



Enhance customer and employee experiences, efficiency, and consistency.



Find precise answers quickly with consistent content across channels



Reports and analytics for data insights and content opportunities

TRANSFORMING CUSTOMER EXPERIENCE WITH KNOWLEDGE MANAGEMENT

Polly knowledge management brochure for Customer Experience managers, Contact Center managers, IT managers, and decision-makers.

www.pollyhelp.com

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Polly knowledge management provides an easy way to collect, manage, and share knowledge for an improved Customer Experience (CX) on any channel and in any language across the enterprise.

Organizations that collaborate and share information reap the benefits of an improved CX - one that includes accurate, consistent information and fast issue resolution.

- ✓ Easy to use and feature-rich platform
- ✓ Globalization and multilingual support
- ✓ Rich set of APIs and integration options
- ✓ Quick to deploy, flexible and scales quickly
- ✓ Controllable license with a fixed price model
- ✓ For employees, customers, and automation
- ✓ Cloud-based knowledge management platform

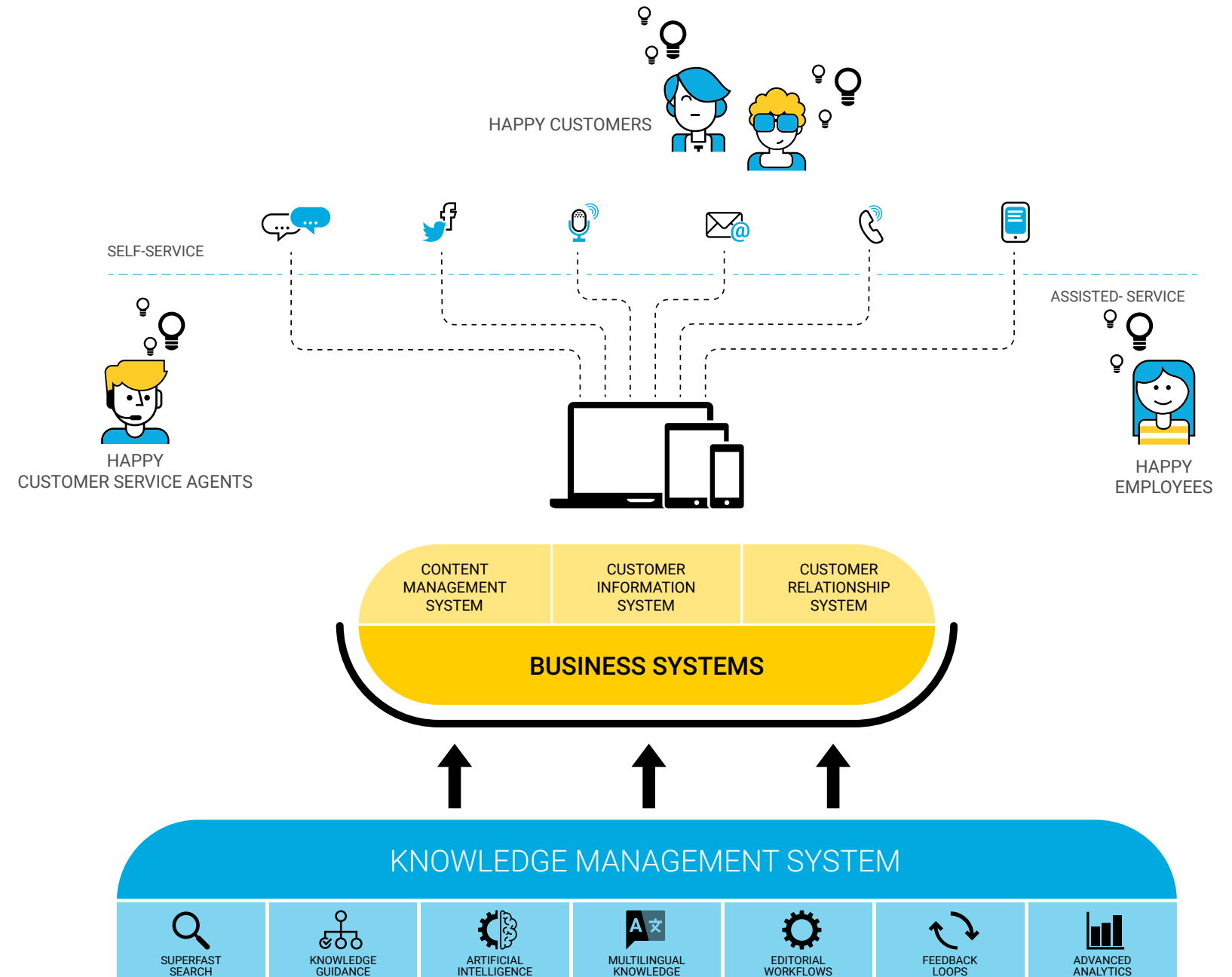
Well deployed and maintained knowledge management platforms achieve thorough and measurable improvements in customer satisfaction, support workload and costs, employee efficiency, training time, and sales.

