



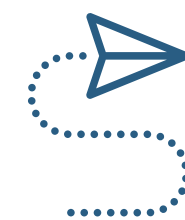
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2017 Intelligent Self-Service Action Plan

6 Key Elements for Building Your Intelligent
Self-Service Roadmap



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Building an Intelligent Self-Service Program

Self-service works when it empowers customers to find information and resolve issues on their own - without picking up a phone or interacting with the contact center. This action plan lays out the 6 elements to include in your program roadmap in order to leverage your organization's

collective knowledge and give your customers the very best information, every time. You will find suggested resources for every step of the planning process to help you build a 2017 intelligent self-service plan that ties your people, processes and technology together.

It's about leveraging the intelligence from:

Your People



Your support engineers each have unique knowledge and expertise that they apply in the cases they solve and in their interactions with customers.



Your Content

All of your self-service content, knowledge-base articles, documentation, YouTube videos, customer community contributions, etc.



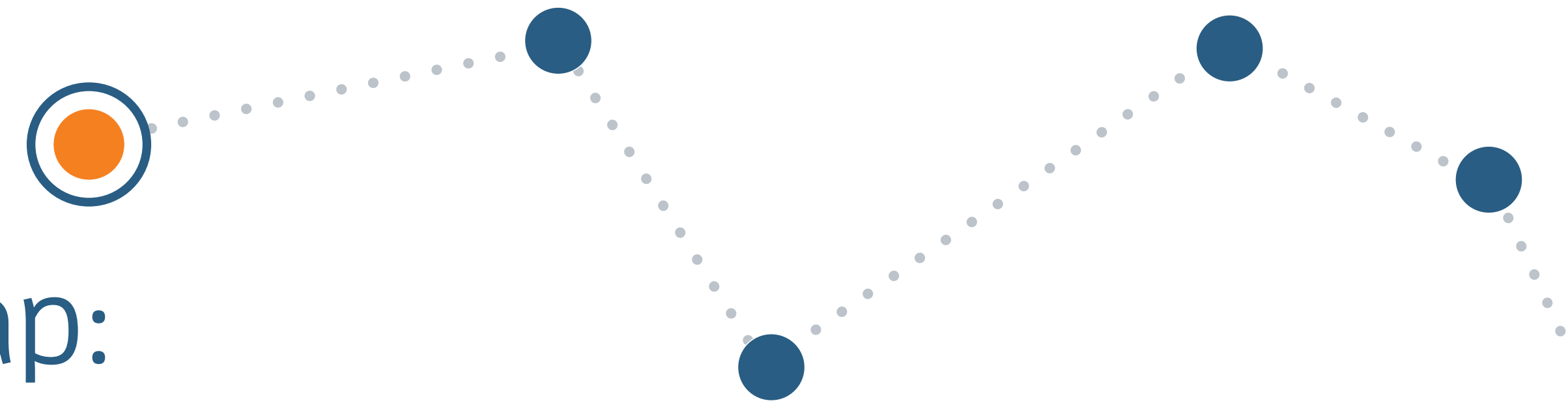
Your Customers

Tap into your customers behavior and interactions and see how they're achieving self-service success to make the experience better for everyone.

And making it available.

Give your customers the best information available, so they can do more on their own. Drive self-service success by providing swift access to the most relevant knowledge, wherever it resides.

The 6 key elements of your intelligent self-service roadmap:



1. Identify the gaps in the different elements of your self-service strategy.

2. Establish a process to capture & reuse knowledge in the flow of work.

3. Identify all content & make it searchable.

4. Put in place machine learning to learn from your crowd at scale.



Take this quick self-service health check test to get a better sense of where your current strategy is falling short.

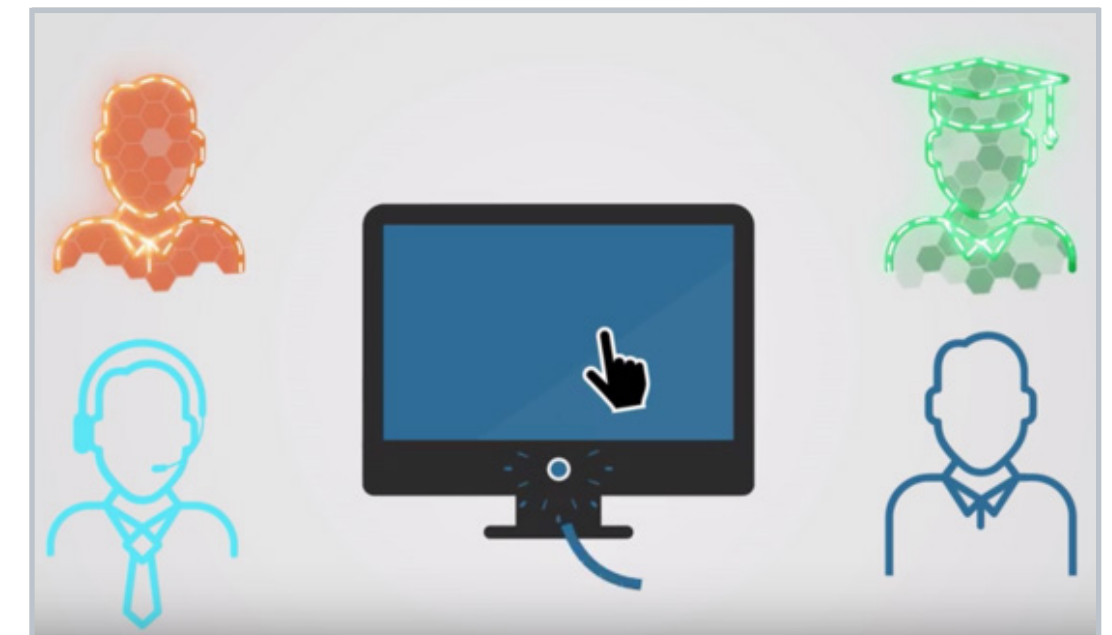


Learn the fundamentals of KCS (Knowledge Centered Services) and how you can apply them to your support organization to power self-service.

