A Comparison of:
Wiki and livepro
for Customer Service Knowledge Management

The most important challenge for Customer Service teams is **to provide the right answer to the customer as quickly and professionally as possible.**

Purpose built Customer Service Knowledge Management systems have been designed to facilitate speedy answers to customer enquiries and use a number of techniques to ensure the Customer Service Agent can find **the correct answer in conversational speed.** Just as importantly, purpose built systems like livepro are designed to be fully operated and managed within the Contact Centre – eliminating the need for IT staff time or delays to enhancements.

With customers demanding answers to their questions through a multitude of channels such as phone, email, website, chat etc. any knowledge system must be able to deliver the answers to the customers' questions through all of these channels. It is an increasing requirement that organisations have one central source of information which can deliver answers through any channel the client wishes to use ensuring consistency and accuracy regardless of the channel.

Adoption of Knowledge Management systems by staff and customers deteriorates significantly if the currency and accuracy of the knowledge delivered is not considered accurate. Purpose built Customer Service Knowledge Management systems like livepro have features such as feedback, knowledge review dates and user ratings to help ensure everything is not only current but also useful to the reader. Without these features knowledge becomes out of date and unreliable and as a result the users quickly stop referring to it leading to inconsistencies in knowledge and answers.

Customer Service Knowledge Management Systems built for Contact Centres also need to deliver changes to knowledge to their staff quickly and reliably. Email updates sent to staff are notoriously unreliable as management have no idea if an email has been read or understood, they cannot be sure if the Agent can retrieve the correct email when needed and if an Agent joins the team after the email is distributed, they will not even have access to this knowledge update. Purpose built Customer Service Knowledge Management Systems like livepro have features to overcome this challenge.

As organisations realise the need to have one place for staff to go to find product information, policies and procedures they often start with SharePoint. A well-managed SharePoint site will bring benefits to the organization but over time it tends to require too much attention from the internal IT Department, or it becomes cumbersome and out of date. When organization's compare even just the 'Search' function of a purpose build knowledge management system, they realise the benefits they will achieve by deploying it.

Here is a comparison of livepro for the Contact Centre against an organizational built Wiki application:

Requirement	livepro	wiki
Central point to store knowledge	✔	✔
Fast reliable search	✔	✗
Process guidance so even new employees can answer complex questions and complete processes without the need for a buddy	✔	✗
Easy to author with a reusable library	✔	✗
Easy way to announce changes to all product, process and policies without taking staff off the phones – replacing emails so you can control where it is filed and when it is referred to	✔	✗
Easy way to keep knowledge current and relevant to optimise utilisation	✔	✗
Ability to deliver answers through multi-channels – Website, emails chat etc.	✔	✗
Favourites feature so Agents can keep regularly used knowledge available	✔	✗
Format to deliver *answers* to questions not long PDF/Word documents	✔	✗
Features to simplify the most complex customer enquiry down to a few standard questions, ensuring correct answer every time	✔	✗
Workflow process to manage the development of new Knowledge – allowing you to decide who has authority to Author, Edit, Review, Publish etc.	✔	✗
Permissions feature so you can manage who is allowed to see what Knowledge within your system	✔	✗
Easy to access reports so management can check if Agents have read important announcements, what the most popular questions are, who is accessing information etc.	✔	✗
A quiz function to check Agent's understanding of knowledge	✔	✗
Simple feedback function that allows staff/users to quickly provide process improvement suggestions within seconds	✔	✗
Managed by the business – no need to contact IT – you do it yourself	✔	✗
Easy to access 24/7 service and help desk	✔	✗
No IT project or build cost	✔	✗
Up and running in days - Obtain efficiencies in weeks	✔	✗
No deadline or cost blow-out	✔	✗
Enhancements and new features as technology evolves – at no cost	✔	✗
On the cloud for remote access and disaster recovery	✔	✔
License fees	✔	✗

Purpose built Customer Service Knowledge Management systems such as livepro will result in:

Reduced costs as a result of:

- Reduction in Average Handling Times
- Improvement in First Call Resolution
- Eliminating hand-offs
- Reduction in Call-backs
- Time spent handling complaints
- Induction training is significantly reduced
- General staff training reduces by up to 90%
- Speed to competency is improved
- Reduction in staff turnover
- Time off the desk (shrinkage time) is reduced
- Reduction in non-compliance costs

Increases in Customer Satisfaction resulting in:

- Increased Customer Retention
- Improved sales

Increases in Staff Engagement through enthusiastic staff adoption brings:

- Lower staff turnover because of stress

livepro