



transversal
connecting people to knowledge

For customer
experience



Who are we?

Transversal helps large-scale organisations reduce cost and pressure by driving efficiencies across the enterprise with knowledge. We help organisations minimise the way they create, find and share what they know.

“ *Knowledge is the source of wealth.
Applied to tasks we already know, it becomes
productivity. Applied to tasks that are new,
it becomes innovation.* ”

Peter Drucker

A man and a woman are sitting together, looking at a laptop screen. The man is holding a credit card in his hand. They are both smiling and appear to be engaged in a conversation. The background is a blurred bookshelf.

Ensure customer success with every self-service experience

Transform the way your customers interact with the next generation of self-service. Our knowledge automation solutions for customers provide a more natural and rewarding way for people to find knowledge across all channels and devices.

The rise and rise of self-service

Self-service customer care is on the rise and this correlates with the adoption rate of self-service tools. More and more people are searching the internet to find a solution to a problem before picking up the phone.



90%

of consumers now expect an organization to offer self-service customer support.



+17%

According to Forrester, web self-service use increased from 67% to 84% in the last three years.



85%

Gartner predicts that 85% of customer engagement will not involve human interaction.



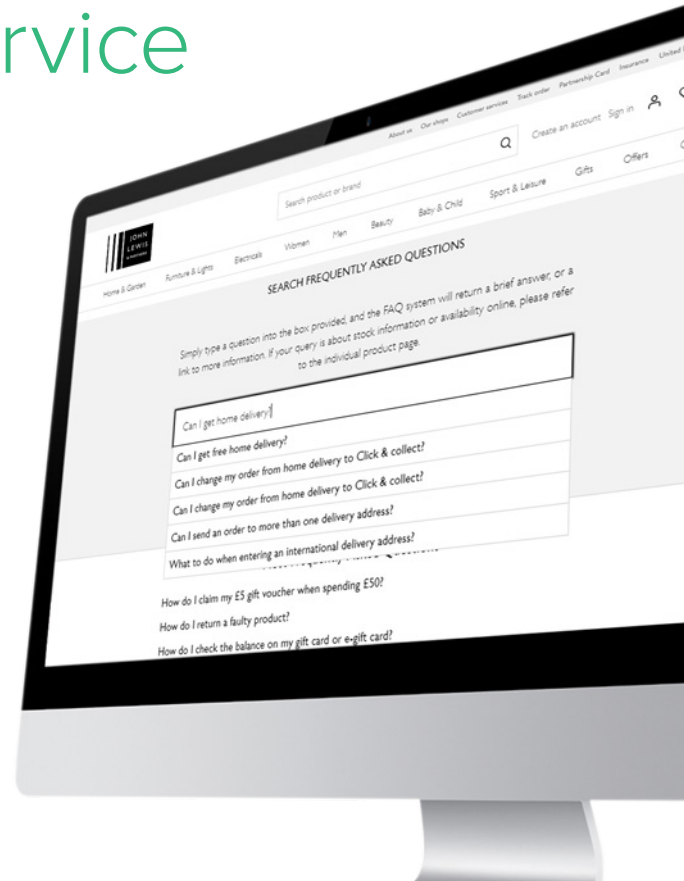
66%

of consumers have a more favourable view of brands whose self-service portals are mobile responsive.

Prescience™ for Self-Service

Transversal goes beyond enabling customers to find answers online. Prescience™ is a new generation of self-service solution that leverages cognitive technologies to understand human context, anticipate future dialog, and dramatically improve the self-service experience.

Delight your customers with an online experience where the answers find them at their moment of need.



The Forrester logo consists of the word "FORRESTER" in a white, serif, all-caps font, with a registered trademark symbol (®) to its upper right. The text is centered within a dark teal, horizontally-oriented oval background.

FORRESTER®

“


Organizations will look at ways to reduce the manual overhead of knowledge management. They will explore cognitive engagement solutions — interactive computing systems that use artificial intelligence to collect information, automatically build models of understanding and inference, and communicate in natural ways.

”

Trends - The Future of Customer Service

Automatic SEO

Know where your customer's
self-service journey begins



Enabling customers to quickly and easily find answers to their own questions is the key to delivering superior online experiences. We developed a way to improve the natural findability of your corporate knowledge and made it so simple, the answers you provide for your customers practically find them. With Automatic SEO, your knowledge is instantly optimized so that Google, Yahoo or Bing can spider your public knowledgebase content, enabling customers to find relevant answers through their favorite search engines. The result is an improved self-service journey for your customers and increased traffic to your website.