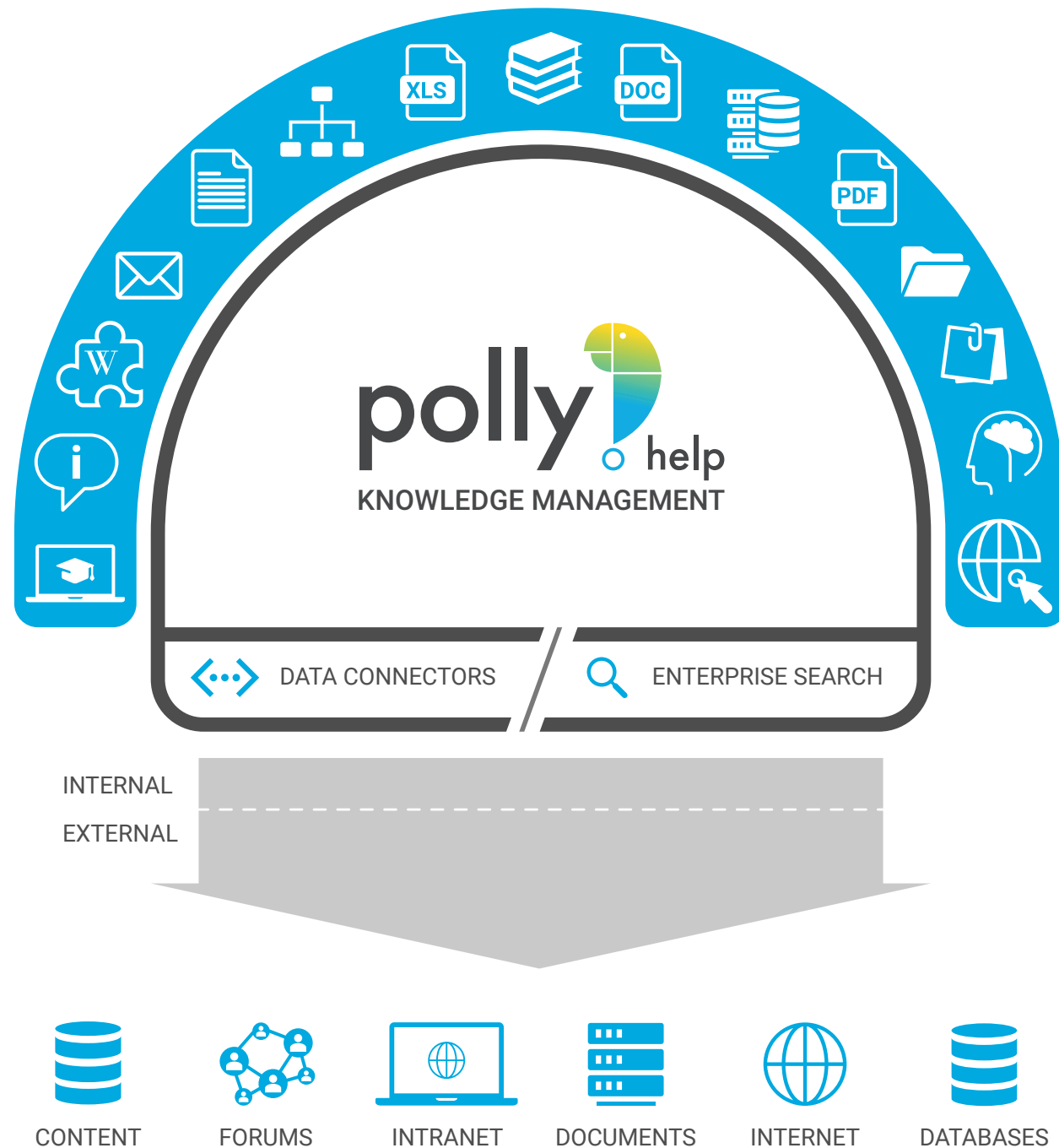
TRANSFORMING CUSTOMER EXPERIENCE USING KNOWLEDGE MANAGEMENT

Customer experience has become the most important competitive differentiator for organizations in today's digital economy. Providing excellent self-service and delightful assisted-service are important strategies to enhance the overall customer experience. Organizations struggle to meet the constant rising customer expectations.

Customers expect good service over every communication channel but online FAQs and customer service agents often let them down. They fail to find what they are looking for on self-service portals and receive inaccurate, incomplete, or wrong information from customer service agents.

Knowledge management enables and empowers organizations to address these customer service challenges. Well-implemented and administered knowledge management systems achieve many quantifiable self-service and assisted-service benefits that truly transform the customer experience.





