transversal
connecting people to knowledge

Prescience™
for Self-Service

Benefits

Increase customer satisfaction:

Reduce the customer effort required to find essential knowledge - deliver the results customers expect and delight them by anticipating their subsequent actions.

Superior answer accuracy:

Leverage patented machine intelligence technology to determine true customer intent and deliver exceptional first page accuracy.

Fewer escalations:

Empower customers with an intelligent self-service experience. Improve online adoption and eliminate unnecessary escalations.

Convert more online sales:

Personalize knowledge delivery with intentional product promotions and turn self-service interactions into online sales conversions.

All the advantages of an enterprise cloud solution:

Improved deployment times, flexible subscription-based pricing, enterprise-grade cloud security and global performance.

tsia | VISION AWARD
FINALIST
MOBILE SELF-SERVICE

Deliver the experience every customer wants

Empowered customers have changed the very fabric of business relationships. Increasingly, today's customers rely upon online self-service to access the information they need, quickly and conveniently. In the digital era, convenience and availability are essential. This is great news for consumer brands as self-service is only a fraction of the cost compared with other channels; in fact, brands can shave as much as 98% off the cost of a support interaction by enabling customers to self-serve and mitigate the need for them to call in.

Despite its advantages, too often self-service fails to deliver on its full potential for a number of reasons:

Customers have difficulty finding the information they need either because they're not expert searchers or because the information is scattered across too many corporate repositories.

Information on the web is missing, inaccurate or outdated - or worse, using multiple knowledge sources and creating major channel inconsistencies. This leads to a frustrating customer experience and eventually a loss of company trust.

Traditional knowledge technologies are impossible to staff, manage and maintain. Very little insight is provided to help remedy failed self-service attempts and maintain relevant, high-quality content.

To be successful in consistently delivering outstanding online customer experiences, businesses need a modern knowledge solution that improves with every customer interaction and provides deep and valuable insight into every self-service session or online trend.

A better way to deliver smarter self-service

Transversal goes beyond enabling customers to find answers online. Our self-learning knowledge solution intentionally surrounds online answers with dynamic pieces of content related to self-service inquiries such as related topics, product promotions, service alerts and troubleshooting wizards.

Delight your customers with an online experience that predicts what they will want to know next and eliminates unnecessary escalations. Transversal's modern approach to knowledge can help organizations to significantly reduce support costs while optimizing the online customer experience.

Key solution features

Good help doesn't have to be hard to find

Outstanding knowledge SEO
We utilize a number of SEO techniques to optimize knowledge organization for self-service. This makes it possible for any public search engine to spider our knowledge content, enabling customers to find what they are looking for without even having to navigate to your website.

Powerful search accuracy
Transversal's patented Memory Engine™ technology utilizes machine intelligence to determine a customer's real intent by relating concepts and recognizing the meaning of words in different contexts. The result is a search technology that delivers truly accurate responses.

Guided contextual help
For more complex issues, guide your customers with intelligent self-help wizards that offer concierge-level assistance with step-by-step guidance for fast, do-it-yourself troubleshooting.

Enrich the self-service experience with Prescience™

Find as you type
Type-ahead search is designed to predict solutions every time a customer inputs a key stroke in our search box. By providing suggestions that can be easily selected we reduce the customer research effort and improve the online search experience.

Intuitive smart links
Using search context and behavioral patterns, we are able to programmatically anticipate what customers are likely to be looking for. Our dynamic article suggestions recommend intelligent links to related content, automatically predicting the information your customers might need next.

The perfect answer for any device or any language

Responsive design
We empower customers to go from web to mobile with zero additional code investment. Responsive design is an approach used by Transversal that enables our self-service solution to dynamically detect and adjust to the device being used. This provides an outstanding viewing experience for any widescreen monitor, tablet or smart phone.

Multilingual support
Global administration capabilities help streamline the development of content for multinational audiences. Our web self-service solutions support over a dozen languages, including all major European languages, making us an ideal choice for international businesses.

Improve the self-service experience

Refine the online experience with Transversal's extensive reporting tools to respond to feedback, identify knowledge gaps and measure key performance indicators. Monitor the types of questions being asked, review the feedback ratings and then add or amend content as required. Detailed analysis can help your internal teams diagnose the root cause behind failed online interactions and improve the overall quality of the self-service experience. When required, Transversal's reports can be customized and exported for further analysis and presentation.

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