



RESEARCH NOTE

Verint Introduces Knowledge Management Professional Knowledge Management for the Masses

Summary

On July 19, 2017, Verint® Systems, Inc., of Melville, NY, introduced Knowledge Management Professional. Knowledge Management Professional represents Verint's expansion of its knowledge management solution to include contact centers of all sizes, including the small-to-medium sized business, and joins Verint's Knowledge Management Enterprise as part of Verint's Employee Engagement suite and broader Customer Engagement Portfolio.

Like its older sibling, Verint Knowledge Management Professional is designed to get the right information to customers and employees as quickly as possible, and to ensure the accuracy and consistency of information delivery across all channels. Unlike Knowledge Management Enterprise, Knowledge Management Professional provides an out-of-the-box solution that makes it more accessible to smaller contact centers and to contact centers with limited resources.

Knowledge Management Professional is a cloud-based solution, which makes it an ideal knowledge management solution for contact centers of all sizes. Not only does cloud-based translate to lower total cost of ownership, it also eliminates the need to plan and budget for upgrades and the need to dedicate resources for maintenance.

Verint Knowledge Management Professional is available for immediate delivery.

The View from The Saddle

Saddletree Research believes that knowledge management and the versatile role it plays in the contemporary contact center has led to it be considered one of the most important solutions of the decade. Not only does knowledge management address customer engagement in its ability to provide accurate, consistent information to customers via live agent contact or self-service, it also serves in an employee engagement role given its innate ability to improve employee productivity and job satisfaction. There are scant few industry solutions today that offer such universal adaptability.

Verint Knowledge Management Professional provides a visual presentation similar to Knowledge Management Enterprise, but offers a simplified user experience. Verint has taken the most commonly used features of its high-end Knowledge Management Enterprise and bundled these features into preconfigured applications that are ready to go, straight out-of-the-box. The need for extensive customization, typically associated with higher-end knowledge management solutions, has been eliminated with Knowledge Management Professional.

Another important capability Knowledge Management Professional inherits from its older sibling is the ability to connect with, and draw contextual knowledge from, other technology solutions in the contact center and in the enterprise at large. Unlike most knowledge management solutions, which are typically standalone systems, Knowledge Management Professional has been built from the ground-up to integrate with other technologies, including commonly used CRM solutions. Knowledge Management Professional can tap into the knowledge bases of these other solutions, significantly increasing the depth and breadth of the information provided.

The simplicity of implementation and operation, combined with its public or private cloud delivery channel, means Knowledge Management Professional is accessible to contact centers of all sizes. Cloud delivery removes the burden of the initial capital investment along with maintenance and upgrade concerns. Knowledge Management Professional's out-of-the-box features and capabilities removes the need for customization and professional services, although professional services are available for those who wish to add customized features and capabilities to their software.

Saddletree Research finds interesting the number of solutions introduced to the market in recent years that claim to be able to route a customer contact to the most qualified agent in the contact center, with the value proposition being that a company's best customers will always be connected with the contact center's best customer service representatives. A comprehensive knowledge management system can negate the need for such a solution.

With a well-designed and executed knowledge management solution, every agent has equal access to the best and most accurate information in an instant and can serve any customer as well as any other agent in the contact center. Consider the positive impact not only on the customer, but on the agent in terms of the level of satisfaction that he or she derives from having immediate access to all relevant information necessary to optimize the customer experience and, by extension, reap the rewards and benefits of a job well-done.

Knowledge management is an important component of any customer experience strategy today, and will be an important building block in future operational strategies as the contact center industry, and the workforce that serves the industry, continues to evolve. Verint Knowledge Management Professional fills an important role in providing accessibility to this customer experience optimization building block to contact centers of all sizes. With the introduction of Knowledge Management Professional, Verint is well-positioned to take advantage of the opportunities that the role of knowledge management in the contact center is destined to present in the years ahead.

