



transversal  
connecting people to knowledge

## White paper



# Prescience™ API

Our flexible interface for  
contextual knowledge integration



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# 1. Overview

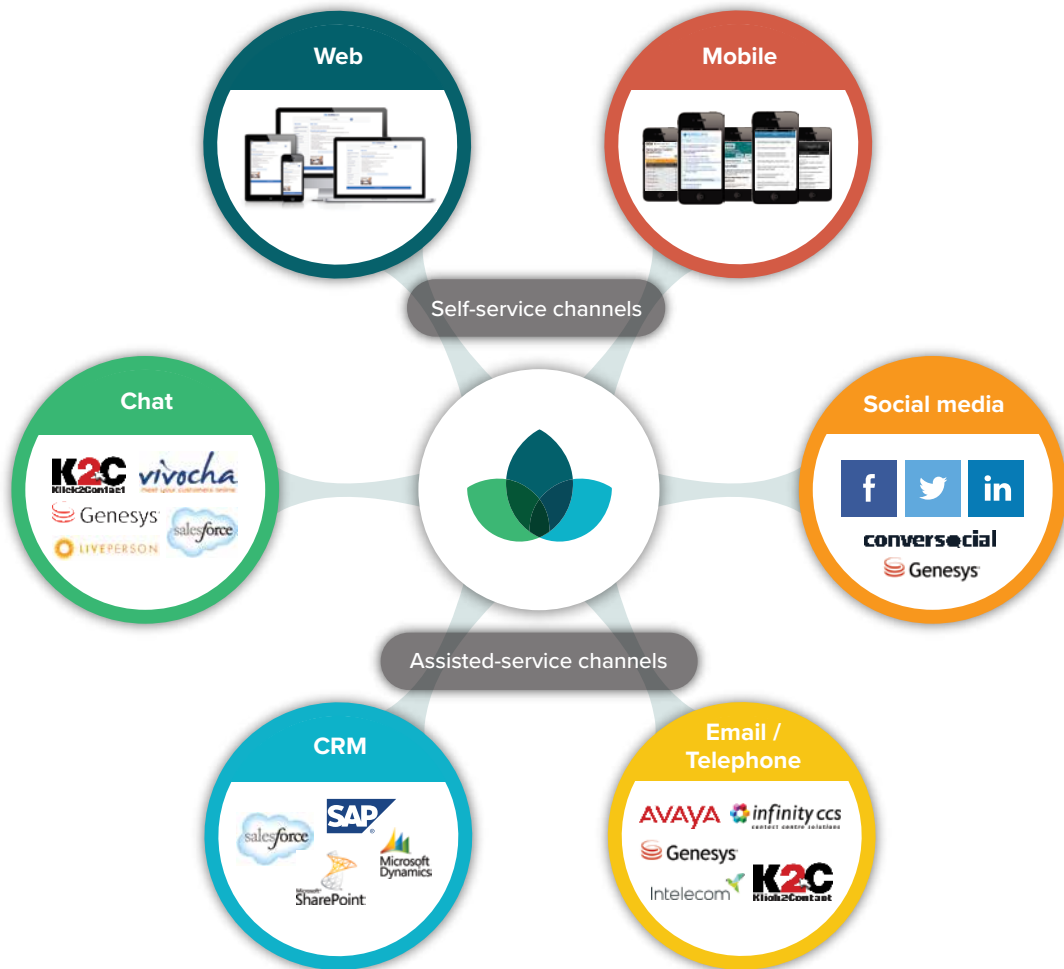
“This white paper provides an overview of the broad range of options available for integrating Prescience™ capabilities into web, mobile and social media channels.”

## Introduction

In order to maximize the business value of a knowledgebase it must be accessible to users from the websites, line-of-business applications and mobile apps that they use on a daily basis. This overcomes one of the greatest challenges of a successful deployment which is to ensure that it is actually used. This is achieved with Prescience™ through the use of an interface, the Prescience™ Application Programming Interface (API), which allows the developers of those websites, line-of-business applications and mobile apps to provide that access.

The Prescience™ API provides direct, programmatic access to all of the Prescience™ capabilities, such as Predictions and Smart Links. This enables them to be integrated directly into an organization's website, mobile apps and third-party technologies and products, to deliver knowledge when and where it is needed in user journeys. This white paper provides an overview of the broad range of options available for integrating Prescience™ capabilities into web, mobile and social media channels.

Transversal has many active clients and technology partners using the Prescience™ API to deliver knowledge where and when it is needed, be that a self-service user using a mobile app or an agent using a CRM application in the contact centre. A few examples are shown below to demonstrate the breadth of integrations that can be achieved with the Prescience™ API.



