



# Driving CUSTOMER SUCCESS with KNOWLEDGE MANAGEMENT

Customers can be difficult to wrangle — and it's important to provide them with the very best service whether it's in person, on the phone, or online. Companies with strong knowledge management systems can rustle up an amazing experience that will keep clients coming back for more.



THE PROBLEM:

## Bad Customer Service



Businesses lose about **\$41 billion** a year due to **bad customer service**.



**6 OUT OF 10** consumers have *given up on a purchase* because of bad customer service.

*"Y'all have no idea what you're talkin' about, partner."*

**57%** of consumers say they've dealt with a customer service rep that *doesn't seem to know what they're talking about*.

**37%**

of consumers claim they're finished with a company after *one bad customer service experience*.



THE SOLUTION:

## Self-Service Channels



**91%**

of consumers said they would use an *online knowledge base* if it were available and *tailored to their needs*.



**76%** of consumers use *self-service channels like FAQ pages* to find answers.

**For the 1st time ever**



consumers are *more likely to consult a FAQ page* before calling for support.



THE RESULTS:

## Top Notch Customer Service

**69%**

of consumers attributed their good customer service experience to *quick resolution of their problem*.



**74%**

of customers say they *spend more money with companies they've had good experiences with in the past*.

Top performing companies are

**38%**

*more likely to deploy a centralized knowledge base* of product and service information.



To learn more about how to use knowledge management to drive customer success,

[DOWNLOAD OUR WHITE PAPER](#)

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