



# Knowledge Management

## Considering the Students as the Customer



Knowledge Management Software

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“A key aspect to any organisations success is their customer service”

## Knowledge Management - Considering the Student as a Customer

A key aspect to any organisation's success is their customer service, placing the customer at the forefront of every interaction and providing them with any assistance that they may require. So why are students and their needs for exceptional service any different?

In the past five years the huge surge in enrolment numbers for places at universities has been unprecedented, introducing a heavier demand on institutions to react to this upturn, to provide around the clock service to a greater volume of enquiries from current and prospective students.

Enquiries may be made not only by students but also by university staff, faculty members and parents of students who may want to research a university of their son/daughter's choice (as parents often do), providing them with peace of mind that it is the right choice. Universities may have contact centres in place to respond to these enquiries, necessitating employment of contact agents using resources from an already restrictive budget.

Additionally, whilst most universities employ their own walk-in IT service desks, these desks are inevitably required to close their doors to students after hours, removing vital support to many of those who choose to work late into the night and encounter a simple issue. Walk-in IT service desks pose two issues - lack of out of hours support for students and the need to employ IT support staff to answer trivial questions that simply do not require their time when there are more pressing and complex matters at hand.

So what can be done to shrink the costs of employing contact centre agents and to reduce the time spent by IT support staff on matters that could be answered elsewhere? Our whitepaper will address this question whilst exploring the solutions that the KPS Knowledge Management system is currently providing to universities across the globe.

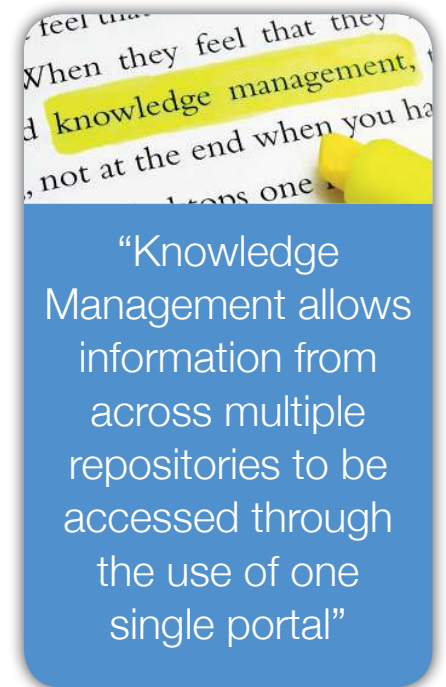


## “Knowledge Management?”

Many people are unaware of the term Knowledge Management and its meaning, resulting in the obliviousness of its key functions and clear benefits.

Knowledge Management allows information from across multiple repositories to be accessed through the use of one single portal, providing information that is swiftly conveyed and that is accurate and up to date.

This quick and easy access to accurate information is paramount to ensuring that higher education institutions are providing a high quality and low cost service to any who may need it.



## What are the Key Features of KPS Knowledge Management?

### **Pinpointed Access to Multiple Formats of Documentation:**

One of the most beneficial features of our Knowledge Management software, is the ability to search across multiple formats of documents within multiple repositories, whether these are html, MS Office or PDF files, Knowledge Management will locate it and more specifically the section of documentation that, based on statistical significance, is the most appropriate for the person conducting their search.

This enables universities to avoid mass data migration to accommodate for the software, whilst also removing the need to re-write and re-format documents across the knowledge estate.

### **Natural Language Search:**

Our Natural Language Search tool is fundamental to ensuring that the user can find information as easily as possible using their natural use of words to maximise usability, through the multiple indexation of keywords or phrases and the learning accrued from previous questions asked.





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Asking a question and being provided with an answer has never been so easy. Commonly asked queries from a variety of personnel such as “When do tuition fees need to be paid?” or “What extra-curricular activities are available to me?” can now be asked in whichever manner the user desires and they will still find their answer.

The system extends further than that of a common keyword search, delivering a higher likelihood that firstly the question can be answered and secondly that the answer is relevant to the question. What’s more is that the system is capable of self-learning by memorising questions and their given answers, prioritising an answer established on a history of a document’s relevance.

#### **Notifications:**

Information that is flagged as urgent or as required reading, such as changes to university policies or guidelines, can be conveyed to the necessary persons whilst removing the inevitability that would exist through channels such as email, that the notification would be overlooked.