**Figure 1:** Some of the channels with which Transversal Knowledge has been integrated

## 2. Prescience™ access

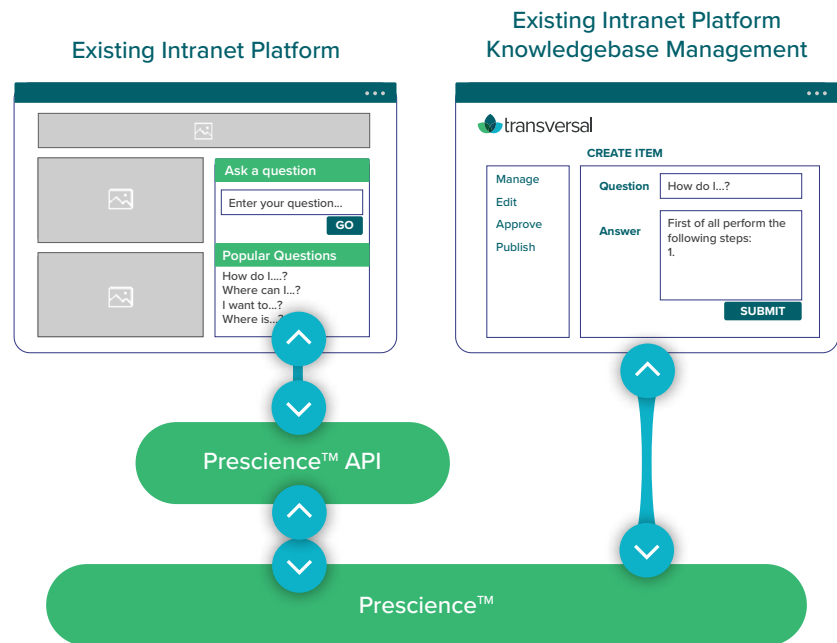
### 2.1. Approach

“Knowledge which is not well integrated and highly visible to its target audience will struggle to deliver the desired business benefit...”

Knowledge which is not well integrated and highly visible to its target audience will struggle to deliver the desired business benefit because users will be required to deviate from their normal usage patterns to seek out knowledge.

As such, it is strongly recommended that knowledge is accessed from highly visible locations on the required systems. In a web self-service or enterprise scenario this might be in the header bar or as a sidebar tool that appears on every page of a website; for a contact centre desktop this might be embedded directly in the CRM system. In fact, the highly flexible and functional Prescience™ API provides contextually relevant access to knowledge whenever and wherever it is needed throughout user journeys to accommodate current and future business requirements.

There are two ways to achieve this, as shown in Figure 2.



**Figure 2:** An existing intranet accessing Prescience™ through the API

“Clients often choose to host the components that access Prescience™ capabilities on the Transversal software-as-a-service platform.”

Clients often choose to host the components that access Prescience™ capabilities on the Transversal software-as-a-service platform. This model provides extremely rapid deployment and implementation times, with almost no IT involvement.

In other cases the preferred option is to embed access to Prescience™ directly within an existing solution. In this scenario some of the common requirements are for knowledge to be delivered directly within:

1. A website where the client wishes to maintain control of design and implementation.
2. A mobile app where the client wishes to provide the same level of self-service access to knowledge as they provide to web users.
3. A social media service such as Facebook, extending knowledge access to users' preferred means of engagement.

4. An enterprise portal platform, such as Microsoft SharePoint, Oracle Portal or Liferay. Portals offer a number of specific benefits within the enterprise, including out of the box tools for configuration, personalization, access control and the ability to rapidly deploy pre-built standards-compliant components from third-party vendors.
5. A range of contact centre solutions, where contextually relevant knowledge is presented to agents as they support users, including: CRM applications, such as SAP Interaction Centre and Salesforce Service Cloud; web chat products, such as Kick2Contact and Vivocha; and multichannel engagement platforms, such as those from Genesys and Intelcom.

## 2.2. Prescience™ capabilities

Transversal is able to offer access to the core Prescience™ knowledge access functionality through the Prescience™ API. This enables capabilities such as the Memory Engine™ semantic search and Smart Links to be used directly. In some cases Transversal has worked with vendors and service providers to provide pre-packaged integrations.

The following standard features are supported through the Prescience™ API:

“Transversal  
has worked  
with vendors  
and service  
providers to  
provide  
pre-packaged  
integration.”

