**KNOWLEDGE-ENABLING MICROSOFT SHAREPOINT FOR SUPERIOR CUSTOMER EXPERIENCES**

**OF CLOSETS AND STORES**

In AheAvordsAfA leading AnalystAA talkedAo Recently, Acontent AmanagementA asAfA likeAn organizedA informationA closet. Aprovides Aaway Aocreate and Astore Adocuments, AHTML pages, and Aothers Atypes AfA content. Aincludes AfA things Alike Aversion Atracking and Aapproval Aprocesses. Atags Aand Aclassifies Ainformation, Aoften AfA grouping Aknowledge Aby Adomain. All Aan Aall, Aprovides AfA cost effective Aaway Aocreate and Aorganize Ainformation, which AsA clearly Aa common Abusiness Aneed AA

Interactive Aknowledge Amanagement, Aon Athe Aother Ahand, As Amore AfA multimedia Astore Adisplay. AWhatever Ayou Apresent, Ahas Aoatch Aothe Acustomer’s Aattention. AThe Adisplay Ahas Aoem Aimmediately Au useful Aothe Acustomer, reflecting Aa deep Aunderstanding Aof Athe Aquestions Acustomers Ahave. At’s Aabout Amaking Achocolate Acustomer Adoesn’t Ahave Aothink Aoin Awhat Athey’re Alooking Afor, and Aabout Aaveraging Acontext Awherever Apossible. Acustomer Awho Ahas Aothink Atoo Amuch Aor Aook Aar Aor An Aanswer Awill Awalk Aaway Aand Ary Asomething Aelse A.

**FINDABILITY AFFAIRS**

Make AcA mistake, Abusinesses Ahave Aoorganize Ainformation Aothey Aan Afind At Abut Anew, AfA business Aexpect Acustomers Ato Ahop Ao by Adigging Aaround Aan Asupply Aroom. AEven Aa sophisticated, Apersistent Acustomers Ahave Ath limited Apatience Awhen Acomes Ao finding Ainformation. And Aan Asense, Athey’re Aall Acustomers. Aknowledge Amanagement Aexpands Athe Abusiness Avalue AfAcontent Amanagement Afor Asales Aand Aservice Aby Amaking Achocolate Aat Athe Aright Ainformation Agets Ainto Ayour Ausers’ Ahands Aat Athe Aright Atime Aand Awith Athe Alatest Apossible Asteps. For Acustomers, Afindability Aan Amake Athe Adifference Abetween A’buy’ Aand A’bail.’ AA

Self Aservice Asites Ado Adouble Aduty. They Amust Anot Aonly An Aiform, Abut Aengage, Aand Aconvert Apotential Acustomers. AWhen Aeffective, Athey’re Akey Afactor Aan Athe Aaccess Ato Ayour Abrand. AWhen Athey Fail, Ayou Arisk Anot Aonly Adeflection Ato Amore Aexpensive Aassisted Aservice Achannels, but Asite Aabandonment Aand Aeven Apoisonous Apressure Afrom Anegative Aposts Aon Asocial Anetworks. A

**CONTACT CENTER AGENTS NEED QUICK ANSWERS**

For Acustomer Asupport Astaff, Acontact Acenter Aknowledge Amanagement Ais Ajust As critical. AToday’s Aagents Aneed Ato Abe AfA masters Aof Aall Atrades’ and Anot Aonly Ahandle Aa broad Arange Aof Acustomer Aqueries Across Aever Aproliferating Aproducts but also Asell Athe Aproducts Amany Atimes. They Aare Aunder Aconstant Apressure Ato AfAfind Aand Adeliver Athe Aright Aanswer Ain Alittle Atime Aand As Afew Acontacts Aas Apossible. AProviding Ainstant Aaccess Ato Aanswers Abased Aon Acustomer Aand Aquestion Acontext Aavales Aprecious Atime, Ahelps Aagents Aassist Amore Acustomers Aeffectively, Aand Aan Ahead Ato Abetter Acustomer Aexperience. Drag Aand Adrop Aaccess Ato Aknowledge Abase Aarticles Athat Ainclude Aauthored, Asuggested, Aand Aimported Acontent Areduces Aexcessive Acopying Aand Apastin, Aimproves Aproductivity, Aand Ahelps Aensure Aconsistency A.
By getting content to the hands of those who need it at the right place and the right time, you can finally unleash the business value of content. Management systems like SharePoint. For many companies, leveraging these systems at the beginning, content management systems are a longer-term investment. 

Most of your content, you need to findable, regardless of where they’re stored.

egain’s knowledge management solutions provide a comprehensive way to amplify knowledge across a wide range of platforms. But how do you use them effectively? To leverage this unique connection between knowledge and content, you need to make your SharePoint content accessible and findable. To do this, you need to have a knowledge management system that can reflect how customers think. For instance, a network file share visible from within egain’s built-in knowledge importing utility. Or alternatively, place it on a website where egain’s Multisearch™ can locate and display at along with results from other content sources. Use the power of a egain’s knowledge™ to bring together SharePoint content, native knowledge base answers, community posts, and answers contributed by social media and champions. Use dynamic FAQs to remind users when information has been added or changed. And use guided help, chatbots, and self-service and agent portals, website widgets, and mobile apps, community forums to tailor the experience to the audience and channel. And away that’s engaging and reflects your brand.

Customers come to your site with a specific goal. In mind: to buy, learn more, and get help. When they need it. By using the right tools. To remove obstacles to that goal, you’ll be well on your way to delivering a superior, memorable customer experience.

About egain

egain (NASDAQ: EGAN) customer engagement solutions power digital transformation strategies for leading brands. Our top-rated cloud applications for social, mobile, web, and contact centers help clients deliver connected customer journeys in an omnichannel world.

For more information about egain, visit https://www.egain.com/products.

© 2011-20 egain Corporation. All rights reserved.