



transversal
connecting people to knowledge

Case study



Sector:
Charity

Implementation:
Self-service

‘NCS The Challenge’ adopts Transversal’s knowledge management solution to **streamline customer service process**

“Transversal has given us excellent insight into what information our customers are seeking. This has enabled us to pre-empt needs and strengthen our online information so that customers can independently find what they need with minimal effort - and without having to contact us.”

Communications Associate Manager The Challenge



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Overview



NCS The Challenge is the UK's leading charity that strives to build a more integrated society. It works on a local level to bring people together from all ages, ethnicities and backgrounds to connect communities.

NCS The Challenge is the largest contributor to the National Citizen Service (NCS), the Government backed programme for young people. The charity works with a number of partners including QBE London and Heathrow Communities Trust to help young people develop their life skills.

Until recently, the organization relied primarily on staff expertise to handle, escalate and respond to any incoming enquiries via email, telephone and SMS. However, with programme attendance growing every year and the number of enquiries steadily increasing, staff struggled to respond to requests for information.

Slow response times were putting people's willingness to participate in the program at risk.

NCS The Challenge recognized the need to modernize its customer service strategy to ensure the young people's community received accurate and consistent responses to every enquiry.

By working with Transversal it implemented a knowledge solution that enables visitors to its website to self-serve. The cognitive knowledge solution has resulted in visitors having their queries resolved first time and has reduced pressure on staff. Overall customer satisfaction has improved.

The challenge

As a charity offering support to all members of the community, the range of questions coming in to the NCS The Challenge team at any given moment is vast. Although the majority of the information was available to the team somewhere within its network the team struggled to provide accurate responses with efficiency due to:

Limited resources in a time of major growth.

At the time, with only a basic system in operation and a recent 32.5% increase in the charity's customer base, the Charity needed a cost effective way to respond to the 56,000+ email, phone and SMS enquiries coming through the organization every year, growing year-on-year

The need for increased customer insight.

With no way of monitoring frequently asked questions, seasonal fluctuations or trends in the questions, NCS The Challenge was unable to use insights to pre-empt enquiries

An FAQ system that was not fit for purpose.

An outdated FAQ section on the website meant customers were forced to contact the organization by phone, text or email for real-time support – even if self-service was a preferred contact method

“By directing our customers towards the online self-service portal for day-to-day enquiries we have successfully freed up more time for our staff to deal with some of the more complex customer enquiries that we receive.”

**Head of Customer Services
The Challenge**



The solution



The implementation of Transversal's cognitive knowledge solution has enabled NCS The Challenge to redirect many of the more routine customer queries away from internal support staff. The technology, which understands nuances in language, now allows customers to quickly and easily access real-time responses to their questions through web self-service.

The solution includes a feature that anticipates what customers are likely to be searching for and how their questions relate to the available responses. Employees that have been designated as knowledge managers can also monitor the types of questions being asked by customers and their satisfaction rating with responses. They can easily and instantly fill any knowledge gaps.

"The solution includes a feature that **anticipates what customers are likely to be searching for** and how their questions relate to the available responses."



