

DATASHEET

APTEAN SELF-SERVICE

WHAT IT IS

If you're old enough to remember the days when an attendant pumped your gas, you may recall that consumers took up the nozzles reluctantly when pump-your-own stations became the norm. Customers saw this as a way to cut jobs and costs at the expense of good service, and it forced consumer to do the work.

Online self-service was viewed that way by many companies in the nascent days of the web. But there is a big hole in the comparison ... customers embraced self-service. It let them find answers during not-so-regular business hours and set them free of endless hours of on-hold music. Today it is a must-have and some even become belligerent when forced to call customer service.

Self-service used to mean a static list of FAQs, and later a basic site search that returned some pretty shady answers and links to likely unrelated pages. Aptean has always taken a different approach. Aptean Self-Service mines the knowledge you have housed in many places—your website, customer forums, wikis, documentation, knowledge base content, and more—and presents it through a highly customizable, personalized Microsite.

Microsites are customer portals that enable branded marketing and personalized support based on factors such as products owned, geography, profile and preferences. Context-sensitive pagelets can be proactively generated in the course of a search to provide relevant news, alerts and offers for products and services. This allows for highly targeted selling options, seamlessly guiding the user to marketing content or even a live agent.

Of course a Microsite may have some FAQs but they're now dynamic, based on the hottest topics and relevant to the specific product or service topic being addressed. And site search has become an intelligent knowledgebase search that gets smarter each time it's used.

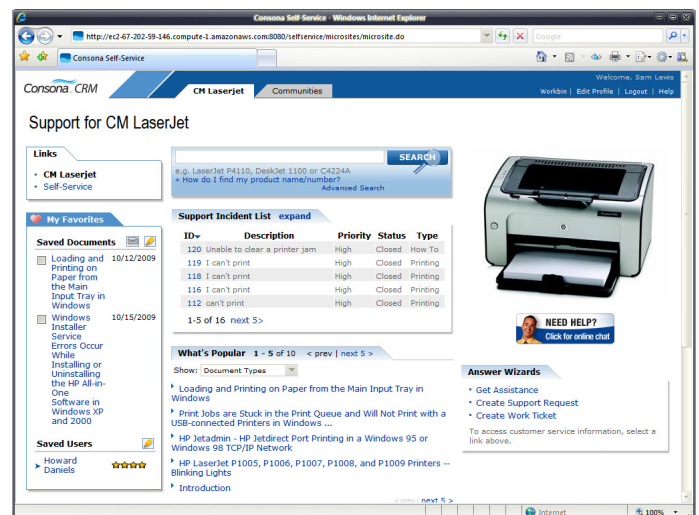
An integrated resolution workbench integrates with CRM to provide one screen that has all the capabilities needed to solve and document each customer interaction. Knowledge is easy to capture, author and update in the course of solving customer problems.

WHAT IT DOES

Intuitive self-service interface—consolidates support content with personalized delivery and guides site visitors to the answers they need with minimal clicks.

Adaptive Search and Navigation—backed by a integrated search solution set:

- Deep natural language understanding of queries and cases for accurate results.
- Guided search helps agents frame issues and locate solutions.
- Resolution flows optimize the handling of common high-value customer requests.



Self-improving search—means the system gets “smarter” as it is used, constantly increasing the relevancy of search results and recommendations. Seamless escalation to assisted support—when you need it, it’s there. The user’s session history is passed with the escalation, so the agent can see the searches attempted and users don’t need to repeat themselves.

Integration with CRM—enables capture of session information to the customer record.

Personalization—supports segmentation along multiple enterprise-defined dimensions such as product, industry, and region. Personalizes all aspects of the customer experience including content, recommendations and processes.

Analytics for insight—self-service analytics provide voice-of-the-customer reporting while specialized dashboards help leaders assess the value of knowledge and quantify the ROI for self-service.

ISN'T SELF-SERVICE JUST FOR THE EASY QUESTIONS?

Aptean Self-Service handles the easy issues just fine, but that’s not what it was built for ... the Aptean knowledge management platform was designed to help solve complex questions, for both agent-assisted service AND self-service. Resolution flows are pre-scripted step-by-step instructions that guide users through even complicated fixes to common issues.

An added benefit—audience segmentation controls allow Aptean Self-Service administrators to specify who sees what. That means you can entitle internal users to see a more detailed solution set than you provide to customers or the general public, or you can provide more or less information to customers based on their SLA.

The bottom line? No matter how easy or complex the issue, Aptean Self-Service gets the right answers to the right users efficiently and effectively.

“Each time a new solution to a problem is captured and rolled out to self-service, our dealers are able to solve our customers’ problems better and faster. The system constantly gets better, and so do our dealer and customer satisfaction levels.”

Steven Peterson

Knowledge Manager,
CNH Dealer eBusiness Systems

MORE ON SELF-SERVICE

Aptean Self-Service provides service and support organizations with all of the capability they need to create an award winning, customer satisfying, and call deflecting website. A simple administration console lets service and support website owners to create personalized Microsites for different customers and segments such as partners, premium support customers, and field service personnel.

Resolution flows guide customers through a specific process for specific high value issues. Personalized content panes and subscriptions keep customers up-to-date on the issues they care about. And CRM integration makes sure customers never hit a dead end: with the right entitlement, customers or partners can log a new case or incident that automatically includes all of their self-service history, improving the handoff to assisted service and speeding time to resolution.

When the filling station went to self-service, it did eliminate some jobs and that can still be a concern, but more and more, call center agents no longer see self-service as a threat to their jobs. Self-service is deflecting the mundane and repetitive calls so agents are able to concentrate on solving new and more challenging issues. Solve those issues a couple times and you have some new knowledgebase content that can be solved through self-service ... then the next issue comes along. It’s the circle of life right there in the knowledgebase. And those agents are now smarter, more efficient and maybe a little prouder of their work. Maybe they even get promoted to knowledge authors. Hey, isn’t that called job security?

WHAT IT DOES

Adaptive Search and Navigation—Provides a deep natural language understanding of queries and cases for accurate results while guided search helps agents frame issues and locate solutions.

Self-improving search—The system gets “smarter” as it is used, constantly increasing the relevancy of search results.

Seamless agent resolution from CRM—Integrates seamlessly with Aptean Case Management or your own CRM system to capture dynamic case notes, e-mail, solutions and collaborations in CRM.

Resolution Flows—Automatically triggered by case context to achieve optimal resolution. Construct and deliver best practices and policies for resolution and provide integrated process support with knowledge delivery.

Collaborative support—Expert locator and forums integration leverages expertise inside and outside the enterprise.

Recommendation & Visual Search Management—Search-context driven recommendations and offers and allow broad sets of permissioned users to improve search effectiveness.

Microsites—These personalized role-based agent portals allows managers to push alerts news, and messages to the right agent segment.

Knowledge Umbrella—Integrates structured and unstructured data including web content, file systems, databases, CRM systems, CMS systems, wiki and forums content, utilizing auto-classification and segmentation features.

In-process authoring—A knowledge capture workflow is built into natural agent processes with KCS support and process flexibility including steps to recommend, draft, improve, approve and publish content.

Advanced actionable analytics—Monitor and measure success with analytics that give you deep insight into knowledge management initiatives over long periods of time.



More than 9,000 customers around the world rely on us to give them a competitive edge. By providing innovative, industry-driven enterprise application software, Aptean helps businesses to satisfy their customers, operate most efficiently, and stay at the forefront of their industry.

For more information, visit: www.aptean.com