# 5 reasons

# Google is NOT a support tool



#### 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.



#### **Answers are not** stored for re-use

Agents waste time reinventing the wheel.



### It's hard to engage with your community

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



## on the knowledge You don't know which answers were

There are no analytics

helpful or if there are problems you should fix.

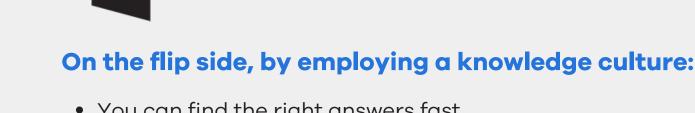


#### If agents keep going to the web for answers, you can never improve your

leaps in your service

You can't make quantum

company knowledge.



#### 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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