The Knowledge Management system can then provide feedback to whoever may wish to send a notification, on which agents have and have not read this information through commissioning a received and read function.

This feature of the Knowledge Management system ensures that high quality of productivity and knowledge is retained with no additional time required to be taken by managerial staff to ensure its retention, whilst the auditing process enables managerial intervention for any possible training gaps.





### Key Metrics Analysis:

The use of our Knowledge Management software extends far beyond being capable of searching and sharing information by also being able to analyse an institutions depth of knowledge on a broad scale.

Analytical reports can be performed within the system by those who have the rights to do so, to investigate a range of configurable key metrics enabling the identification of areas that the institution has little to no knowledge (knowledge gaps).

These knowledge gaps are provided through sophisticated examination, on previous given queries that have not received an answer that would be deemed unsatisfactory or irrelevant. Institutions can then act upon this using the system’s document creation tool to fill in these areas where knowledge gaps exist, allowing for multiple reviews by the correct personnel before approval for publication, ensuring that these gaps are filled with sound information.



“These knowledge gaps are provided through sophisticated examination”

## So how does Knowledge Management fit into a University Environment?

Working closely with companies such as Talisma and Campus Management KPS has provided Knowledge Management solutions to universities across the globe. Within the UK and Australia KPS works with Canterbury Christ Church and Charles Sturt to provide an online self-service platform, whilst the University of Ottawa in Canada deploys our solution within a contact centre environment.

### Breathing Space for IT Support Staff:

As mentioned earlier, IT support staff can encounter common student enquiries that consume their time, when it could be spent on more complex issues such as library printer faults or student laptop viruses.

These common questions could include “How do I connect to my hall’s wireless internet?” or “What do I do when experiencing difficulties with user login?”.





“Having access to relevant answers at the fingertips of customer service agents is an invaluable advantage”

An online self-service system providing natural language search would enable students to search their query on a university web page or student portal, to gain access to the answers they need quickly. If the question cannot be answered, then it will be passed on to the relevant team member through using our ‘Ask the expert’ facility, which also enables this answer to be readily available for future use once it has been published.

Not only does this prove easy and effective for the student, but also ensures that the productivity of IT support members is increased giving them more time to focus on complex matters across the university.

#### **Superior Service to Students and Staff:**

There is a vast variety of common questions that may be asked by students and staff within a university, with some examples already mentioned. Whilst a universities may have a keyword search facility or FAQ system within their student and staff facing website or portal, these are not always as sophisticated or usable as expected.

As previously discussed our natural language search facility shows high levels of sophistication, and can be utilised for an effective and dynamic online search component to give an ask the question - get the answer type situation. Furthermore as our system is self-learning, traditional issues that are common with online FAQs, such as time-consuming maintenance are a thing of the past.

The key metrics component of the Knowledge Management system informs staff of what questions are being asked on a frequent basis and whether or not these have been answered whilst providing automated maintenance of an FAQ system. This provides the self-server with an easy to use and up to date portal for self-service.

#### **Improving Efficiencies within the University Contact Centre:**

Having access to relevant answers at the fingertips of customer service agents is an invaluable advantage. Empowering the agent with fast access to a wide range of accurate information ensures that the enquirer’s confidence is maximised, safe in the



knowledge that the best information is being supplied by a highly knowledgeable and experienced agent, whilst also decreasing the time taken to manage customer queries.

First call resolution rate is vastly increased through the implementation of Knowledge Management software, further increasing the productivity of your staff.



### Integration with Current Systems:

One key requirement for Charles Sturt University when opting for a Knowledge Management vendor, was the ability to integrate with current systems such as CRM systems. Charles Sturt wanted a Knowledge Management system that not only integrated seamlessly with their website but also their CRM system and KPS were able to deliver on both fronts.

Integration with CRM provides a personalised service to staff or students, using details from the CRM to push relevant notifications or emails to the desired recipient.

This integration enables students to only receive information relevant to them whilst also resulting in the receipt of important information without it being lost amongst irrelevant miscellaneous emails.

## A Powerful Tool that is quick to Deploy

Our Knowledge Management system can be fully deployed in as little as five days, equipping your university institution with a powerful tool that provides an instant result.

Knowledge Management does not require the addition of new information as it will simply point to information wherever it may lie within a knowledge estate. Knowledge Management simply distributes the most up to date information, guaranteeing accuracy and consistency when dealing with queries throughout your university, effectively serving and placing your students and staff at the core of your operations.



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