KNOWLEDGE CENTER AS THE SINGLE SOURCE OF TRUTH

The distribution of consistent information across all channels requires a professional knowledge management platform to deliver great customer experiences. Organizations should eliminate information silos and add their know-how, best-practices, and supporting scripts into a central knowledge management platform.

This knowledge center becomes the single source of truth with consistent, contextual, and compliant information for customers and everyone within an organization. The knowledge management platform allows connecting to other content or data sources and displays information from various sources in a single interface.

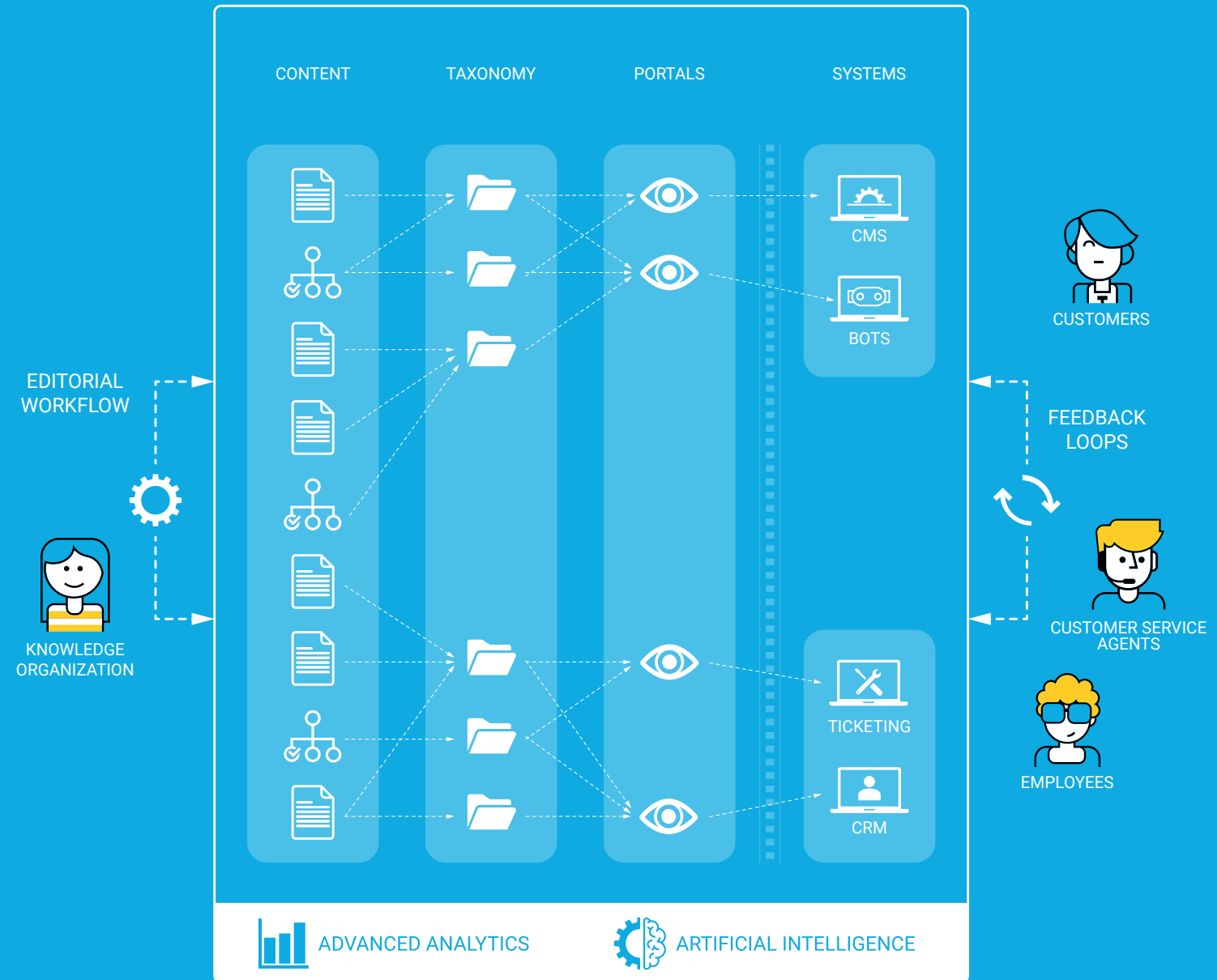
Organizations that effectively deploy feature-rich knowledge management and integrate it into their customer service strategy can optimize customer engagements across all channels. Polly provides an integrated, dynamic knowledge management solution for consistent and effortless omnichannel experiences for all users.

