



KMS lighthouse

White Paper 2017

5 SECONDS TO KNOWLEDGE



Why KMS lighthouse

We improve customer experience by empowering personnel with real-time access to accurate and consistent product and company knowledge data.



What We Do

Our products harness big data and transform it into actionable knowledge. Data that can be consumed in seconds.



How We Do It

Proven recipes and technology for knowledge structuring
Unique natural language search experience – Ask! Don't Search.
Brilliant Data Visualization



THE IMPORTANCE OF ACTIONABLE CUSTOMER KNOWLEDGE

Knowledge is information that has been processed, analyzed and transformed to be Actionable. Customer Knowledge Management is the methods, technologies and culture an organization uses to create, deliver, track and correct knowledge that impacts customer experience. A company's ability to deliver a better experience to its customers, may be the difference between mediocrity and success.

At KMS lighthouse, we believe accessible and relevant knowledge is a critical factor in your customer's experience. Knowledge allows your customer-facing teams to quickly and easily answer any question your customers have, and to offer them products and services they might find useful. KMS lighthouse products take raw information, disassemble its content, generate facts and structure it, so it can be transformed into Actionable Customer Knowledge that makes a difference in your Customer Knowledge Management, enabling you to provide a better Customer Experience.

KMS LIGHTHOUSE - A LEADER IN CUSTOMER ENGAGEMENT TECHNOLOGY

KMS lighthouse provides a powerful all-in-one knowledge platform with an extremely fast Search Technology, addressing the broad range of customer-to-company connection channels. The KMS lighthouse suite of products provides a seamless customer experience across all care channels: from self-service, such as the company website or social media platforms, through one-on-one time with customers, such as at contact centers, retail stores and field service, and even up to constantly addressing potential customers, by giving your employees the technological ability to provide answers, anytime and anywhere.



In 2012, KMS lighthouse transformed dramatically into a game changing player in the customer experience arena



More than 50 employees work at KMS lighthouse headquarters, in addition to sales partners and subsidiaries all over the world



Strong financial backing enabling continued research and development

Gartner

KMS lighthouse was recently named one of Gartner's "Cool Vendors in Customer Service"

According to Gartner

“ *The rapid growth and diffusion of information across channels and departments, and between customers and the enterprise, has made Knowledge Management more critical than ever. Knowledge Management affects support costs, customer satisfaction, and the ability to upsell products and services. Arriving to assist with the Knowledge Management challenge is KMS Lighthouse.* ”

Lighthouse makes service organizations more effective, allowing them to quickly navigate through large volumes of information and gain access to the answers they need in real time. Instant knowledge updates and complete knowledge data further improve operational efficiency, reduce overall service costs and increase profitability. KMS lighthouse, along with our implementation partners and teams, will allocate a team of content professionals that lead every step of process, from design to post-implementation and support.

The average Lighthouse implementation process is lightning-fast and is also very frictionless. With a unique knowledge base at its core, and a robust set of APIs, Lighthouse can integrate with existing customer-related infrastructure, including CRM and Billing Systems, as well as with product catalogs and other corporate repositories. The solution is capable of extracting information from any data source, with minimal integration effort, utilizing intelligent templates to effectively transform raw, unstructured information into well-organized, actionable, targeted knowledge.

Lighthouse seamlessly consolidates the information in a highly intuitive and easy-to-use application. This enables contact center agents, company employees and customers, to manage and access any valuable information. The solution frees service providers from the cumbersome need to search for the right piece of information in multiple sources and cluttered content management Portals. This allows them to concentrate and focus fully on customers' needs and concerns, while remaining true to their organization's corporate policy and objectives.

