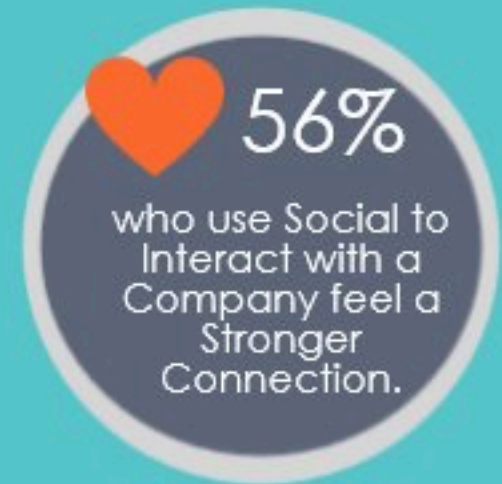


# TRANSFORMING THE CUSTOMER EXPERIENCE WITH SOCIAL COLLABORATION

## How Social is Your Service?



## Knowledge Sharing Features Required

### Information Collection & Access

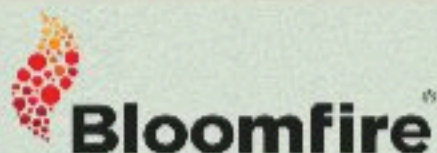
- Quickly Drill Down to Documentation
- Easy Location of Missing Information
- Ask Questions, Get Instant Answers

### Growing Knowledge Base

- Post Multiple Types of Content
- Instant Collaboration to Better Respond
- Instantly Share Knowledge and Expertise

Zero Implementation Effort Required by IT

Low Management Overhead



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Sources: Aberdeen Research, Avaya, Harvard Business Review.