



Knowledge Management delivers efficiencies in Public Health Contact Centres

Business Process Outsourcing (BPO) manage multiple health related services within a single contact centre operation.

The delivery of multiple services meant that there was a requirement for 'subject knowledge' pertaining to these services to be readily available and accessible from one place.

Highly trained contact centre staff

The adviser skill set within the contact centre, differs to what you would find in a 'typical' call centre. The advisers are highly trained in dealing with complex queries from citizens who require tailored and bespoke information and advice across a broad spectrum of public health topics. Empowering the advisers with the information they needed was therefore core to the implementation of the knowledge management system.

With subjects ranging from sexual health to substance misuse it was clear that the knowledge management system had to be capable of understanding both the terms used and the context of the question being asked and to ensure it provided consistent and accurate information every time a search was undertaken.

Why choose Knowledge Powered Solutions (KPS)

The KPS knowledge management solution (Universal Knowledge) was chosen due to its ability to search and find relevant information at the touch of a button across a range of disparate sources, ranging from public facing websites to internally held information.

This information could be found and utilised within seconds. Being able to migrate the existing information from an in house system and supplement this with the vast number of other knowledge sources that are available, was a key benefit.

In addition, the intuitive nature of the system allows advisers to ask a question in their own words. The agent can use a single word keyword search, or a more complex question, and still find the best match: the application using the question keywords and 'learning' acquired from previous questions answered. This was a real benefit!

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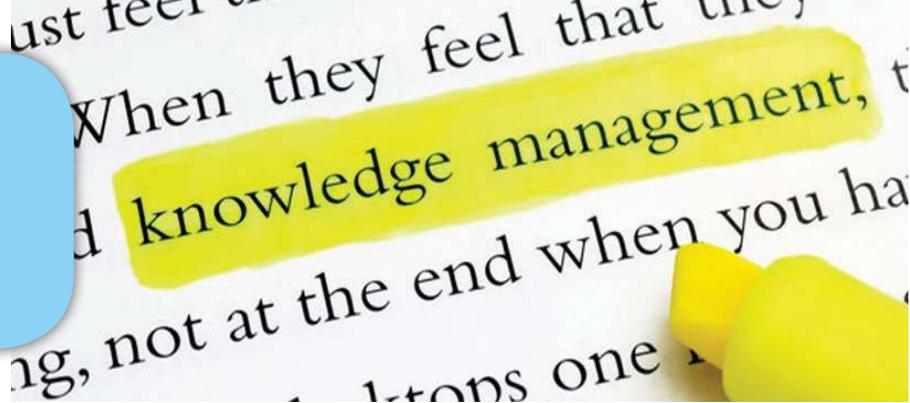
Case Study: SERCO



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Leveraging existing information

Universal Knowledge's ability to index multiple formats of content such as websites, office and PDF documents held on file shares, in addition to the in house SharePoint repository meant that all existing information could easily be leveraged, with minimal set up time. Longer documents did not require any rework as Universal Knowledge presents the best matching sections or 'fragments' of each document at the point of search, again significantly reducing deployment times.

More than a search tool

Not only would Universal Knowledge be able to search a wide variety of information sources, it also proved invaluable in the automatic 'push' of important information. The nature of the services delivered means constant evolving information needs to be made available to the advisers, as soon as possible. Universal Knowledge's 'Hot Topics' and 'Required Reading' features means that advisors are notified when new guidance is available. They can select a link to this information directly from their search homepage in addition to finding it by asking the system a question.

Ease of use

With varying degrees of I.T. proficiency, it was also important that the knowledge tool was simple to use and required minimal training. Users of the system were quickly remarking on how easy it was to use and new advisers who came on board were able to quickly provide the required levels of service: "I find the KPS solution user friendly and the layout is very clear, not confusing".

"The KPS product is an incredibly useful tool as it provides me with credible and trusted information. It also helps me provide accurate information quickly which adds confidence to my call handling and increases customer satisfaction."

Styling of both the interface and the content to match the required colours/logos and presentation styles was also quickly achieved, through the use of style sheets and templates. Presenting the advisers with a simple and familiar interface was key to user adoption. With less than 10 days consultancy from KPS, the project went live.

The future

A knowledge base is a constantly evolving tool, as more information is added and results sets are automatically refined and updated based on real life usage.

The KPS tool continues to be at the core of the contact centre operation and can be easily extended to support additional services as they come on board. With increased speed to competency for new advisers and limited training which can be delivered in house, the contact centre are able to concentrate on continuing to provide much needed information, advice and support to those who need it.

Serco

Serco is an international service company, which combines commercial know-how with a deep public service ethos.

Around the world, Serco improve essential services by managing people, processes, technology and assets more effectively, and advise policy makers, design innovative solutions, integrate systems and - most of all - deliver to the public.

Serco's global BPO division has over 60,000 employees across 100 locations, with a presence in more than 10 countries providing the complete spectrum of business services to customers in the public and private sector around the world.

More information can be found at www.sercoglobal.com

Knowledge Powered Solutions (KPS) offers knowledge management software (Universal Knowledge) that helps organisations deliver operational efficiencies and at the same time improve customer services by providing immediate access to information at the point of need. Benefits include significant increases in productivity, reduction in operational costs, reduced training times and increased speed to competency for agents. Customers and stakeholders receive consistent answers to their queries and issues for improved service quality.

Universal Knowledge is being used as a business critical tool within help/service desks, call/contact centers, web self-service and shared service operations around the world (UK, USA, Canada, Australia and Middle East). It is empowering agents to deal with a wider number of queries and enabling end users to self-serve 24 x 7. Universal Knowledge enables organisations to capture and share their knowledge and expertise through a simple, easy to use end user interface.

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Knowledge Management Software

