

A professional Knowledge Base Versus SharePoint

Today knowledge is more important than ever. Easy access to the right knowledge ensures that agents are able to provide exceptional customer service, and is essential in making a customer service center more efficient.

— Many customer service centers are using software products that are not designed for the purpose of providing knowledge. Here are some differences between **Unymira Knowledge Center** (a professional Knowledge Base) and **SharePoint Knowledge** (which is primarily a document management system)

Goals of A Professional Knowledge Base

- Agents need to access knowledge quickly and easily to ensure high customer satisfaction.
- Knowledge must be up-to-date and transparent.
- The main purpose of customer service knowledge is to boost the agent's efficiency.



Overall approach

| Capabilities | Knowledge Center | SharePoint |
|--------------|-------------------------------------------------------------|---------------------------------------------|
| Focus | Customer Service use / Knowledge Base | Companywide use / Content Management System |
| Use Cases | Provide knowledge to guide agents through their phone calls | Manage documents, Intranet |
| Purpose | Improve Service Center KPIs (e.g. AHT, FCR) | Manage documents |

Knowledge Center

Features

| Capabilities | Knowledge Center | SharePoint |
|--------------------------------------|------------------|------------|
| Create and manage knowledge articles | | |
| Archive knowledge articles | | |
| Search knowledge articles | | |
| Rate and share articles | | |
| Agent-friendly usability | | |
| Guide agents through phone calls | | |
| Train and test user knowledge | | |

Not designed for customer Service needs

Platform Setup

| Capabilities | Knowledge Center | SharePoint |
|------------------------------------|------------------|------------|
| Initial setup | | |
| Internal training effort | | |
| Customizing effort to agents needs | | |
| Scalability | | |

Easy Difficult

SharePoint focuses on administrating and providing documents instead of providing knowledge to guide agents through their daily requests; a professional Knowledge Base focuses on guiding agents with knowledge.

A professional Knowledge Base delivers essential Knowledge Base capabilities out of the box.

GET A FREE DEMO!

For more information about Knowledge Center our professional Knowledge Base or to request a **free demo** please contact us at info@unymira.com.