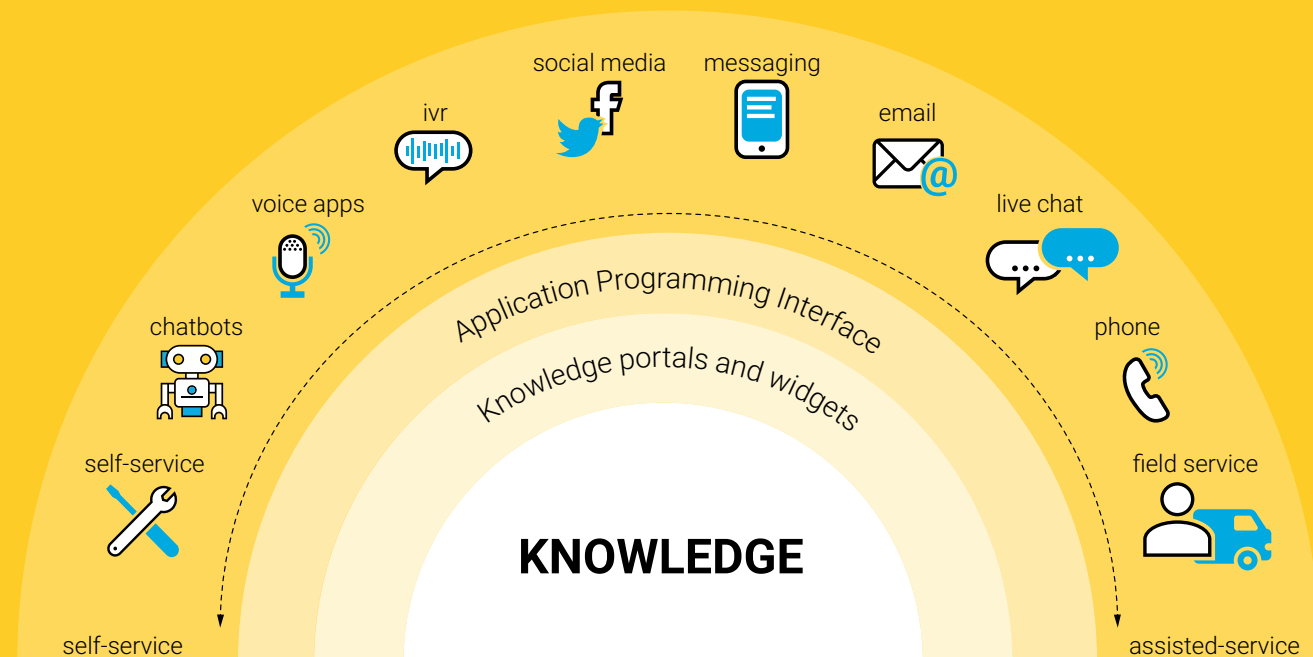
CONSISTENT OMNICHANNEL KNOWLEDGE MANAGEMENT

Polly is extremely flexible to meet the business needs of organizations. Content authoring teams utilize editorial workflows to create knowledge base content including processes for guided support. Knowledge base content can be assigned to multiple taxonomies and published on internal and external-facing knowledge portals.