KMS lighthouse is a leader in Big Data due to 3 main aspects

INTUITIVE EXPERIENCE

Brilliant visualization and precise answers, not recall

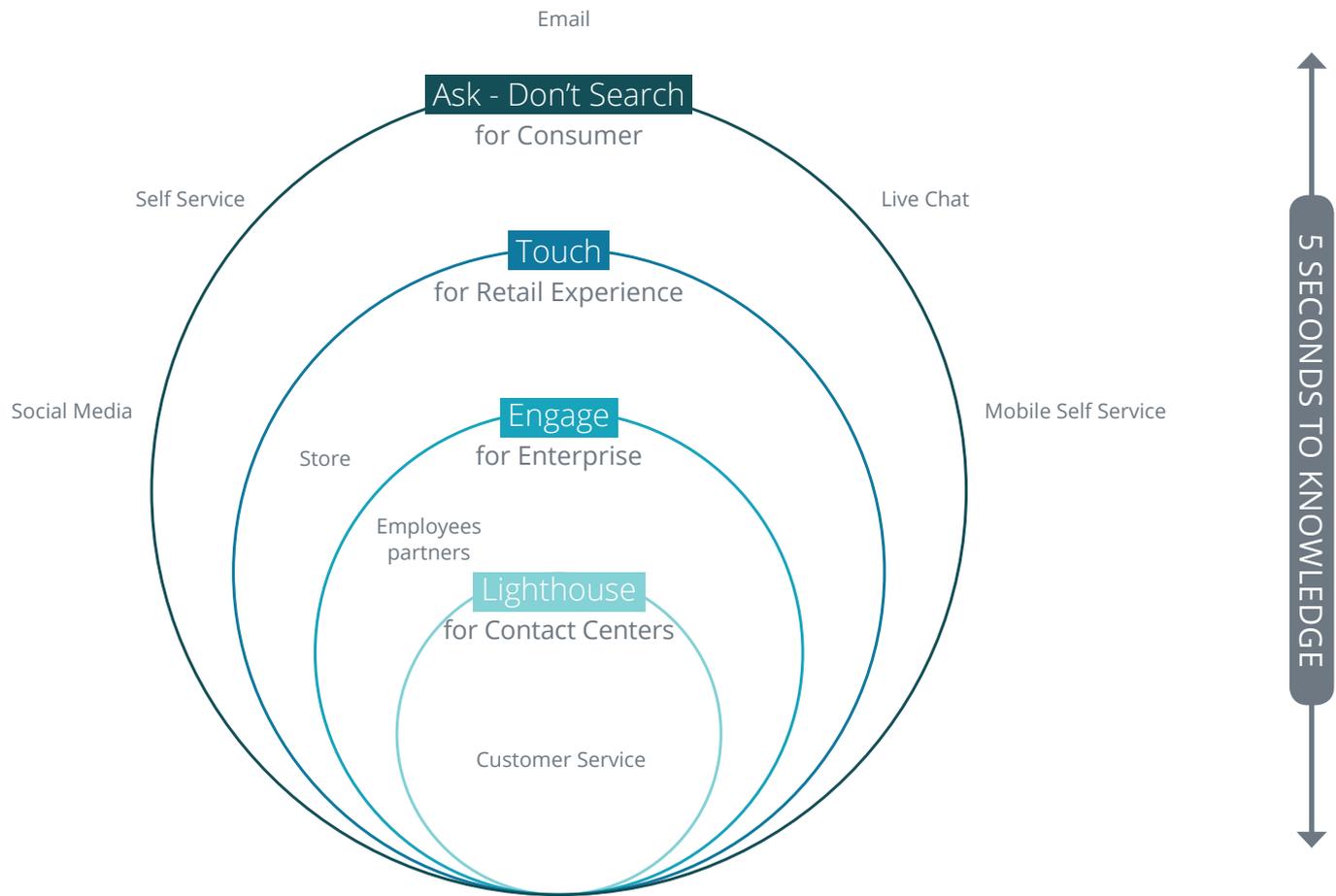
SUPERFAST ACCESS TO KNOWLEDGE

A unique, natural language, search experience

STRUCTURING THE UNSTRUCTURED

Proven recipes and technology for knowledge structuring

KMS LIGHTHOUSE DIGITAL ECOSYSTEM



Lighthouse for Contact Centers

A state-of-the-art knowledge management platform designed mainly for contact centers.

The system caters for customer-facing organizations, where enterprise knowledge and customer experience are the heart of the business. From their desktop, agents are quickly and easily connected to the Lighthouse Knowledge Management System, which provides them with consistent and accurate information, allowing them to effectively handle customer calls, by getting answers in 5 seconds.

Touch™

A new tablet application, enabling companies to quickly and easily transform their retail stores into personal knowledgedriven centers. Touch™ empowers each front liner in the store to become a domain expert, by allowing them to access the necessary knowledge in mere seconds.