<b>Semantic search</b>	to truly understand what users want.
<b>Predictions</b>	to anticipate what users will ask.
<b>Smart Links</b>	to anticipate what users will ask next.
<b>Decision Trees</b>	to direct users to answers through simple multi-step wizards
<b>Article browsing</b>	by category.
<b>‘Article top 10s’</b>	by category and overall.



“Using the Prescience™ API allows the site design to be owned and maintained by the organization.”

**Announcements** to push contextually relevant articles as part of the user journey.

**Targeted promotions** to display contextually relevant advertisements as part of the user journey.

**Contact us** escalate to agents via email or web-form (public-facing sites only).

**Suggestions** for new content.

The Prescience™ software-as-a-service platform is used to provide access to knowledge management, workflow, auditing and reporting functionality. This facilitates both easy separation of administration and end user activities and also allows knowledge to be seamlessly reused across multiple channels to ensure consistency and reduce the cost-of-ownership.

## 2.3. Sample integrations

### 2.3.1. Web

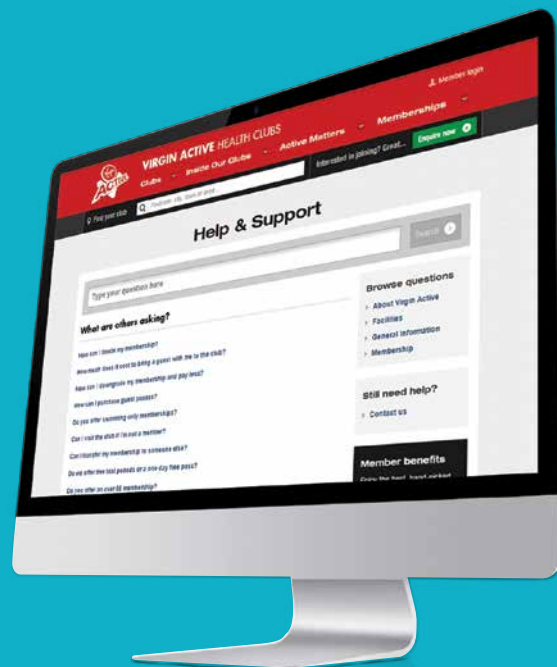
Clients such as **Volkswagen**, **Peterborough City Council**, **RSA Johnson** and **Virgin Active** have used the Prescience™ API to embed Prescience™ capabilities within their websites.

Using the Prescience™ API allows the site design to be owned and maintained by the organization whilst making optimal use of Prescience™. This ensures that contextually relevant knowledge is delivered when and where users need it as part of web self-service user journeys to reduce the effort required to get the answers they need and potentially costly escalations via other channels.





**Figure 5:** Top 3 articles contextually relevant to the website channel on [www.johnson.ca](http://www.johnson.ca)



**Figure 6:** Top questions being asked by users on [www.virginactive.co.uk](http://www.virginactive.co.uk)

## 2.3.2. Mobile

Clients such as **Barclays Group** run multiple access points from a single knowledgebase, including a number of separate web access points and mobile app integration. The example below demonstrates how the same Prescience™ capabilities are delivered on the Barclaycard website and within its mobile app.



**Figure 7:** Transversal predictive search on [help.barclaycard.co.uk](http://help.barclaycard.co.uk)



**Figure 8:** Transversal capabilities embedded within the Barclaycard app for iOS and Android

### 2.3.3. Social Media

Clients such as **Ofcom** and **The Challenge** have used the Prescience™ API to make their knowledgebases accessible from within their Facebook pages, enabling them to engage with users via their preferred channel.



**Figure 9:** Most popular questions embedded into The Challenge's Facebook page

### 2.3.4. Multichannel customer engagement platforms

Prescience™ integrates with a number of multichannel engagement platforms, such as **Genesys** and **Intelecom**. In the example below Transversal is being used to manage email and white mail templates for a **Genesys** system, providing an efficient means of moving from an initial customer query to a pre-prepared email response in just a few clicks.



**Figure 10:** Email and whitemail template management in Genesys

The Prescience™ API has been used to provide Intelcom agents with access to Prescience™ functionality within the **Intelcom Connect** product as shown in the example on the following page:



**Figure 11:** Prescience™ knowledgebase integration with Intelcom Connect



### 3. Bespoke integration

“The Prescience™ API provides a flexible toolkit which can support a wide range of integration options.”

Although the above covers some common integration scenarios, the Prescience™ API provides a flexible toolkit which can support a wide range of integration options. For scenarios not covered here a bespoke integration plan can be created with the assistance of Transversal's Professional Services team.

For more information on our Prescience API or to discuss your particular requirements, get in touch with us:

[transversal.com/contact](https://transversal.com/contact)





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