

"I hate this company" is often expressed by customers experiencing poor customer service. Today, social media exposes a company's service quality. Therefore, good customer service is a must-have.

The challenges to delivering good customer service are surprisingly consistent across different businesses. Customer service agents are forced to access information from different silos. At best, each of these silos is addressable by a blank search box. As a result, agents repeatedly hunt and peck for answers, with no ability to improve their queries.

IT-Service goes beyond search. It unifies all the information previously siloed - such as knowledge base articles, bug reports, closed service requests, internal social media posts, and posts from external forums and communities. Further, it delivers not only the right information, but also the right subject matter experts on-demand. Lastly, IT-Service employs artificial intelligence to learn which knowledge base articles best solve which service requests to improve performance over time. This results in a better overall customer experience, a greater awareness of problems as they arise, better products, and, ultimately, a better brand.

Key features of IT-Service include:

## Unified Knowledge Library

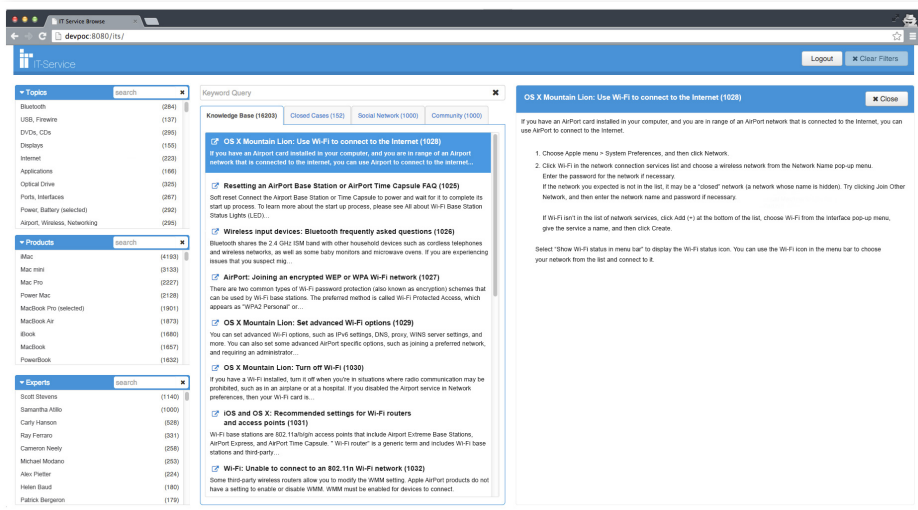
IT-Service consolidates and indexes documents across all local and cloud data sources: knowledge bases, closed cases, internal social networks, and external forums, providing unified access to all the information customer service agents need.

## Self-Learning

IT-Service removes the need to manually adjust search results because it uses artificial intelligence technology to automatically track and learn which knowledge base articles best solve which problems. The solution improves its own performance over time through the experience of its users.

## KEY FEATURES:

- **Unifies** all the information service agents need - such as knowledge base articles, bug reports, closed service requests, internal social media posts, and posts from external forums and communities.
- **Delivers** the right information and identifies subject matter experts on-demand.
- **Learns** which knowledge base articles best solve which service requests to improve performance over time.



IT-Service goes beyond search by unifying all the information service agents need, delivering the right information and subject matter experts on-demand, and learning to improve performance over time.

# IT-Service

## Topic Generation

To improve search, companies often manually create and maintain taxonomies. IT-Service creates and maintains these taxonomies automatically. It organizes all of your information into domain-specific topics to provide an always up-to-date, categorized knowledge base.

## Expert Discovery

It's often not enough to find the right documents. Sometimes customer service agents need to find the right experts. IT-Service finds and ranks experts within a topic or product area to help agents rapidly identify the top subject matter experts.

## Analytics Dashboard

IT-Service delivers a new level of visibility by providing a dashboard view into product issues and support trends. In an instant see the fastest growing support issues by topic, topics with the least amount of knowledge base coverage, and experts who have proven themselves most useful in a particular area of service. This provides invaluable feedback not only to service desk managers, but to product managers, design engineers, sales departments, and anyone interested in the 360-degree view of the customer.

## Automatic Knowledge Base Improvement

A common issue is that a certain useful knowledge base article exists, but it's difficult to find. Over time, IT-Service learns which articles are hard to find and automatically makes them more transparent.

## Kickstart Search

Initial searches can be executed on behalf of a customer support agent. For example, upon opening a case, a customer support agent can immediately view the relevant topics, knowledge base articles, similar cases, and experts, without having to type anything.

## Real-Time Updates

In the past, the speed at which new data is created and then leveraged to maintain an up-to-date source of information has been a slow process. But, with IT-Service, new information is automatically captured in the index for the entire customer service department to utilize.

## Faceted Navigation

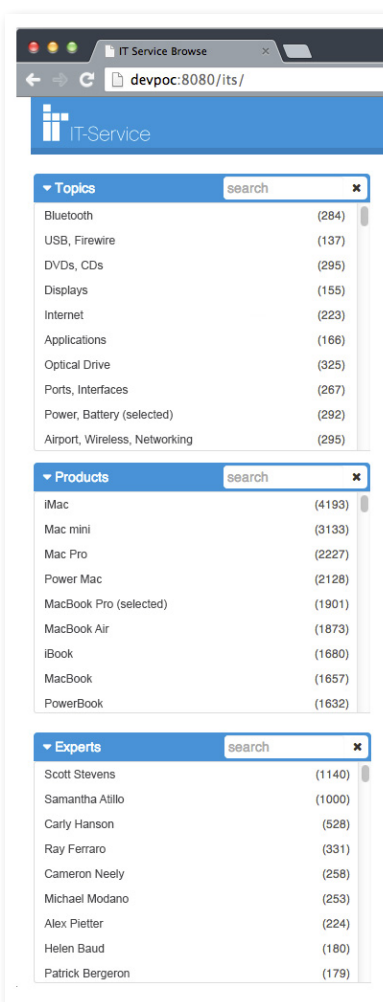
IT-Service can facet by data source, topic, product name, or expert, allowing customer service agents to fine tune

their queries easily and effectively, and as a direct result, gain knowledge about who the experts are, which are the responsive set of articles, and also which topics or issues are most popular.

## Multi-Language Support

All of IT-Service's features are language independent. Languages are automatically identified at indexing time to support global customer service organizations.

*Faceting within IT-Service can be done by data source, topic, product name, or expert, allowing customer service agents to find the knowledge they need without relying solely on keywords.*



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