Engage™

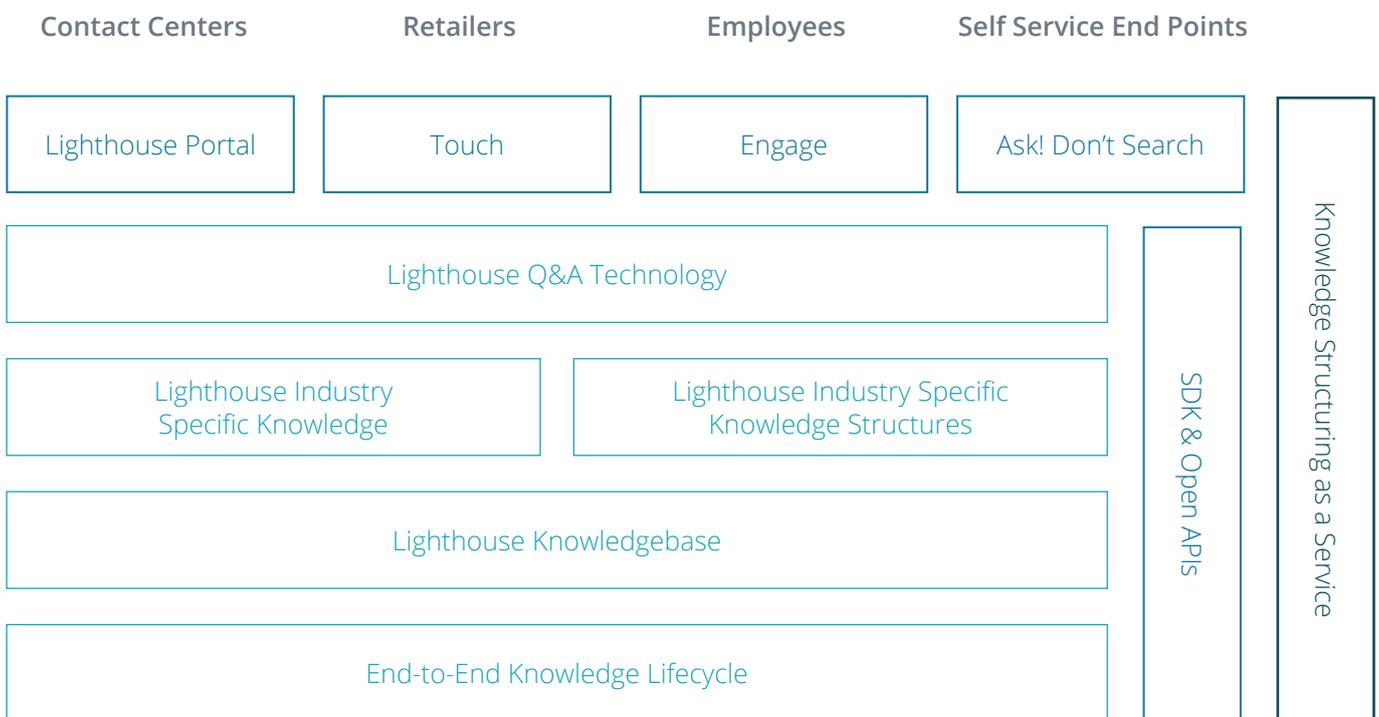
A new smartphone application, enabling companies to quickly and easily approach a new target audience, based on their employees' first circle acquaintances. Engage™ empowers employees to become company ambassadors, by providing them with access to the necessary knowledge within seconds, anytime, anywhere.

Ask!Don't Search

A new innovative technology, giving customers accessibility to relevant company knowledge, through any channel, in mere seconds. Ask!Don't Search allows customers to get quick answers to their natural language questions, from any company channel they choose: website, text, applications, social media, etc. Customers receive expert answers, quickly, while empowering their customer experience, and while improving company productivity and efficiency. With Ask!Don't Search, companies can share any piece of information with Lighthouse, and we will structure it as a service.

