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Genesys Knowledge Center Deployment Guide

What is Genesys Knowledge Center?

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Genesys Knowledge Center allows you to make the best use of your enterprise knowledge by capturing, storing, and distributing it wherever it is needed. Let's take a closer look at the various capabilities of Knowledge Center and some corresponding use cases.

- Knowledge-assisted Channels
- Proactive Knowledge
- Knowledge Web Search

Knowledge-assisted Channels

With Knowledge Center, you can:

- Knowledge-enable channels by providing the right answers to customers in-channel to deflect interactions, leading to cost reduction and better customer service.
 - Knowledge-assisted Email form: Find applicable support articles based on email ticket submission and web form.
- Empower agents with context-appropriate knowledge in a unified desktop for faster resolution when agent-assisted service is needed.

Use Case: Knowledge-assisted Email

Basic Flow	Outcome 1	Outcome 2
<ol style="list-style-type: none">1. Tracy clicks on an email web form to find out if GDemoTelecom has service in an area that she is moving to.2. Tracy types <i>"Do you have service in Belmont, CA?"</i> in the subject line.3. Tracy clicks out of the subject line to type the content in the message body.4. An FAQ search is invoked.	<p>Tracy is provided with the coverage map for Belmont, CA as a suggested answer.</p> <p>She provides feedback and closes the window.</p>	<p>Tracy ignores the FAQ search and types content in the message body since she has more questions.</p> <p>An email request is logged and placed in queue.</p>

Note: This use case requires customization of Web Form with Knowledge Search API.

Use Case: Knowledge-assisted Social or SMS

Basic Flow	Outcome 1	Outcome 2
<ol style="list-style-type: none">1. @tibwizz sends a Tweet (or SMS) <i>"looks like I will miss my connecting flight from LAX to SFO"</i> to @blueskyairlines.2. Interaction is created and queued.3. Orchestration script invokes Knowledge API to find answers on what to do when you miss connections.	<p>Answer found.</p> <p>@Blueskyairlines auto-responds to @tibwizz <i>"Click here to schedule a call with our travel consultant to rebook"</i>.</p>	<p>Answer not found.</p> <p>Queue the message for agent.</p>

Note: This use case requires customization of Orchestration logic.

Proactive Knowledge

- Combine Knowledge with Proactive Engagement to proactively provide suggested articles at the right moment.
- Provide knowledge-based assistance for agents if the customer asks for a human-assisted channel escalation.
- Reduce effort, reduce friction and channel escalation.

Use Case: Proactive Knowledge

Basic Flow	Outcome 1	Outcome 2	Outcome 3
<ol style="list-style-type: none">1. Jurgen browses www.Gbank.com to research <i>College Savings Plan</i>.2. He navigates to the page.3. Web Engagement Rules can trigger knowledge article lookup to provide <i>knowledge nudges</i>.	<p>Suggested Pages/Info</p> <p>Within the suggested articles section of the page, a few links are populated:</p> <ul style="list-style-type: none">• Starting a college savings plan• Transferring an existing college savings plan• College Savings Plan Calculator	<p>Jurgen ignores the suggestions.</p> <p>No action taken.</p>	<p>Jurgen looks at suggestions, but still continues to browse.</p> <p>Proactively offer customers the ability to escalate to assisted service.</p>

Note: This use case requires customization of Rules and Web Page logic.

Knowledge Web Search

Enable dynamic FAQ and channel deflection using natural language search and present knowledge articles to customers via the web.

Use Case: Contact Center Escalation

The following list of outcomes from examples on this page demonstrates how Knowledge Center allows customers to serve themselves if they want to, while providing them with easy ways to contact an agent if they cannot find what they are looking for:

- Outcome 3 in the Web Search and Proactive Knowledge examples
- Outcome 2 in the Knowledge-assisted Email example
- Outcome 3 in the Knowledge Assisted Chat example

Use Case: Web Search

Basic Flow	Outcome 1	Outcome 2	Outcome 3
<ol style="list-style-type: none">1. John recently booked an Alaskan vacation for his family on Blue Sky Airlines.2. John would like to know if he can gate check his baby's stroller and car seat.3. John goes on www.blueskyairlines.com and in the search box types <i>"can I gate check my infant car seat and stroller?"</i>	<p>One Question. One Answer.</p> <p>Knowledge Center finds the right answer in the FAQs and provides the answer to John.</p>	<p>Top 3 Answers.</p> <p>Knowledge Center also provides two other articles that contain information about gate checking guidelines.</p>	<p>John is not satisfied with the answers and says answer was not helpful.</p> <p>John is offered a choice of chat, email, or callback based on agent availability or hours of operation.</p> <p>Agent receiving John's request is presented with all the relevant information about John, his reservations, and the answers viewed by John so that he/she can quickly help John.</p>

Note: This use case requires customization of Rules and web page logic.

Use Case: Fast access to content with auto-complete

Basic Flow	Outcome 1	Outcome 2
<ol style="list-style-type: none">1. John goes online to the Blue Sky Airlines website.2. He navigates the website and finds the page for <i>Traveling with an infant</i>.3. After reviewing the page, John is not clear if he can gate check his stroller.4. John notices a Search Bar at the top of the page and types "can I gate check"5. Genesys Knowledge Center Auto-complete functionality provides suggestions like "can I gate check my infant car seat?".	<p>John finds the answers to the suggested questions helpful.</p> <p>He provides feedback and closes the window.</p>	<p>John has more questions.</p> <p>Create a chat interaction and place John in queue.</p>

Use Case: Browsing though document categories

Basic Flow	Outcome
<ol style="list-style-type: none">1. As John reads the knowledge article about gate checking his infant's car seat, he also notices a category link called <i>"Traveling with Infants"</i>.2. John clicks on the link and now has access to four other articles:<ul style="list-style-type: none">• Travel tips for parents traveling with infants• Baggage allowance for infants• Online check-in for parents traveling with kids	<p>John now has all the information he needs.</p> <p>He answers "Yes" to the feedback question from the original article, which now ranks the article higher for subsequent searches.</p> <p>Note: Feedback is not available for browsed articles, since all feedback is directly related to a search query.</p>