



## LUMA KNOWLEDGE PRODUCTS

- ✓ Knowledge Management Module
- ✓ Enterprise Knowledge Hub

# Improve service and support with Luma Knowledge

## The Importance Of Knowledge

Knowledge is the key to efficient service and support. The ability for users to get the information they need upon first contact is the number one factor affecting their satisfaction, and consequently an organization's ability to cost effectively deliver that information is the most critical business process affecting overall cost of service. The recent "left-shift" strategy, fundamental in any Digital Transformation, seeks to maximize users' ability to solve their own issues and requires a solid knowledge management practice.

Since efficient support requires accurate and comprehensive delivery of knowledge, making the right knowledge available and accessible is essential. At Serviceaide, we are obsessed with ensuring content exists that meets the user's needs, and actively managing its delivery so users consume it without resorting to higher cost alternatives such as creating a ticket or talking to a support tech. To solve the first problem we must ensure content is easily created, or leveraged from existing sources such as manuals, cases, tickets, and websites, and then monitor its actual effectiveness to make sure its meeting user's needs, recognize when it's not, and determine when new or modified content is needed. Likewise, up to date knowledge must be delivered wherever the user is, whenever they need it. Time has shown users can't be expected to solve their issues by simply searching for answers themselves, organizations must actively deliver useful content, irrespective of the channel the user is communicating in, and where the knowledge originated.

"Conversational platforms powered by language services that are enabled by AI have an inherent appeal that results from the ability to use a service without having to learn the UI or controls inherent in an application."

- Gartner

## Knowledge Artifacts

Knowledge artifacts or content can exist internally or externally. It can be from document management, intelligence gathering or content mining. Information can also be held by humans; inferred from behavior (like your phone navigation offering the next destination when you start your car). How you gather information for your market can be shaped by surveys, questionnaires or focus groups to name a few. An organization's culture, processes, products and services serve as an important source of embedded knowledge. For this reason, access and availability of this knowledge is critical in a service and support solution. Luma Knowledge addresses both the need to supply and holistically manage knowledge, and make sure users access the right information during their first contact with an organization.

## The Luma Knowledge Management Module (KM)

Luma KM takes a knowledge centered service approach to optimize the access, creation, reuse and improvement of content into the day to day needs of users to solve problems. It is a component available with Luma Virtual Agent. It includes a true knowledge graph (to store artifacts, their usage and relationships), an AI-powered contextual search capability, automated curation recommendations, FAQ generation, and unified Natural Language Processing (NLP) and Machine Learning (ML) to automate content ingestion and ensure content health - matching user needs. Effective Virtual Agents and self-service portals of all types need the knowledge necessary to triage and resolve user needs, and deploying Luma Knowledge with Luma Virtual Agent provides the means to ensure knowledge is not a limiting factor in Luma's ability to provide first contact resolution. The combined solution provides the means to detect a user's intent and conversationally guide them to the correct information, then follow up to ensure the content actually met the need. Luma Virtual Agent integrated with the Luma Knowledge Module establishes this all-critical closed loop process, applying lessons learned from users to automatically tune search mechanisms and recommend changes and additions to content.

### Key performance improvements include:

1

**Maximize self-service rates.** Present a cohesive view of knowledge across the organization improving digital first contact resolution (FCR), reducing cost per ticket by improved ticket deflection, and boost net promoter score (NPS) by delighting users (delivering the information they need).

2

**Improve service and support to enable a more agile and autonomous service desk.** Expose knowledge as soon as it's published without rekeying or updating self-service portals or websites. React faster to events, reducing mean time to resolution (MTTR) decreasing disruption to work and impact of outages.

3

**Reduce enterprise costs.** Reduce admin time, the analysis to achieve search accuracy and maintain content health through consistent automated NLP processing of content. Eliminate the costly, accuracy robbing manual work to keyword tag content by leveraging Luma's automated topic, subject, and motivation extraction and metadata creation. And unified NLP and Machine Learning provides content health recommendations (create new, modify existing, or remove content) reducing the recurring cost to optimize organizational workflow. You can deflect tickets and save up to 90% on your first level service costs, by self-tuning retrieval algorithms which achieve the highest accuracy.

The Luma Knowledge Module can be transformative catapulting self-service FCR rates and user satisfaction. By making answers and information omni-channel accessible, easily findable by auto-tuning searches, and actively managing content health, Luma KM outperforms legacy document management and knowledge management "processes".

## The Luma Enterprise Knowledge Hub

For larger organizations struggling with disparate content and content only accessible through applications with proprietary knowledge bases and search mechanisms, Luma Knowledge Hub provides a tool to democratize content and federate it across the enterprise. It can be bought as a standalone product or implemented with Luma Virtual Agent. The Luma Knowledge Hub provides the ability to create an enterprise-wide virtual knowledge base from multiple sources but continue to manage content wherever it lives, protecting investments in infrastructure and expertise. Luma Knowledge Hub uses NLP to unify disparate pieces of information, removing knowledge silos so knowledge can be accessed uniformly, and its health managed holistically across the entire body of enterprise content. Federation support is available for most common ITSM systems, common HR systems, Salesforce, and content management systems including SharePoint and Confluence. And more added all the time.

## Intelligent Service Management Solutions

Serviceaide is committed to providing intelligent service and support solutions. With the addition of Luma Knowledge Module and Luma Enterprise Knowledge Hub, Serviceaide leverages knowledge with AI to provide a differentiated and improved experience. Ask about the Serviceaide Complete Service Solution and find out how Luma Virtual Agent, Luma Knowledge and the Point Of Business Platform can deliver an intelligent service solution that meets the unique needs of your business.

### LUMA KNOWLEDGE MODULE INCLUDES

- ✓ Embeddable AI-powered Search and Explore widget
- ✓ NLP based topic and metadata generation
- ✓ Conversational Guided Searches
- ✓ FAQ Generation (requires internet connection)
- ✓ NLP and Machine Learning based Content Recommendations
- ✓ Content Health and usage KPIs

### LUMA ENTERPRISE KNOWLEDGE HUB

- ✓ Federated information across an enterprise
- ✓ Embeddable across a variety of applications

For a fully functional and value based systems management solution, contact us today at 1-650-206-8988.

Or visit us as [www.serviceaide.com](http://www.serviceaide.com) to request a demo.