

4 KEY SUCCESS FACTORS FOR ESTABLISHING A KNOWLEDGE MANAGEMENT INITIATIVE



Delivering high-quality customer service and support is often a challenge when your products are complex and when there are ongoing changes in the general environment. With BMC Helix Knowledge Management by ComAround, the Customer Care Center at Volvo Car Sweden always has access to the latest, most accurate information and knowledge and has improved customer experience and satisfaction by getting answers to customers faster.

Volvo Car Sweden is seeing a clear trend for improved customer satisfaction and an increased problem resolution rate. Onboarding new employees in the Volvo Customer Care team is also easier and faster with the ready availability of all the relevant and up-to-date knowledge.

Niklas Byvik is Product Manager, Accessories – Communication & Education Specialist at the Customer Care Center at Volvo Cars. He lists four factors for establishing a successful knowledge management initiative.

1. Use specialized knowledge management software

If your customer care center has difficulty answering questions in a timely way, then you need specialized knowledge management software. This has helped Volvo Car achieve its goals of following the customer journey and increasing customer satisfaction. Agents will get more work done because they will have more time to help customers and influence the excellence of the brand and service experience.

"We've been able to respond to customers quickly, and everyone now has access to the same information at the same time," says Pia Johansson, Senior Manager Customer Care Center at Volvo Car Sweden.

2. Establish processes and routines

Knowledge management is complex. You need processes and routines in order to work on a large scale and to have up-to-date, relevant knowledge. Otherwise, you risk having knowledge that is unusable and unfindable. Use an established knowledge management methodology, get assistance from knowledge management experts, and get agents involved when you're creating the processes and standards for knowledge creation.

3. Agree on a common goal and intended benefits

You need a tight team to be successful. Clarify the purpose and benefits of knowledge management. Agree on a common goal that measures the effects on end customers. Work becomes more fun and your customers are happier.

4. Have a customer-centric mindset

When handling knowledge in the knowledge base, your focus should always be on helping customers. Always have the customer in mind when writing knowledge articles, so that the articles will be findable and relevant to the people you are serving.

"BMC Helix Knowledge Management by ComAround has helped us to improve customer satisfaction. They are the key to success and continuing our journey in a positive direction," says Niklas Byvik, Product Manager, Accessories – Communication & Education Specialist in the Customer Care Center at Volvo Car Sweden."

Prepare for tomorrow with knowledge management

Analysts and industry experts agree that an established knowledge management process and foundation is critical to the success of a knowledge management initiative. Seek out a knowledge management solution that not only supports the way you work today, but that is prepared for the needs of tomorrow as well.

To learn more, visit the web pages for [BMC Helix Knowledge Management](#) and [BMC Helix Digital Workplace](#).