Up to
35% increase in support site
traffic from SEO

Smart Links

Anticipate what customers are likely to ask you next

Smart Links understand the context of customer enquiries and predicts what people are likely to ask next in real-time. Even simple problems can be difficult to resolve with a single enquiry and often people will have follow-up questions. The majority of service experiences naturally require some type of interactive human dialogue and that is hard to imitate with technology. With Smart Links, we are able anticipate additional knowledge articles and closely mimic a person's 'train of thought'. This provides a truly engaging self-service journey that dramatically improves customer success and provides a unique interactive experience across all devices.



Memory Engine™

We know what your employees mean - not what they type

People have different ways of asking the same question. So how do you ensure important HR information can easily be found? Our out of the box patented Memory Engine™ combines human expertise with cognition to better understand the intent and context behind 'what' HR information people search for. Unlike frustrating keyword search, our Memory Engine™ understands questions and solves problems in the same way humans do. Fused with machine learning, our search technology continues to self-improve based on behavioural patterns.

The result is a simpler and smarter way for employees to find important HR knowledge that is 'about' the subject/theme being explored, even if the words in the knowledge article don't match any of the words in their original search query. It is truly a better way to ensure your employees are getting fast, accurate and exceptional HR advice.

Up to
47% faster
answers



Achieve new levels of customer success



47%

faster answers.



25%

reduction
in customer
support costs.



2X

increase
in online
resolution rates.



12%

increase in
customer
satisfaction.



40%

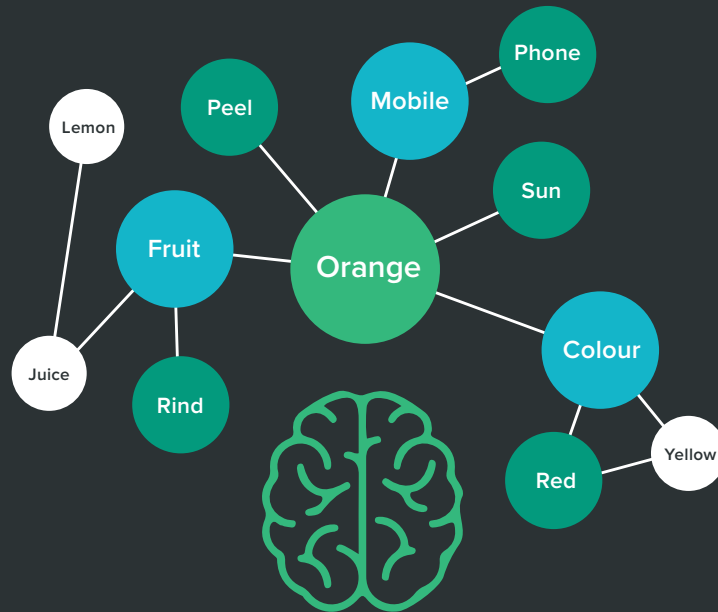
decrease
in support
escalations.

How Prescience™ works

Prescience™ works in the same way as humans process knowledge. Built on a mature enterprise-cloud foundation, Prescience™ is engineered to work more intuitively and more naturally to understand, reason and deliver answers extending human expertise. It is designed to be easy to manage and flexible enough to fully integrate into your existing applications. The Prescience™ platform comes with an amazing collection of cognitive knowledge functions that you can use to make CRM applications helpful, HR systems more intuitive and your smart phone apps even smarter.

Understand

Understand the nuances in how customers ask questions and search for answers.



Anticipate

Anticipate the answers agents need and predict what questions customers might ask next.



Predictions

Provide agents with intelligent suggestions as they are filling in case information.



Smart Links

Automatically predict related content for what agents might be asked or need next.

Improve

Improve knowledge through continued use. More intelligent customer service - less administration.



Knowledge Feedback

Enable agents to rate the effectiveness and quality of important knowledge content.



Knowledge Insight

Get real-time, actionable metrics on knowledge use, trending topics, and quality content gaps.



Knowledge Admin

Provide complete control from security to content curation to manage the entire knowledge life cycle.

Transform your enterprise with knowledge automation

REQUEST A DEMO



Betjeman House, 104 Hills Road, Cambridge CB2 1LQ UK

T: +44 (0) 1223 488 700 **W:** www.transversal.com