

# YourAmigo Enterprise Search for Contact Centres

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## YourAmigo Enterprise Search for Contact Centres

### ***Sharing Information in a Successful Contact Centre***

There are a number of factors that make a contact centre successful. Typically, there are a handful of indicators that point to contact centre success. These indicators include:

- Contact per agent per hour
- Speed of contact handling
- Customer satisfaction

Minimising the time taken to process each individual contact has been the focus of many innovations in the contact centre space. Improved load sharing technologies, better automated voice response (AVR) systems, better traffic management and peak lopping technologies have all been central in many recent contact centre investments.

However, in more sophisticated contact centre scenarios, the agents must make unstructured decisions or provide advice. In these situations, the quality of the interaction is as important as (if not more important) than the speed of the interaction in delivering customer satisfaction. The measure is not how fast the customer received their advice as much as how valuable they found that advice.

To be able to provide knowledge-based support for agents delivering that advice, many companies are building intranets to help agents share knowledge with each other. These are often geographically distributed across multiple contact centres throughout the UK (e.g. Cardiff, Leeds and Edinburgh), Europe (Rotterdam, Toulouse and Munich) or the world (Austin, Adelaide and Cape Town).

In such geographically distributed installations, intranets have the potential to deliver a key ability to share knowledge. However, many intranets are also the source of inefficiency as the agents simple can't find the specific information they need amongst the mass of data retained. In short, wasted search time unnecessarily costs contact centre managers millions of pounds each year.

### **Search in Contact Centre Success**

Why do your agents have trouble finding information on your intranet? To answer this question, you need to understand the search process.

Search functionality is characterised by three stages: Building an index, searching that index to produce a results set and then ranking the results against relevance criteria. An IDC Report by *Susan Feldman and Chris Sherman (2001)* estimated that 35% to 50% of an organisation's Intranet can't be indexed due to the fundamental limitations of spider-based search engines. Some of the new search engines to come onto the market in recent times have been launched on the strength of features in the "search the index" stage such as concept-based searching. Google, in the internet space, achieved its success through an improved ranking of search results. But at the end of the day, these other two stages are totally dependent on the ability to build an index of 100% of content. Without this foundation, all other features are methods to manipulate incomplete data.

The IDC report estimated that poor search on an intranet costs companies in three ways:

- The cost of wasted search time – when a search is conducted but no valuable result is found
- The cost of replication – when an agent reproduces a piece of work that could have been avoided if the original document was found on the intranet
- The cost of lost opportunity – when there are premium opportunities which are not seized because their indicators were never found on the intranet

Of all three of these estimated costs, the cost of wasted search time was the most directly measurable and the most conservative. IDC estimated that the cost to organisations represented by wasted search time alone was in the order of US\$2,500 per knowledge worker per year, every year.

If one knowledge worker equated roughly to one advice giving agent in your contact centre, what sort of savings could you realise by solving search in your contact centre?

## YourAmigo Solves Intranet Search for Contact Centres

YourAmigo has focused on developing a unique architecture that does not use spidering and as such is not limited in what it can index. It has the ability to index all content on an Intranet or Website including unlinked documents and both POST and GET method dynamically created pages. Post method pages are commonly used to deliver intranet browser based access to back-end databases and enterprise applications.

Some other companies claim to be able to index dynamically created pages but this is only in very limited cases, where a dynamic page has been expressly linked from a static page. They are not able to index POST method

dynamic pages, and many spider-based engines cannot index any type of dynamic page.

To achieve this, YourAmigo utilises a revolutionary new content discovery technology. This means that it doesn't need to rely on federated search techniques and all the limitations associated with it (such as: high integration costs, slow searching, poor ranking of results and high consumption of system resources).

Further, because Indexer agents sit on the servers, YourAmigo can stay more up-to-date. This addresses another commonly reported limitation of search engines.

In a large geographically distributed intranet, search spiders can consume huge amounts of bandwidth and that's a significant cost. However, YourAmigo can be configured to send only change data relating to the content, not the entire document as sent by spiders. Further, that change data can be encrypted and compressed, again beyond the capability of spider technology, delivering bandwidth usage of about 5% of spiders and much higher levels of data security. This, combined with YourAmigo's ability to fully integrate with existing user access privileges systems, means that YourAmigo is ideally suited to all distributed systems, portals and extranets.

YourAmigo can index and simultaneously search across multiple repositories, different scripting languages, across multiple different platforms, and include content from various groups without requiring work practices to change and without implementing complex work-flow management or content management systems. By the same token, it can also integrate with these systems if required.

YourAmigo Enterprise Search has an architecture that allows it to scale to large document sets, adding an additional Indexer with every new server delivering content. It also scales down. Customers can start small, with a small licence that can be expanded as time goes on. There is no financial risk starting small and growing the licence due to YourAmigo's flexible, sliding-scale pricing model.

## Improve Efficiency & Customer Satisfaction

If you are running a contact centre – or perhaps a number of them – then you will be looking for ways to improve efficiency and customer satisfaction. If your contact centre agents are required to make unstructured decisions, consultatively sell or provide advice then knowledge sharing will be important to the success of your contact centre.

- How much of your time are your contact centre agents spending looking for information?
- What would be the impact of halving their search time?
- What would be the impact of shaving 3 seconds from every contact?

If you can help your operators find information more easily, then they will be able to address your customer's needs more quickly and more efficiently. That means that your customer contacts are processed more quickly and more accurately which all helps boost customer satisfaction with the service they receive from your contact centre.

Build a world class knowledge sharing system in your contact centre and drive up customer satisfaction and efficiency simultaneously. To build a world class knowledge sharing system, put YourAmigo Enterprise Search at its heart.

### More Information

For more information on Futuri's range of products and service's please visit

[www.futuri.com](http://www.futuri.com)

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