



CRS Knowledgebase

Wilke/Thornton's *Knowledgebase* module enables Consumer Affairs departments to easily create multi-media repositories of product and service information to enable users to find the answers to their questions quickly.

Users can navigate a *Knowledgebase* information repository via its table of contents, hyperlinks on content pages, and powerful search engine. Also, CRS users may bypass these navigation options and go directly to the right information based on the specific issue of the consumer contact they are handling.

As a CRS module, *Knowledgebase* offers familiar CRS features—configuration settings, entry functions, access class security, PLS defaulting, multi-lingual capabilities, and audit trail—and useful feedback, such as how many times a page is viewed, whether the information is helpful, and the PLS combination that prompted the search.

Easy to Create and Manage

Knowledgebase setup tools to make it easy to build and maintain knowledge bases. Information is entered into database fields. Then, before presentation to end-users, the data is merged into templates that provide desired organization and style creating pleasing, functional content pages. Word, Excel, PDF, images, video clips and other files may be loaded directly into *Knowledgebase* simply by browsing to them and clicking “upload”. The online help facility provides users with set up and design guidance.

Powerful management features enable *Knowledgebase* administrators to set view privileges for multiple groups to the field level. Version control helps maintain information accuracy and quality.

Multipurpose Information Delivery

Knowledgebase is a versatile module that provides fast, convenient information retrieval for multiple audiences. *Knowledgebase* may be implemented to serve constituencies inside and outside the company. It is designed to deliver high-value information to

- Contact center representatives—as a quick reference resource integrated into their *CRS Rep Desktop*.
- Company departments—as in intranet portal with views of knowledge content tailored to departments' interests and needs.
- Consumers and customers—as a self-serve product information resource in the companies' branded Web sites.

Key Benefits

- Increased access to product information
- Easy to build from existing/new content
- Template/database driven for flexibility
- Multi-purposed: call centers, company intranets, and self-service Web resource
- Security, version, and approval control

For more information contact:

Wilke/Thornton, Inc.
545 Metro Place S, Ste 200
Dublin, Ohio 43017
614-792-6900 x 176
Web: www.wilke-thornton.com
email: info@wilke-thornton.com

*Delivering Consumer Response Value -
Instantly, Everywhere!*