The built-in feedback loops allow to rate information and to provide valuable comments or suggestions. This mechanism ensures that knowledge base content is current, accurate, and relevant. It also features comprehensive reports and analytics to identify knowledge gaps, opportunities, and contributions.

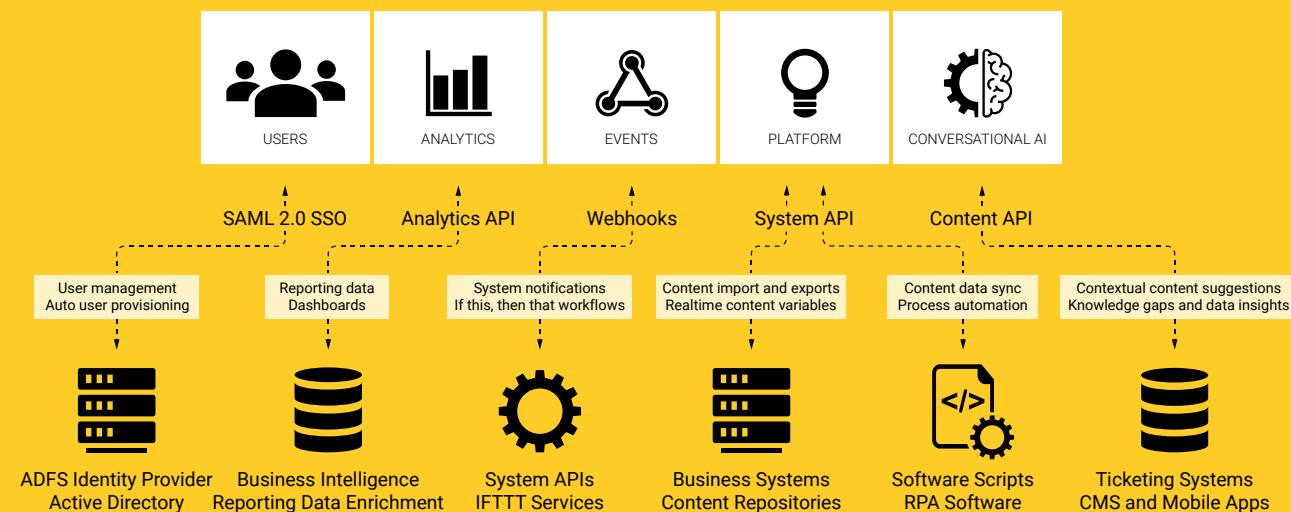
The knowledge management platform uses artificial intelligence to provide excellent content findability and contextual content suggestions. The lightning-fast search uses a wide array of natural language processing techniques that can be fine-tuned to stunning levels of precision and includes search learning capabilities.





KNOWLEDGE MANAGEMENT PLATFORM

SOFTWARE WHITE LABELLING OPTION



FUTURE-READY PLATFORM FOR CX STRATEGIES AND INNOVATION

Polly provides out-of-the-box knowledge portals that can be set up, customized using custom CSS and JavaScript, and deployed according to business requirements. Knowledge portals can be invoked standalone or embedded in business systems to exchange information via dynamic URLs and messaging protocols.

The in-built application programming interfaces (APIs) offer full flexibility to integrate knowledge management into business processes and related systems. The GraphQL API provides all core knowledge management features to retrieve or modify knowledge base data as well as to modify knowledge management platform configuration settings.

Polly supports Single Sign-On (SSO) integration with an Active Directory (AD) and user auto-provisioning based on defined business rules. System events can be sent to external APIs or IFTTT supporting apps using webhooks. And many more types of integrations can be set up using the platform and conversational based APIs.

