

# KNOWMAX


## How to Choose a Knowledge Management System ?

Choosing the right Knowledge Management is crucial to achieving your organizational goals. With the power of Artificial Intelligence (AI), the age-old knowledge management systems are transformed into futuristic, Next-gen customer engagement platforms. With a seamless flow of contextual and consistent Knowledge, businesses are now delivering superior CX, through better engagement across touch points.

In simple words, a knowledge management platform essentially improves the organization's efficiency and boosts the overall customer experience. There are multiple benefits of deploying a KM solution. From reducing resolution time to enabling seamless digital experiences with smart chatbots, virtual assistants, etc., the possibilities are countless.



# Using Knowmax Knowledge Management solution, businesses have achieved



**30–60%**

Reduction of errors  
by support teams

**15–30%**

Call Deflection to  
Self Service channels

**20–40%**

Reduction of  
time to proficiency

With robust features like cognitive decision trees, visual guides and semantic search, enterprises have reduced AHT and decreased their support costs. By improving call deflection on self-serve channels, organizations are providing seamless CX on both digital and assisted channels.

To effectively use a knowledge base that drives your business, you need to look for one that offers features that help you achieve your business goals. We have carefully researched and compiled the must-have features of an enterprise grade scalable and relevant knowledge base for you.

# Here is the curated checklist of features your **knowledge management system** needs to have:



## Single source of truth

A Knowledge Management Software acts like a consolidated repository of information that helps access contextual information at the right place and at the correct time thereby enhancing the customer experience.

- An average customer service agent spends 15% of time looking for solutions
- A single platform access prevents screen-toggling and ensures faster query resolution
- Actionable knowledge in one place enable seamless interactions across all channels



## Semantic search

Seamless search capability eliminates data silos and equips customer service reps with correct, contextual knowledge to better serve customers.

- Information in organizations is often scattered and stored in different files and formats
- Features like keywords, meta-tags and in-document search improve the searchability and findability of the right information at the exact time



## Multilingual ability

A knowledge Management platform with multi-lingual ability lets customers interact with ease in their native language increasing adoption of the platform across the globe

- Customers from varied demographics speak different languages
- A knowledge management system that can interpret multiple languages helps in reaching a wider audience base



## Micro-segmented analytics

Analyzing data helps you track your performance and create the present and future strategy of your organization's customer service

- An excellent knowledge management system must have the ability to capture and analyze information throughout the customer journey
- These insights can be used to tweak the strategy and enhance customer experience
- Data such as platform usage, top performing content, agent analytics etc. should be closely monitored via an intelligent KM solution



## Integration with ISVs

With multiple open API integrations, agents have seamless access to existing customer data that improves the customer journey for query resolution.

- A new-age knowledge management platform needs to have integrations with CRM, Chat, CaaS, etc.
- It should be capable of tracking customer journeys and ticketing through multiple API integrations
- Autotraversing of customer information makes agent's lives simpler and customer journeys smooth



## No code platform with DIY content creation

The best KM platform needs to be scalable and easily adopted by all stakeholders: agents, authors, admin and customers.

- A no code platform with DIY content creation requires no technical knowledge and can be easily used by everyone
- This enhances CX and increases customer trust factor in the long run
- With interactive decision tree software that provides the next best action, all customer queries can be resolved within a few simple clicks



## AI based Content Migration

Now that you know the must-have features and are ready to use a KM solution for your organization, you must wonder how to move all your existing content when you switch to a cloud-based KM system?

- A salient feature your knowledge management system should offer is easy content migration
- Shifting to a cloud-based repository through a knowledge base platform allows no loss of information and makes migrating content to the new servers a breeze
- Be rest assured, with a robust KM solution you can reduce almost 4 man-month effort to 20 man-days

The right KM platform is essential for your organizational success. Businesses must look for an AI-ready, easy-to-use, scalable platform to manage enterprise-wide knowledge and ensure correct answers at the right time across touchpoints. However, with numerous strategies and features available in the market, making the decision can often get confusing. Hence, the above-listed factors can be key considerations when selecting a robust and future-ready KM platform.