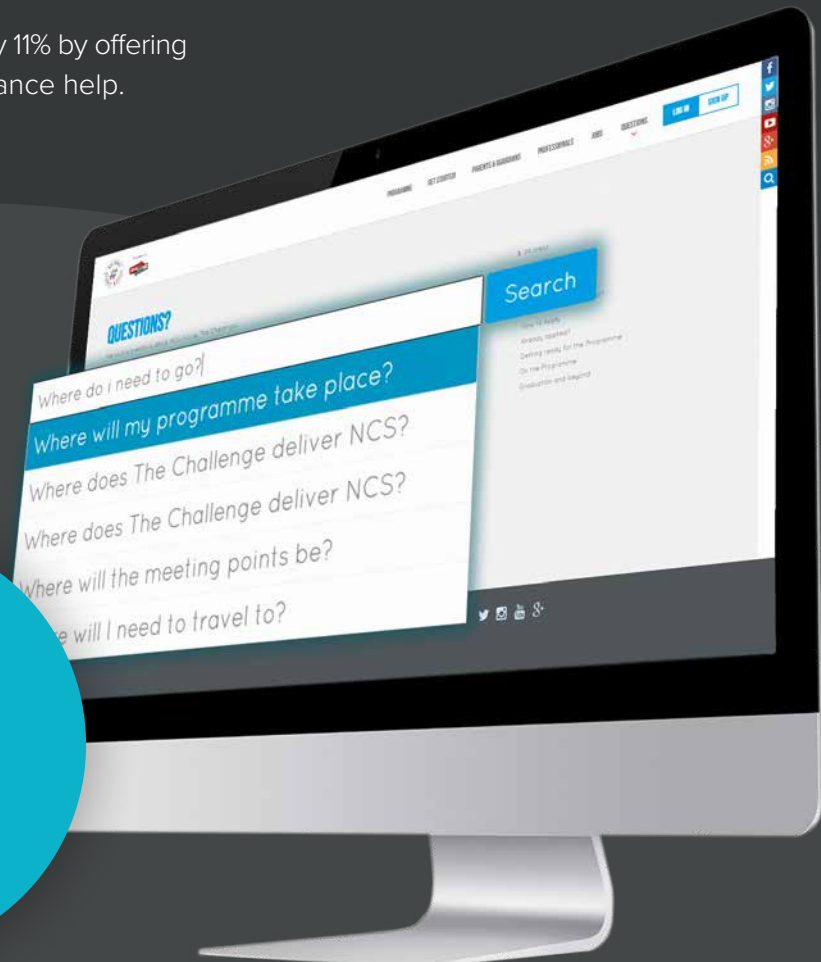
The results

Transversal's web self-service solution has successfully enabled NCS The Challenge to:

- decrease the proportion of inbound enquiries to the charity by encouraging customers to serve themselves online
- reduce the pressure on staff to respond to so many enquiries freeing up staff time to deal with more complex customer issues
- increase call resolution by 11% by offering clearer knowledge guidance help.

"Customers can **quickly and easily access real-time responses** to their questions through web self-service."

Call
resolution
increased by
11%



Making it social

Following the success of the web self-service implementation they rolled out a similar Q&A style section on Facebook.

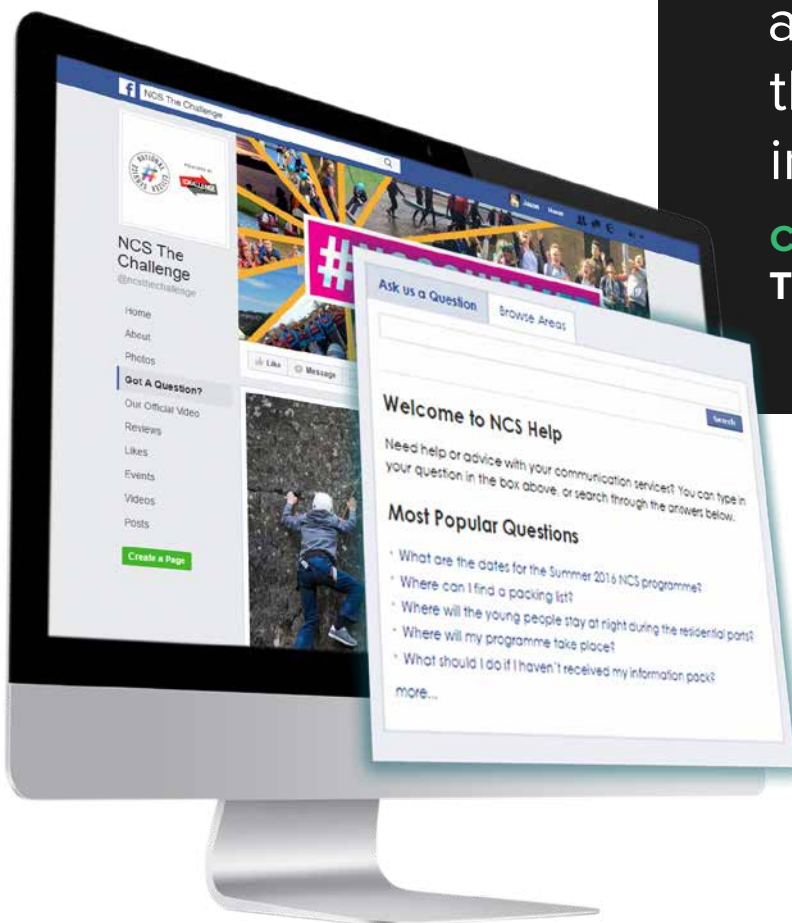
To stay in tune with its young audience members, NCS The Challenge saw the Facebook integration as the next logical step in making information available to all its members, 24 hours a day, 7 days a week.

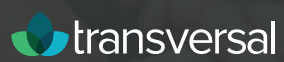
The Customer Services Manager at NCS The Challenge said, “Transversal’s solution has inspired us to look at other aspects of our

customer service strategy which require a more simplified approach. We are delighted our brand guidelines are reflected in the Facebook integration and look forward to rolling out similar services across other social media channels in the future”.

“We are delighted
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Customer Services Manager
The Challenge





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