5 reasons
Google is NOT a support tool

1

Issues are not one-size-fits-all

72% of calls relate to areas specific to your company and the remaining 28% involve some customization or personalization.

2

Answers are not stored for re-use

Agents waste time reinventing the wheel.

3

It's hard to engage with your community

You don't know what people are searching for so you can't be proactive.

4

There are no analytics on the knowledge

You don't know which answers were helpful or if there are problems you should fix.

5

You can't make quantum leaps in your service

If agents keep going to the web for answers, you can never improve your company knowledge.

On the flip side, by employing a knowledge culture:

- You can find the right answers fast
- Solutions can be tracked and kept up-to-date
- New solutions can be created based on need
- Answers are written and presented in a consistent way
- Users experiences and SLAs will be improved through knowledge

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