

October 24, 2019

Frost & Sullivan Names MindTouch Among Its Companies to Watch in Customer Contact, North America, 2019

Companies to Watch report highlights MindTouch for its extensible, scalable and fast-to-deploy knowledge management platform

SAN DIEGO — [MindTouch](#), a leading provider of enterprise-grade, AI-powered [knowledge management solutions](#) for mid-size to large organizations, has been named by Frost & Sullivan among its [Companies to Watch in Customer Contact, North America, 2019](#).

The Companies to Watch report is a sampling of vendors that Frost & Sullivan has identified as representative of the changing nature of customer contact—each with the potential to take customer care to a higher level.

Frost & Sullivan highlighted the MindTouch knowledge management platform’s extensibility, scalability and speed of deployment as key strengths.

“One of the most attractive features of the MindTouch platform is its ease and speed of extensibility,” said Nancy Jamison, Frost & Sullivan’s principal analyst, digital transformation. “The platform was built to provide content wherever and whenever it’s needed, including feeding it to chatbots and virtual assistants, embedding it into mobile applications, or providing answers directly to IoT devices at the point of customer interaction. This contributes to fast deployment, which can be accomplished in weeks.”

Frost & Sullivan also cited the platform’s ability to handle hundreds of thousands of articles without losing performance.

“From inception, MindTouch built its platform using highly scalable microservices and serverless technologies,” Jamison said. “The company has applied these technologies to automatically scale up

or down based on site traffic and resource needs, ensuring consistently high performance. This has netted MindTouch many prominent customers, including Electrolux, Moen, Whirlpool, Ericsson, Hitachi, 8x8, Verizon, Vodafone, and Jaguar Land Rover.”

In addition, Frost & Sullivan touted MindTouch’s capabilities for using knowledge to fuel self-service initiatives and improve the overall customer experience.

“MindTouch enables companies to provide a solid customer self-service strategy and uses machine learning to continuously improve,” Jamison said. “It also allows agents to provide faster and more accurate service with fewer escalations to higher tier support. Continuous improvement also supports training.”

In fact, Frost & Sullivan cites self-service as a major driving force behind the growing importance of knowledge management in the contact center.

“Knowledge management is increasingly important given the changing nature of consumers who self-serve to purchase and troubleshoot before escalating to a live agent and who increasingly demand higher levels of service once they get there,” Jamison said. “The area also has gained in importance as available information increases in volume exponentially every day making it difficult to access without the proper tools.”

According to Frost & Sullivan, the right knowledge management solution can yield significant benefits for contact centers. “With quick access to the right information at the point of need, good knowledge management solutions can reduce call handle time, increase operational efficiencies, increase case deflection, reduce costs, and ultimately improve customer and agent satisfaction,” Jamison said.

For more information about key contact center trends, the importance of knowledge management in the contact center, and a comprehensive overview of MindTouch, download a free copy of the Frost & Sullivan Companies to Watch in Customer Contact, North America, 2019 report excerpt here: https://mindtouch.com/wp-content/uploads/2019/10/FS_Companies_to_Watch_MindTouch_Profile_15_Oct19_FINAL.pdf.

About MindTouch

MindTouch is a leading provider of enterprise-grade, AI-powered [knowledge management solutions](#) for mid-size to large organizations. Its knowledge management platform includes solutions for [customer self-service](#), [agent assistance](#) and [departmental knowledge](#). Focused on the customer experience, MindTouch is trusted by some of the largest global brands to extend knowledge when it's needed, where it's needed and how it's needed. The result is faster, more consistent and more personalized customer service, along with increased productivity, improved operational efficiencies and reduced costs.

The MindTouch platform was designed for rapid deployment and integrates easily with CRM systems, contact center solutions, communities and chatbots. MindTouch has received JMP Securities' Hot 100 Software Companies Award, G2Crowd's Best Software for Customer Service Award, and the TrustRadius Top Rated Customer Experience Management Platform Award. MindTouch serves more than 340 companies worldwide. It was founded in 2005 and is headquartered in San Diego, California.

Visit [MindTouch](#) on [LinkedIn](#), [Facebook](#), [YouTube](#), [Twitter](#) and the [MindTouch blog](#).

©2019 MindTouch, Inc. All rights reserved. MindTouch and the MindTouch logo are trademarks and/or registered trademarks of MindTouch, Inc. All other company names and logos may be registered trademarks or trademarks of their respective companies.

Contact

Christine Holley
Sr. PR Account Executive
MindTouch
christineholley@mindtouch.com
804.986.7184