upland

RightAnswers

Case Study

Global Media and Technology Organization Turns to Upland's RightAnswers for Ultimate Contact Center Transformation
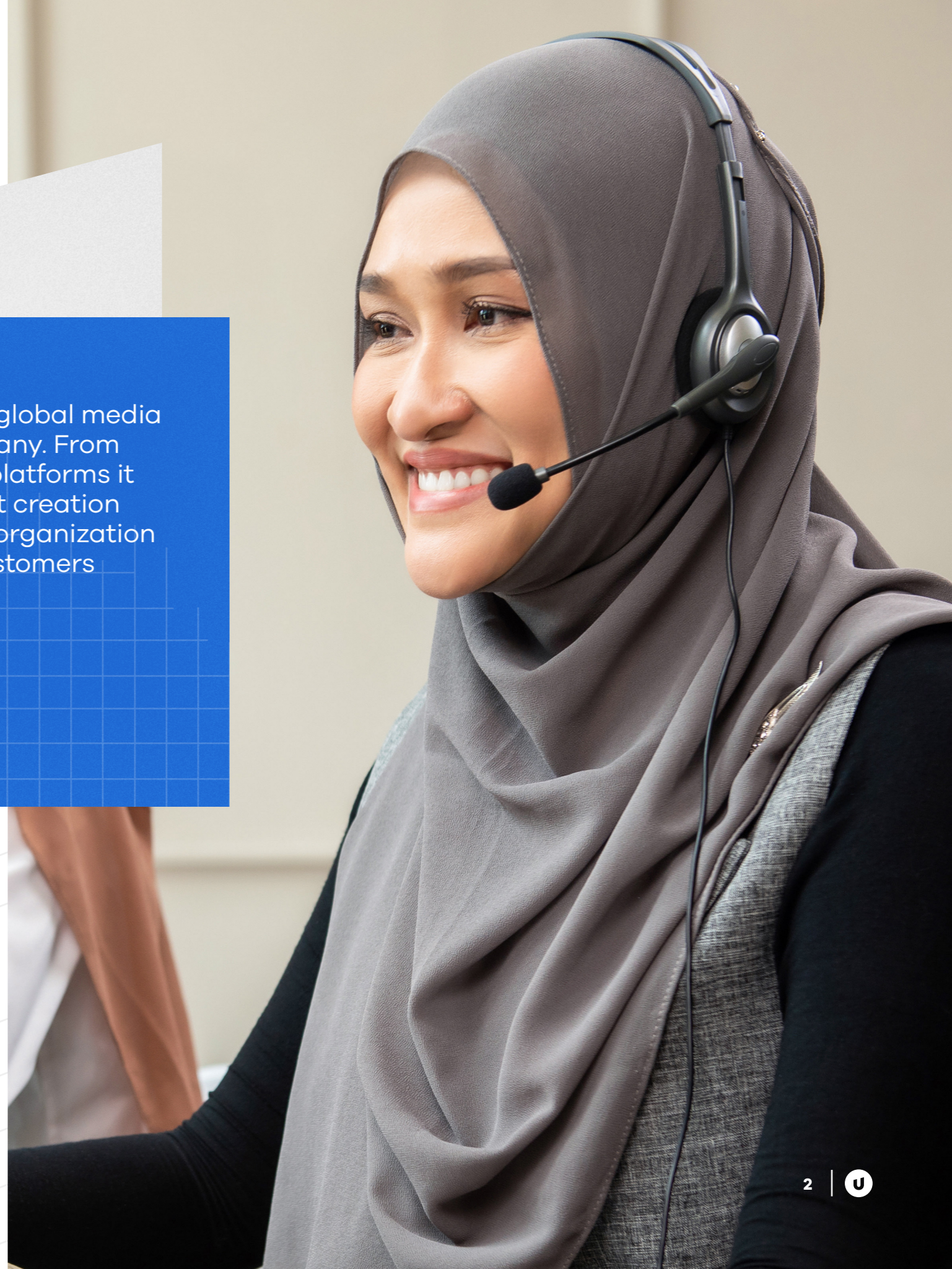
INDUSTRY
Media and technology

COMPANY
Philadelphia, PA

This organization is a global media and technology company. From the connectivity and platforms it provides, to its content creation and experiences, this organization reaches millions of customers around the world.

SOS! Complex and outdated knowledge management system.

Challenge

Contact centers have been around for 50+ years and for a while, they all ran like well-oiled machines. However, technology changed the game. More specifically, artificial intelligence (AI) and the Create Once Publish Everywhere (COPE) model were the major contributors to this change. Technologies like these evolved how work got done and impacted customer service expectations.

For this well-known organization media and tech organization, its knowledge management solution was the biggest obstacle to everyday work for its call center employees. Needless to say, its call center productivity became an issue.

Here are its major challenges:

- Daily viewing of 200,000 articles by 23,000 licensed agents

- Future plans to publish articles in other areas of its contact center platform

- Article usage is expected to double within the next one to three years

- High call center attrition rates attributed to no search functionality or access to helpful content

With its customer usage momentum building and ambitious technology integration roadmap, they knew it needed something transformative. It needed to simplify and modernize its knowledge to streamline its agents' call frequency and quality.

RightAnswers at a Glance

With more than 20 years of experience helping contact centers and service desks integrate knowledge with leading ITSM and CRM tools, we make it easy for users to access the information they need at the moment. By pulling the case description into our powerful search engine, RightAnswers returns article results from the native knowledge base and any other sources where key information resides. Add our best-in-class authoring tools and you're all set up to create a dynamic knowledge-sharing culture.

"What really drew us in to RightAnswers was the fact that we could get our arms around content freshness. What brought it to the next level for us was RightAnswers' workflows, automation, and its API flexibility."

- Director of Knowledge Management and Strategy

Customized knowledge every time.

Solution

From the onset of its RFP (Request for Proposal) process, this organization's stakeholders thought they had a clear picture of what was needed to close its customer journey gap.

It selected RightAnswers because of their deep KCS™ (Knowledge-Centered Service) understanding. Through its team of KCS-certified experts, RightAnswers enabled them to naturally create and maintain knowledge as a routine part of customer interactions. It's also the only KCS™ Certified solution that demonstrated success at large scale implementations in the cloud.

RightAnswers set itself apart by not only meeting what the organization needed but future proofing it. Whether it's a field, article, or single sentence, RightAnswers could pull up exactly what any agent needed at any time of day or night.

Benefits

The RightAnswers KCS-based solution helped this large organization simplify and modernize its knowledge management system. Instead of a one-size-fits-all content approach, it was able to customize its knowledge management for its agents to uplevel their everyday work.

RightAnswers was so instrumental in transforming this organizations' contact center operations it boosted their Product NPS score from –20 to +39.

Here's how RightAnswers did it all:

- Boosted higher agent knowledge adoption
- Increased search accuracy 10x
- Enhanced knowledge quality and improved search relevancy
- Increased operational savings substantially
- Integrated via a platform-agnostic manner into existing desktop tools
- Provided a broader content reach
- Reduced the amount of unnecessary content
- Enhanced workflow and visibility precision

Results for the company:

Enhanced
the search process

Increased
search accuracy 10x

Improved
NPS score from **-20 to +39**

Upland RightAnswers is the complete connected knowledge management solution that uses AI and machine learning to improve the user and customer experience by enabling organizations to create a trusted knowledge sharing culture.