KMS lighthouse Infrastructure

LIGHTHOUSE ARCHITECTURE



All of our multi-channel products are based on the robust and scalable Lighthouse infrastructure, which consists of the following unique features:

Powerful superfast search engine

Allows agents to quickly and effortlessly navigate through vast amounts of data. Lighthouse's search engine is powered by Solr, the popular, blazing-fast open source enterprise search platform from the Apache Lucene project. Its major features include powerful full-text search, hit highlighting, faceted search, near real-time indexing, dynamic clustering, database integration, rich document (e.g., Word, PDF) handling and geospatial search. Solr is highly reliable, scalable and fault tolerant, providing distributed indexing, replication and load-balanced querying, automated failover and recovery, centralized configuration and more

Structured Templates

Enables use of identical structures for the equivalent types of content. This shortens navigation, and enables comparison capabilities and advanced search. Powerful Templates Editor is supplied out-of-the-box.

Dynamic Links

Links content to contextual information, enabling agents to present the right offer at the right time. Thus, successfully crossselling and up-selling, even during service-related calls.

Multi-Channel Enablement

Presents customers with all the required information (including sales promotions) across all channels.

Visual Simulator Technology

Provides step-by-step instructions to both service providers and self-service customers, about the use of products and services of any kind.

Internal Feedback Mechanisms and Advanced Reporting

Allows contact center administrators to monitor agent performance and enable a quick and easy roll out of new products, service packages, rates and promotional campaigns.

Security Policy and Privileged Access Enforcement

Ensures that confidential and sensitive information will be accessible to authorized users only.

Built-In Scalability

Ensures that the solution will support a growing number of applications and agents as a company expands its market reach.

Embedded Authoring

Allows easy and codeless content editing and publishing enabling faster knowledge availability and consistency through all channels.

Multilingual Support

Allows easy and codeless content editing and publishing, thus enabling faster knowledge availability and consistency through all channels.

Get Answer

A natural language time-saving search feature, allowing agents and customers to receive instant and visualized answers in mere seconds. GetAnswer saves time by presenting precise answers, thus eliminating the need to scan long and detailed knowledge items, and shortens time to knowledge. In addition to it being a semi-automatic question generator, the feature allows content managers to create and adapt questions.





GLOBE CASE STUDY

Globe Telecom, the leading telecommunications company in the Philippines, made a public pledge to become the No. 1 customer service provider. To help accomplish this, Globe realized it needed to unlock and share the wealth of knowledge held by thousands of its contact center and shop agents, so each one of them would be empowered to answer customer questions efficiently and effectively. Achieving this ambitious goal required a new approach that was a combination of process and technology improvements and cultural changes.

The Need and the Solution

Following Globe's negative experience with the deployment of a home-grown internal knowledgebase solution, and lack of knowledge exposure on the customer-facing globe.com.ph website, it decided to deploy a new and improved solution. This solution was intended to further support its ambitious customer care goal and be available for internal and external use to. After a 5-months implementation period, an agent knowledge solution was rolled out to 12,000 customer-facing agents across Globe's contact centers, as well as to BPO's and Globe locations. Results from the deployment demonstrated that contact center agents were empowered to correctly, quickly, and consistently respond to customer queries, which resulted in an improved customer experience and enhanced operational efficiencies.

Results

Early results showed an impressive improvement in all measured criteria and return on investment (ROI), a reduction in service costs and an improvement in customer satisfaction. For the first time ever in Globe's history, agents were able to meet their high quality targets. From the beginning, the knowledge management project significantly helped to achieve the dual goals of reducing costs while improving customer satisfaction. As a result, Globe will significantly exceed the original ROI forecast by 150%.

Critical Success Factors

The restructuring of the knowledge team, under the guidance of KMS lighthouse, was critical to ending the silo mentality around collecting and sharing intelligence held by Globe's customer-facing staff. Lean knowledge management methodology principles, designed by KMS lighthouse, were followed throughout the project. Agents were consulted heavily during the scoping and planning of the project. As the knowledge began to change, regular analysis of data was undertaken to understand how to tackle the biggest barriers to customer service excellence.

KEY FINDINGS

Knowledge is a critical factor in providing an exceptional customer experience. It must be complete, consistent, accurate and current for customers and agents.

All Globe employees shall have access to the Superfast Knowledge Platform system. They will share knowledge via a feedback process to ensure consistent and efficient customer experiences.

Lighthouse from KMS lighthouse was fully embraced by 12,000 frontline staff, whose increased access to information meant more customer questions could be correctly and consistently answered at the first point of contact.

Globe will significantly exceed the original ROI forecast by 150%.