Case Deflection and Self-Service Success

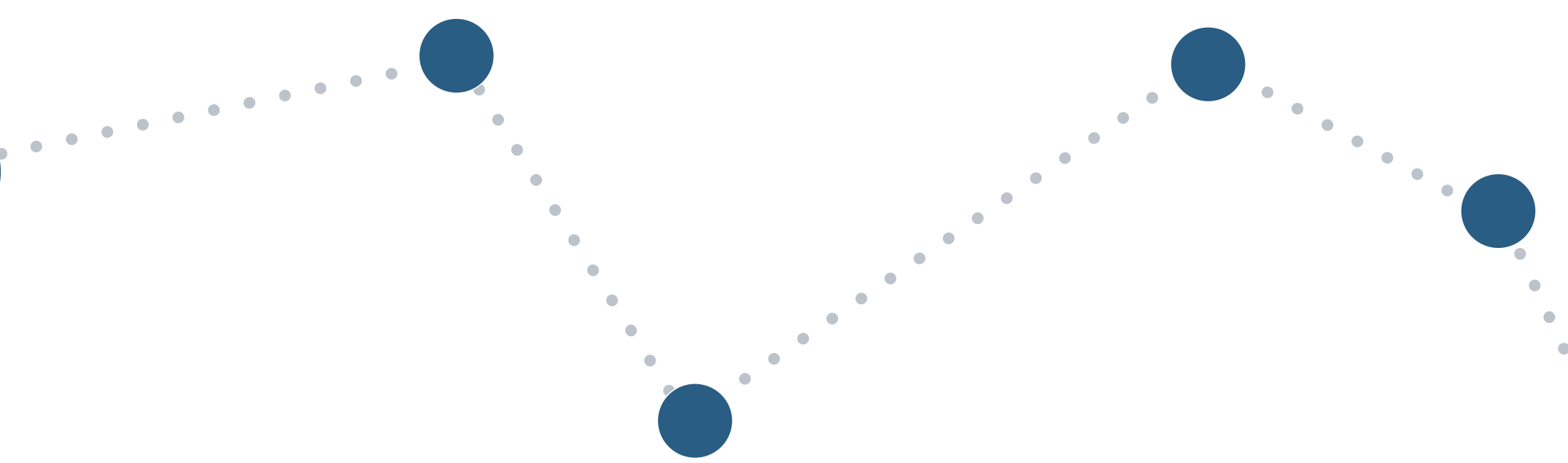
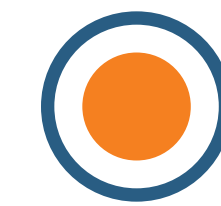
Proven Approaches to Reducing Customer Service Case Volume & Improving the Customer Experience

Read this guide to understand the role of unified, intelligent search in driving self-service success.



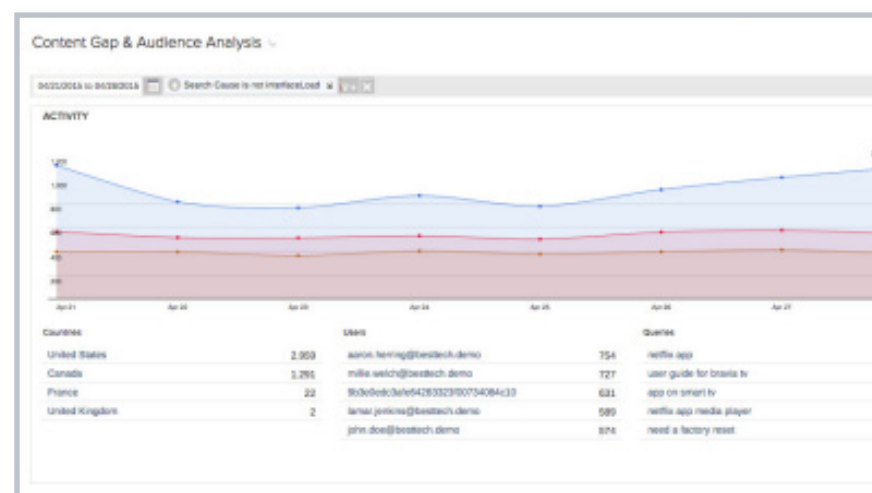
Watch this video explainer on the role that machine learning plays in successful self-service.

The 6 key elements of your intelligent self-service roadmap:



5. Define measurements of success and put analytics in place to track progress.

6. Design relevant & engaging experiences.



Read this report from the TSIA to understand the role of analytics -- particularly content gap analysis, knowledge usage analysis, and relevance analysis.

ellucianTM

Get best practices from their journey, including how they use technology and processes to measure and improve self-service success and case deflection.



Find out how Salesforce uses intelligent search and usage analytics on its Success Community and increased its case deflection rate by 40%.

Adobe[®]

Learn how Adobe is taking intelligent search inside Photoshop to help customers find their answers without having to leave the product.

BROCADE[®]

Learn how Brocade created effortless self-service experiences for their customers and is on track to increase case deflection by more than 30%.

To learn more best practices from innovative companies and to get support for your roadmap planning, **contact one of our intelligent self-service experts.**