



KnowledgeBase.net

Customer Case Study

June 2002

Business Profile:

Leading provider of broadband digital access products for DSL

Industries:

Consumer/ Business Electronics

Geographies Served:

Global customer base

Business Challenge:

Efficient Networks required an effective knowledge base tool to help the company manage sales growth without hiring additional support agents. Efficient also wanted to eliminate repetitive problem solving, enable quick and simple customer self-service, and reduce the need for phone support for non-emergency issues.

Implementation Summary:

KnowledgeBase.net had service up and running within two hours and a fully client-populated application within one week.

Knowledge Base Business Application:

KnowledgeBase.net Hosted Server v. 2.6

Results:

- Cut support agent call volume by 34%
- Quick implementation — the knowledge base was up and running within hours and populated within a week

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KnowledgeBase.net Customer Case Study - June 2002: Efficient Networks - a division of Siemens Corp.

KnowledgeBase.net delivers Efficient Networks a 34% Reduction in Support Calls.

“The numbers are impressive. Comparing the six month period before the KB launch to the six month period after the KB launch, Efficient Networks technical support experienced a 34% decrease in support calls.”

- Rick Wiedeman, Knowledge Systems Administrator, Efficient Networks

About Efficient Networks:

Efficient Networks Inc., acquired by Siemens in April 2001, is a leading global provider of broadband Internet access products that employ digital subscriber line (DSL) technology. The company's voice and data access solutions enable high-performance network services for both small- to mid-sized businesses and consumers. As part of its complete broadband solution, Efficient provides network management systems that extend from the core of carriers' networks to the subscribers' desktops. Efficient works closely with network equipment vendors, incumbent and competitive carriers, and Internet service providers around the world. The company's goal is to accelerate the adoption of broadband networks and services. Efficient Networks is based in Dallas, Texas.

The Customer Support Challenge:

Efficient Networks is a fast growing company supporting a large customer base and a constantly changing, technically complex product line. While sales growth fuels revenues, it also puts an extra burden on customer support. The team at Efficient wanted a support solution to help lighten the burden of success that the telephone support staff was carrying. With a substantially increasing number of support requests that were often redundant in nature and the growing customer demand for DSL, the company recognized that self- and assisted service capabilities would create more effective knowledge delivery and a more cost effective support engine. Efficient's objective was to redirect as many inquiries as possible to the customer support section of their website.

istrator for Efficient Networks described the challenge as he sees it: “We wanted our website to do the heavy lifting for us—we wanted a searchable knowledgebase that customers could access from our website and use to find answers to their questions. Fast and efficient search was paramount—customers and field sales engineers needed to be able to find the right answers to their questions the first time around.” After reviewing a number of web-based knowledge management applications, Efficient quickly narrowed its search down to KnowledgeBase.net., “The team at KnowledgeBase.net set me up with a fully functioning demo account right away, and I was able to fully test the application,” Wiedeman continued. “There aren't many vendors out there that let you take their software for a test-drive before you buy it. To me, this indicated that we were getting involved with a company that believed in its software, and I was right. I was impressed from the get go.”

An Immediate Return on Investment:

Efficient had the KnowledgeBase.net software live and integrated into their support site in less than a week. “Results were immediate—traffic to the support site increased dramatically,” said Wiedeman. Successful searches had a large role in the instant popularity of the knowledgebase and compared to the simple search tool previously used on Efficient's website, which resulted in a successful search about one in 10 times, KnowledgeBase.net was delivering the exact answers customers needed nine out of 10 times.

“We tracked the number of inbound calls to our call center—and the numbers blew us away,” said Wiedeman. Comparing the six month period prior to the KnowledgeBase.net implementation with the six months following it, Efficient saw a 34% decrease in support calls. We were delighted, needless to say.”

Choosing the right software:

Rick Wiedeman, Knowledge Systems Admin-