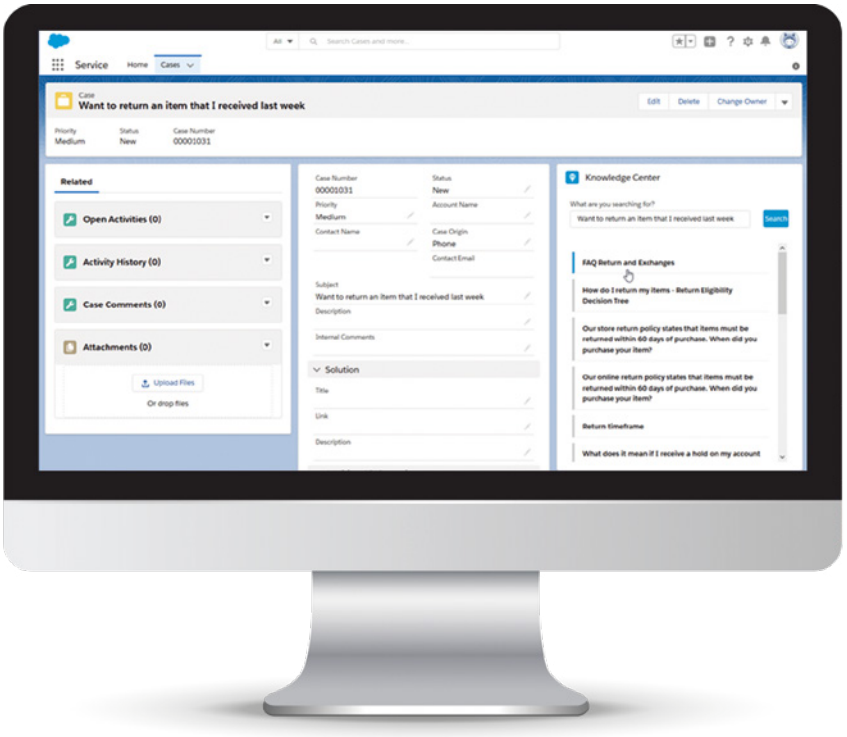
Dashboards can be compiled by authorized users using drag & drop from a variety of different metrics. This allows you to analyze new contexts ad-hoc and compile appropriate reports.

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 Service-Now, Zendesk or USU IT Service Management.

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



integration of USU Knowledge Management into Salesforce

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.

Use in Corporate Websites and Self-Service Portalsn Unternehmens-Webseiten und Self-Service-Portalen

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.

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.

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).

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

Technical system integration

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.

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.

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.

More about Knowledge Management

Comparison of Knowledge Management Solutions

We compare the four most popular knowledge management solutions.

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Compare: leading knowledge management providers

Are you interested in a comparison of leading knowledge management providers?

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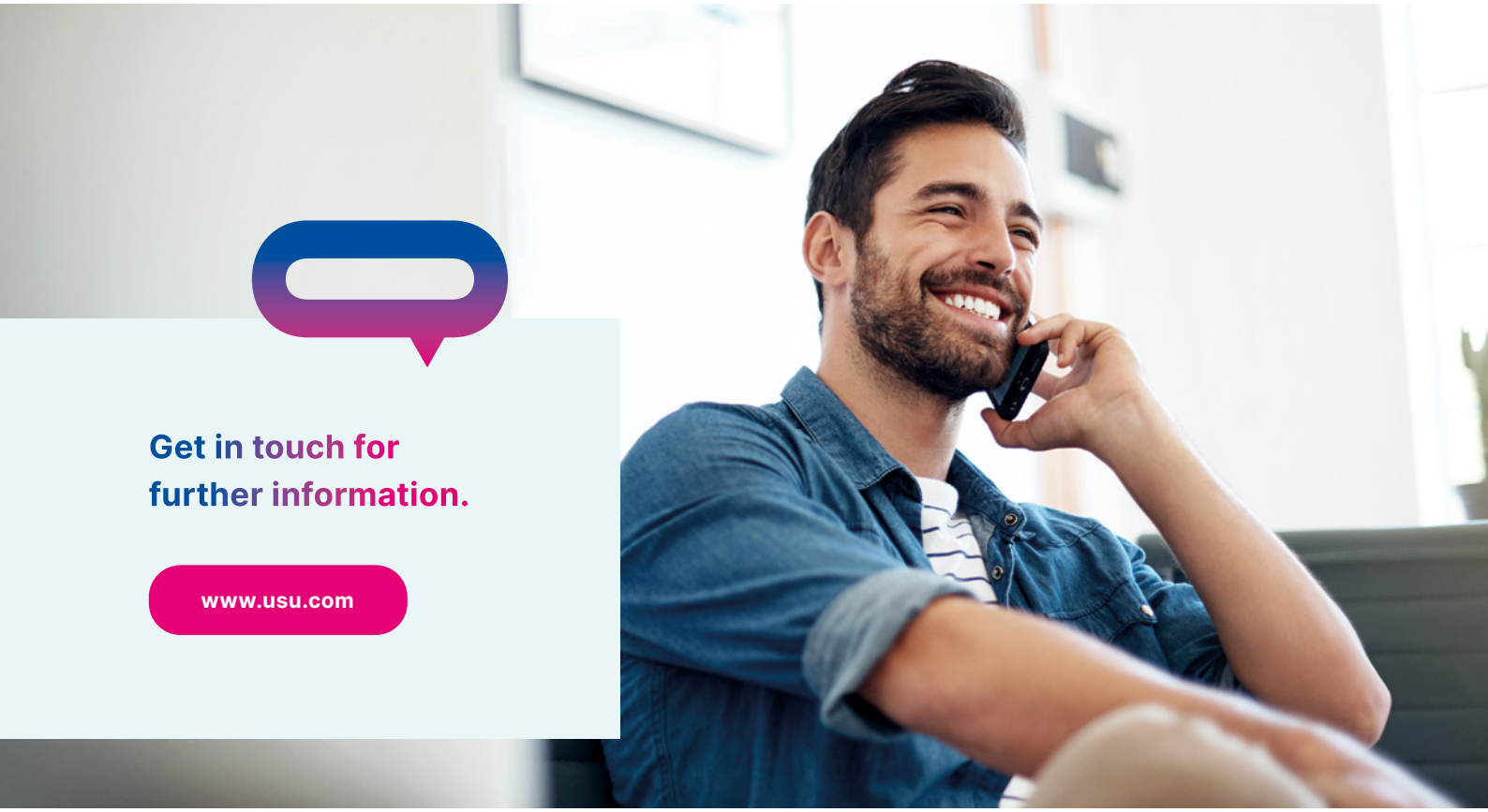

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