The New DIY Customer:

Smarter, Quicker, More Self-Reliant

What We're Seeing

Customer behavior is trending toward self-service throughout the customer experience lifecycle.

How do companies solve customer issues faster and easier across all channels? The answer is surprisingly simple considering that just a few years ago, there were only a couple of ways for consumers to interact with a business. Today, companies not only offer a number of channels for accessibility, but also incorporate knowledge management systems. By doing so, they help customers help themselves, providing options like how-to's, FAQs, and other imbedded resources.

> "At AOL, we wanted a solution that would give us structure, integrate with our backend processes, and allow us to consolidate tools to increase productivity. With Salesforce Knowledge, **we saved $100,000 a year** in maintenance contracts just by eliminating tools and consolidating vendors."[1]
>
> **Michelle Manbeck**, Program Director, Training and Knowledge Management, AOL

Why It's Important

As consumers become more self-sufficient, companies that provide self-service avenues are well equipped to satisfy this independent group.

One pillar of the customer service platform is making sure to help customers help themselves with embedded and accessible information. Another is increasing the productivity of those helping customers. A knowledge management system helps agents easily find, access, and deliver the right answers, ensuring an effortless customer experience. Alternatively, the lack of a single accurate source of reference can lead to poor customer experiences, low agent productivity, misinformation, and loss of business.

Who Benefits

Companies with knowledge management systems have a combination of higher agent contribution, increased sales, and elevated customer satisfaction rates.

Empowered employees tend to be happier employees. Which, in turn, leads to happier customers. Equipping contact center workers with the tools to expedite processes, easily access information, and contribute to the knowledge base goes a long way in creating a highly productive department.

And when it comes to sales, speed of execution is a huge differentiator. In fact, proper knowledge sharing significantly reduces the time it takes to deliver a proposal, product, or service – translating into increased win rates, add-on business, and new customers.[3]

Gartner predicts that **"by 2020, customers will manage 85% of their relationship with the enterprise without interacting with a human."**[2]

85%
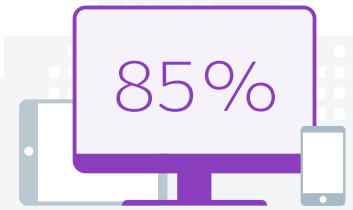
Where to Start

Incorporate a solution that empowers agents, delivers multichannel access, and provides self-service avenues for customers.

As customers continue to gravitate toward self-service options, it's more important than ever to provide them with access to what they need, when and where they need it. Cloud-based knowledge-centered support offers a complete solution – giving customers what they want, while equipping agents with the necessary tools to increase productivity and provide exceptional customer experiences.

In short, businesses who master the ability of helping customers help themselves – through a knowledge management system – are likely to position themselves well above their competitors.

Find out more about the Salesforce Knowledge solution.

VIEW DEMO

1. How AOL Deployed Knowledge to Boost Agent Productivity, https://www.brighttalk.com/webcast/9317/140763/how-aol-deployed-knowledge-to-boost-agent-productivity
2. Gartner Customer 360 Summit 2011, http://www.gartner.com/imagesrv/summits/docs/na/customer-360/C360_2011_brochure_FINAL.pdf
3. https://www.linkedin.com/pulse/20140811204044-2500783-15-knowledge-management-benefits

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