The power of knowledge is often underestimated. If you can enable your service agents with the right answers at the right time, they can solve customer issues faster, increasing their productivity. Empowering your customers to access those same answers through self-service channels means increased call deflection and a frictionless customer experience. If you can achieve these two things, your customers will be more satisfied and you’ll keep your service costs down.

Unfortunately, that’s harder than ever to do these days because customers are seeking knowledge in more channels than ever before. Your customers are spending less time calling into contact centers, and instead turning to your website, Google, community forums, and social media channels to solve their problems.

**Most knowledge management systems can’t keep up in today’s world**

1. **Low adoption**: Knowledge is often disjointed from service processes, or there are multiple knowledge bases, so agents don’t actually use the information. Content creators are often disconnected from the people consuming the information, so articles aren’t up to date.

2. **Not agile**: Traditional client/server platforms are too rigid to keep pace with your changing business, and they require IT to make changes.

3. **Not Multi-channel or Mobile**: Most platforms can’t harness or deliver knowledge into cloud-based channels such as self-service communities or via mobile devices.

4. **Limited insights**: Most knowledge management systems make it difficult to analyze which articles are working well, which articles are ineffective, who is digesting the knowledge, and where the knowledge gaps are.

**Salesforce Knowledge: Empowered Customers & Agents**

Salesforce Knowledge empowers both your agents and customers. Agents are able create new articles in context of the current case, knowledge contributors can be recognized and rewarded in real-time, and knowledge is suggested in the context of solving cases. Customers can access articles on any device and from any channel, and the best crowd sourced answers can easily be converted into knowledge articles. Our customers continue to rave about the value of Salesforce Knowledge:

**FULLY INTEGRATED**

Unlike stand-alone applications, this knowledge base is fully integrated with everything else Service Cloud has to offer: all the tools you need to run your entire service operation and maximize agent efficiency. When your knowledge base is a core part of your CRM solution, you achieve one single source of truth, and you can manage your knowledge as a process instead of a snapshot in time. Agents spend less time toggling between systems. With only one interface to learn, agent onboarding and training is much less complex, and user adoption skyrockets.
**BUILT FOR AGILITY ON THE SALESFORCE1 PLATFORM**

Perhaps the best part about the knowledge base in Service Cloud is that it’s built on the Salesforce1 Platform. That means you get all the benefits of our agile cloud platform—instant scalability, security, performance, collaboration, and reliability—without any of the software or complex upgrades. You can continually create, review, deliver, analyze, collaborate, and improve your knowledge. Your agents get smarter, your customers get better service, and your costs go down.

The Salesforce1 Platform helps fit Service Cloud to your business and ensures you can customize it on the fly as your organization evolves. You can do things like create customized knowledge articles, change and create new business processes, establish detailed security and sharing models, or even create custom user interfaces and business logic. Analytics are right at your business users’ fingertips, and these reports are easily customizable and delivered in real-time.

**MULTI-CHANNEL AND MULTI-DEVICE**

Your knowledge is available wherever your customers need it. Your agents have the right answers at their fingertips to deliver knowledge over the phone, send out through an email, share via chat, publish to social channels, or push out to customer communities. The same knowledge base serves up answers to your service Web site, whether it’s a secure customer or partner portal, part of your public site, or embedded right into a public customer community. When customers are empowered to help themselves without having to contact support, both call deflection and customer satisfaction go up.

With the Salesforce1 Mobile App, anyone in your company can access and publish knowledge articles via their mobile device. And with Mobile Self Service Communities, customers can access the public knowledge base right from their phones.

- **KCSv5 VERIFIED**
  Salesforce Knowledge is the first application that is KCS version 5 verified.

Principals of KCS

1. Integrate the creation and maintenance of knowledge into the problem solving process
2. Evolve content based on demand and usage
3. Develop a knowledge base of our collective experience to date
4. Reward learning, collaboration, sharing, and improving

Results: Companies using KCS report up to:

- 60% improvements in resolution time
- 50% increases in first-contact resolution
- 40% improvements in agent satisfaction
- 50% increases in case deflection

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### Service Cloud Customers

- youSee
- Commonwealth Bank
- GSA
- P&G Professional
- blue of California
- Vodafone
- KLLY Services
- Rosetta Stone
- Belkin
- Spotify
- Plantronics
- NBCUniversal
- Thomson Reuters
- EA