



Knowledgebase/FAQ Vendor Marketplace

Research on behalf of the CTOs with Gartner, Inc.

May 2010

Background

- CTO Meeting, March 2010
- Proposal to collaborate to acquire/implement Parature software for shared FAQ/knowledge base
 - Technical support Q & A
- Research the Market
 - Gartner

GARTNER ANALYST

Johan Jacobs

- Web Self Service channel analyst
- CRM and Web Customer Service
- Framework for Web Customer Services

		Component	Description	Extension	
Natural Language, Advanced Search, Speech-Based Applications	Knowledge Base Self-Service	Web-based self-service using a knowledge-management-type solution with a information repository and a search engine	Corporate Knowledge Partner Knowledge Community Knowledge	Agent Knowledge Social Knowledge Search Knowledge	Multichannel Web Feedback Management
	E-Mail Response Management	E-mail management environment with OCR, e-mail routing, virtual e-mail agent, etc.	Automated text analysis Auto responding	Auto categorize Keyword recognition	
	Web Chat	Online, Web-text-based chat with a live agent, or speech-based interaction with a virtual assistant	Click-to-Chat Group Chat	Proactive Chat Video Chat	
	Collaborative Browsing	Simultaneous browsing of a Web site and sharing of Web page and space	Shopping Cart Assistance Forms Completion		
	Virtual Assistant	Interaction with a virtual person or Avatar via the Web, SMS, Messenger and other interfaces	Text-to-Text Speech-to-Text	Text-to-Speech Speech-to-Speech	
	Mobile Services	Service notification and requesting via mobile device or smart phone using data and an SMS channel	Multimodal service SMS service	Mobile Web chat Mobile Video chat	
			Multichannel Web Analytics		Multichannel Interaction Recording

Source: Gartner, Inc.

Gartner Feedback

- Knowledge is the first place to start
 - Amazon shopping experience
 - Others like you have also bought.....
 - You will soon want email response mgmt; web chat, etc.
 - Those will need to integrate into the knowledge base
 - The Knowledge Engine must be built out and is much more than an FAQ

General Findings

- Two mistakes that organizations make
 1. Looking at knowledge in isolation
 2. Knowledge can't become 'part' of someone's existing job. At a minimum, 1 person must be dedicated to knowledge management.

Web Customer Services

- Components of a good web customer service vendor are:
 - Knowledge base for self -service
 - Email response management
 - Web Chat
 - Collaborative Browsing
 - SMS capability

Market Players

- Stand alone solutions

Inqira

Attencity

Consona

Neocase Software

Parature

Market Leaders

- Integrated Suites
 1. RightNow
 2. eGain
 3. Kana
 4. NGenera

Gartner Recommendations

- Focus on the Goal
 - Focus on current & future requirements
- Metric – relevance of response – 85%
- Understand how users adopt kbase
- Companies' self-service projects fail when they do NOT dedicate staff to knowledge management

Gartner Recommendations

- NSHE is on the right track by focusing on knowledge first
- Knowledge self-service has great benefits
 - Operating costs
 - Better service
 - Consistent response across all channels
- Gartner's concern is about focusing only on a Parature stand alone solution

Gartner Recommendations

- Vision of multi-channel strategic future
- Examine all components of web customer service first
- Examine all components of knowledge reuse
- Implementation must begin with knowledge base (a best practice)
- Add other components as opportunity allows

Gartner Research

- Magic Quadrant for e-Service (9.2009)
- Web Customer Service Magic Quadrant
 - NEW 2010
 - Analytics
 - Survey & Feedback Management
 - Social Networking Support
- Gartner Strategic Framework for Web Customer Service (3.2010)

Next Steps

- Develop a multi-channel strategic vision/future for Web Customer Service
- NSHE's next steps?
- ?