

Global Appliance Manufacturer Uses MindTouch to Improve CX

Find out how this global brand saved millions while improving customer self-service and agent support through faster access to relevant, consistent, more personalized content.

“We love that the MindTouch platform allows us to author once and apply the content in so many ways while maintaining a personalized and consistent customer experience.”

- Company Spokesperson

At a Glance:

- Company: Global Home Appliance Manufacturer
- Headquarters: USA
- Year founded: 1898
- Industry: Manufacturing

Summary

This global home appliance manufacturer was struggling with an unsupported version of a knowledge management solution from Oracle. The company’s contact center agents relied on it to provide better customer support. However, the solution made it difficult to quickly create content. It also lacked search capabilities needed to extend its use for customer self-service.

To address these issues the company sought a new solution from a shortlist of vendors that included Oracle, Salesforce, SAP and MindTouch. It selected MindTouch based on its ease-of-authoring for fast content creation, its ability to accommodate multimedia content formats, and its robust customer self-service capabilities.

Since deploying the MindTouch knowledge management platform the company has realized about \$187,000 in staff-related savings annually as a result of increased agent onboarding efficiencies. It's also increased first call resolution rates from 62 to 80 percent, and it's saved roughly \$20 million annually by reducing onsite service calls through better agent access to customer support content.

The company's use of MindTouch for self-service has resulted in increased case deflections for additional savings. It also contributed to increased revenue with embedded call-to-action buttons within the MindTouch-powered self-service portal that link to accessory and part purchase pages.

Challenges

This global home appliance manufacturer had been using Oracle's Inqira knowledge management solution to store and find content for its contact center agents to use in an effort to improve the customer support experience. Over time, however, the company found itself managing old, unsupported versions of the solution, making authoring a slow and arduous process.

"Not only did our existing knowledge management solution hamper our ability to proliferate content—especially photos and video—it also wasn't designed to give our customers or contact center agents an interactive experience," said the company's spokesperson. "Making matters worse, it didn't give our customers the branded experience we wanted, nor was it easily searchable, making self-service impossible."

Prompted by these issues, the company began looking for a new knowledge management solution. Given its multiple product lines with non-specialized agents handling more than a thousand calls daily, the company needed a scalable solution that would intelligently guide agents to the most relevant content to help customers quickly resolve issues.

The company also sought to further improve the customer experience while lowering costs by reducing onsite tech visits. At the time, the company's field technicians were making in-home customer visits, often as a result of agents simply not having the right knowledge to troubleshoot over the phone. "By creating search-optimized content that could better resolve issues via customer self-service and more effective content navigation by agents, we hoped to reduce the need for pricier and less convenient onsite service calls."

- **Slow and cumbersome authoring process** hampered agent support
- **Lack of branded content experience** diminished customer experience
- **Poor searchability** made use of knowledge for self-service impossible

Solutions

After narrowing its search to a short list of products that included an upgraded Oracle Inquira solution and knowledge management solutions from Salesforce, SAP and MindTouch, the company selected the latter.

“The MindTouch knowledge management platform was by far the easiest solution for authoring content. It also easily accommodated multimedia formats and was designed from the beginning for customer self-service.”

The company deployed MindTouch for customer self-service to make knowledge available via its public-facing Product Help website. It also used MindTouch to serve up content for agent assistance via an internal Documentation Hub with a SAP CRM integration that links MindTouch articles to cases for faster resolution.

Today, the company’s 600 to 800 distributed agents fielding more than a thousand calls daily access the MindTouch knowledge management platform to assist customers along their support journey. In addition, more than 6 million customers visit the MindTouch-powered Product Help site annually, giving them the ability to find answers on their own.

As a result of its improved authoring interface, the company was able to reduce its number of employees used to author content. “Because we can now create content so much faster, we’ve reduced our authors from seven to just one dedicated knowledge manager who uses outsourced resources as needed.”

- **MindTouch-powered documentation hub** for agent-assistance
- **MindTouch-powered product help site** for customer self-service
- **MindTouch/SAP CRM integration**

Results

The company has reported numerous benefits related to its use of MindTouch for agent assistance, including reduced onboarding time. “We’ve been able to use MindTouch to give agents self-service training. As a result, our MindTouch-powered Documentation Hub has helped us cut 40 hours of agent onboarding time per month, which equates to about \$187,000 in staff-related savings annually. We’ve also eliminated staffing nightmares as a result of having to take agents off the phones for training since now they can use the self-service training option after hours.”

The company has also reported benefits related to increased first call resolution rates. “Our MindTouch integration with SAP CRM has helped agents reach an average 80 percent first call

resolution rate, up from about 62 percent prior to deployment. That's led to increased operational efficiencies, which translates into cost savings."

In addition, the company has calculated a "save a call" effectiveness metric, which measures the percent of time service technicians aren't sent onsite (i.e. avoiding a "truck roll") based on the increased effectiveness of agents accessing knowledge to resolve customer issues. "Our MindTouch integration with SAP CRM has helped us reach a 'save a call' effectiveness rate of 90 percent. We estimate that last year alone this saved us roughly \$20 million."

If the agent resolution requires sending a part to the customer, the company uses a MindTouch template to record the part number and the symptom via its CRM integration. This note can indicate if the part is under warranty and if a field technician is needed to service the job. These agent notes help ensure the right part gets sent to the customer while expediting service calls, both of which result in a better customer experience.

Other benefits have come from the company's use of the MindTouch platform for customer self-service. "Our MindTouch-powered Product Help site has helped us significantly increase customer self-service adoption, which has resulted in case deflections. We estimate that a single top-viewed help article has led to about \$38,000 in savings over a single quarter."

The company has also embedded call-to-action buttons within its Product Help site that link to accessory and part purchase pages. These are used when troubleshooting indicates the need for a new accessory or part. This one-click purchase option has helped the company convert leads into sales. "Our MindTouch-powered Product Help site has generated more than 17,000 leads over a one-year period. Our conversion of those leads has resulted in a significant increase in product accessory and parts revenue."

The MindTouch platform's ability to easily extend content anywhere—from CRM and in-product interfaces to websites and chatbots—continues to enable the company to meet future needs. "We love that the MindTouch platform allows us to author once and apply the content in so many ways while maintaining a personalized and consistent customer experience."

Equally important to the success of the deployment has been the MindTouch team. "The MindTouch services team has proved to be a strategic partner. They've really stepped up and said, 'here's how you should do it and here's how we can help.' They take a true consultative approach, which makes us excited about where we can go next."

- **About \$187,000 in staff-related savings** annually due to increased agent onboarding efficiencies
- **Increased first call resolution rates** from 62 to 80 percent as a result of faster agent access to relevant content

- **Roughly \$20 million in annual savings** related to reduced onsite service calls thanks to easier agent access to relevant content
- **Increased case deflections** resulting in cost savings due to increased adoption of customer self-service
- **Increased revenue from call-to-action** buttons linking to accessory and part purchase pages on self-service portal

About MindTouch

MindTouch offers mid-size to large organizations an enterprise-grade, AI-powered knowledge management platform that includes functionality for customer self-service, agent assistance and departmental knowledge. MindTouch is trusted by some of the largest global brands to dynamically serve up relevant content wherever a user's journey starts or ends for a more consistent, personalized and effortless customer experience. The company serves millions of users worldwide. It was founded in 2005 and is headquartered in San Diego, California.

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