



Priving 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.

"as all have no idea what you're talkin' about, gartner."

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.

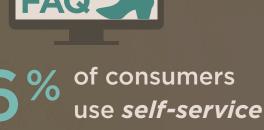


Self-Service Channels



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

of consumers said they



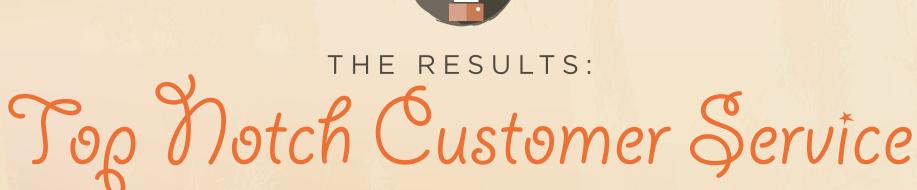
channels like FAQ pages to find answers.

consumers are more likely to consult a FAQ page before

For the

lst time

calling for support.





centralized knowledge base

of product and service information.

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



To learn more about how to use knowledge

management to drive customer success,



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Ann Handley of MarketingProfs Joe Pulizzi, Content Marketing Institute

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