-30%
employee
training
time

+40%
employee
efficiency

-25%
operational
and
support
costs

-50%
contact
center
escalations

+20%
customer
experience
rates



KNOWLEDGE MANAGEMENT DELIVERS **SUBSTANTIAL** CX AND ROI

Polly provides best-in-class customer self-service and gives employees the tools and guidance to address more complex issues. Well deployed and maintained knowledge solutions achieve many quantifiable metrics for organizations. Incorporate knowledge into operational processes and business systems to enhance the overall customer experience and to achieve quick ROI.

SAMPLE BUSINESS CASES

Polly delivers huge productivity gains and proven ROI for organizations operating in various industries. Incorporating effective knowledge management along with knowledge maintenance processes lead to high amounts of annual savings.

Improve self-service to reduce contact center escalations and costs
60.000 online visitors (p/m) → **€5.000** ⁽¹⁾ monetary savings (p/m)

$$f = (\text{online visitors} * \text{self-service usage and deflection rate} * \text{average handling time and costs})$$

Improve assisted-service efficiency to reduce waste and costs
60 employees → **€10.000** ⁽²⁾ monetary savings (p/m)

$$f = (\text{employees} * \text{efficiency rate improvement} * \text{average employee costs})$$

Polly knowledge management enables organizations to effectively scale up and deliver on the growing customer needs with low operational costs.

¹ Based on 5% self-service usage rate, 40% contact deflection rate, 10 minutes average handling time and €25 hourly rate.

² Based on 5% efficiency rate and an average salary of €40.000 per year

- 1. Increase customer experience, satisfaction, and loyalty**
Deliver instant and consistent information across all channels to increase customer rates (CSAT / NPS / CES), long-term loyalty, and advocacy.
- 2. Reduce contact center volume, workloads, and costs**
Enable and empower self-service at critical touchpoints in the customer journey to reduce the number of unnecessary escalations to the contact center.
- 3. Improve employee experience, efficiency, and upsell**
Assist employees with integrated scripts to increase their confidence, efficiency, and handling time (AHT), first time right (FTF), and to detect sales or other opportunities.
- 4. Reduce training time, time-to-competence, and costs**
Offer knowledge guidance to new employees to enhance the ramp-up time, operational flexibility, and to reduce the costs of staff turnover.

- 5. Increase revenue, competitive advantage, and sales**
Provide a superior customer experience to attract loyal customers, alleviate pressure to reduce prices, and to achieve a competitive position with more revenue.
- 6. Improve robotic experience, consistency, and automation**
Preserve a central repository instead of multiple point solutions for channels, systems, and integrations to reduce knowledge maintenance efforts and faults.
- 7. Reduce time, operational costs, and waste**
Utilize predefined best-practice scripts to reduce the time spent on troubleshooting issues and the costs of unnecessary product returns or engineering call-outs.



CUSTOMER SUCCESS STORIES



A.S. Watson Group

A.S. Watson Health & Beauty Benelux, with the brands Kruidvat, Trekpleister, Pijlsmepper, and ICI Paris XL, is part of the A.S. Watson Group. The A.S. Watson Group is the largest health & beauty retailer in the world, with 26 million customers every week, over 10.000 branches in 53 countries and more than 100.000 employees.



CHALLENGE

Omnichannel e-commerce is an emerging trend in the retail industry, where shoppers undertake journeys through many touchpoints to research, buy and get service. AS Watson needed a solution to ensure that customers receive consistent and delightful services through all channels and brands.



SOLUTION

A.S. Watson reached out to Polly to design and deliver omnichannel self-service for given its track record of success in the retail sector. The deployment included multilingual self-service and assisted-service knowledge management for all brands. Shopper interactions through all of these communication channels are serviced consistently, thanks to Polly.



RESULTS

The use of multilingual customer self-service and knowledge guidance for agents has proven to be extremely successful. ROI has been achieved within 3 months, web-self-service realized an inbound contact reduction of 34%, first-contact-resolution improved with 28% and Polly accommodated the growth in web sales without the need to increase headcount.

“

Our shoppers are going omnichannel with digital touchpoints playing an increasing role in their journeys; they also want web self-service.

With the power of the Polly knowledge base behind it, we'll be able to do more with self-service, while having agents handle more complex interactions.

Manager Customer Services
A.S. Watson Health & Beauty Benelux

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As a leading service provider, DPD Netherlands delivers standard and express parcels for thousands of satisfied customers. They are experts in the Dutch market, and form part of the international DPD network. Communication with clients, prospective employees and journalists is a priority at DPD.



CHALLENGE

Although 80% of customer calls are relatively common and simple to respond to, the other 20% are more complex where providing an incorrect response can lead to an increase in costs and customer dissatisfaction. DPD wanted to improve first-call resolution, reduce call handling and wrap-up times and minimize repeat calls and escalations.



SOLUTION

DPD appointed Polly to provide advanced knowledge management technology and best practices to share knowledge on their multilingual websites and various internal and external contact centers. Polly's knowledge management solution is trusted by enterprises to improve contact center performance, boost service quality and enhance customer experience.



RESULTS

A service excellence mindset is firmly entrenched in DPD's business and knowledge management is playing a key role in enabling it. DPD has achieved a more than 30% decrease in operational contacts due to self-service and has reduced agent training time by 25%. Agents are able to handle a larger number of calls due to efficiency improvements.

“

It is our goal to be the leading service provider and to achieve this we need to differentiate ourselves by also being the leaders in customer service.
In keeping with this goal, we will continue to work with Polly to provide innovative knowledge management solutions and further improve customer experience.

Manager Customer Services,
DPD Netherlands

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Heineken is a Dutch brewing company, founded in 1864, and owns over 165 breweries in more than 70 countries. It produces 250 international, regional, local and speciality beers and ciders and employs approximately 73.000 people. Heineken is the number one brewer in Europe and one of the largest brewers by volume in the world.



Polly fitted perfectly well within our digital strategy as the solution combines speed, consistency, accuracy, and a better experience for agents and customers. Within just one month, we've achieved great successes within CSAT and FTF rates and the level of expertise of employees.

Manager Consumer Contact & Care
Heineken



CHALLENGE

Servicing millions of consumers requires a big investment in systems. Increasing (inter)national success has put significant stress on legacy applications. The brewery wanted a better support experience while reducing costs using smart wizards for both customers and internal employees servicing all brands and departments.

SOLUTION

Heineken deployed Polly as the single source of truth behind voice, chat, email, self-service, and social media interactions to address these issues. They deployed knowledge guidance for the contact center agents including consistent answers and working instructions to handle customer inquiries as well as dedicated self-service portals for seasonal events.

RESULTS

The response is consistent across all the channels, even self-service, and because that's so, they have fewer escalations. ROI has been achieved within 3 months, self-service realized an inbound contact reduction of 19%, first-contact-resolution improved with 23% and Polly services the peaks during seasonal events without the need to increase headcount.



COMPREHENSIVE AND POWERFUL FEATURES AND CAPABILITIES

Polly improves customer and employee engagement with powerful out-of-the-box features and integration capabilities.

Organizations that effectively deploy feature-rich knowledge management and integrate it into their customer service strategy are better equipped to create a positive customer experience.

Content findability and knowledge guidance

Advanced content findability capabilities like the AI-infused super-fast search provides accurate results from both internal and external repositories. Knowledge base content can be logically structured according to business requirements. Resolution guidance services both customers and employees in the case of more complex issues.

Self-service and internal-facing knowledge portals

Personalized and optimized knowledge portals can be set up for multiple target groups. Knowledge portals include escalation avoidance and provide various access methods like most-popular content, taxonomy browse, resolution guidance, and intelligent search to find solutions for customer inquiries on a predefined selection of the knowledge base.

Editorial workflows and collaboration tools

Editorial capabilities and workflows allow to design and create the required knowledge items according to business and compliance requirements. Collaborative authoring and built-in feedback loops allow customers and employees to rate article information and suggest improvements, ensuring that articles are current, accurate, and relevant.

Data insights, globalization, and integrations

Extensive knowledge management performance reports and analytics are available to identify knowledge gaps, opportunities, and contributions. The knowledge management platform supports any localization requirement. Tailored and personalized knowledge portals can be easily deployed on websites and embedded within business systems.

CONTACT US

Arrange a full demonstration of the Polly knowledge management platform with our experienced business development team.

Reach out to us in the case of questions. We are happy to help.

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REQUEST A LIVE DEMO
TO EXPERIENCE
THE POWER OF POLLY



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