



Turn your best community content into an enterprise asset



“Telstra agents are now able to draw on the huge wealth of knowledge captured. We’re driving efficiency by being able to serve our customers better and with less transfers as agents have access to more information.”

-Richard Manley
Project Manager, Telstra Digital
Telstra

The screenshot shows the CrowdSupport website interface. At the top, it says "CrowdSupport®" with the tagline "Where customers answer questions and share ideas about our products and services". There are links for "Register", "Log In", and "Help". Below this is a breadcrumb trail: "Crowdsupport > Community > Community Knowledge Base". A search bar is present with the placeholder "Search this category" and a "Q" icon, along with a blue "Ask a question" button. A navigation bar contains icons for various support categories: Phone support, Tablets & Devices, Home phones & T-HUB, Broadband & Email, Bundles, Sports & Entertainment, Website & My Account, Apps & Games, and Community. The main content area is divided into "Knowledge Base Articles" and "Recent Knowledge Base Articles". Under "Knowledge Base Articles", there are two sections: "Welcome & Guidelines KB (6 Articles)" and "General Community KB (9 Articles)". The "Recent Knowledge Base Articles" section is a table with columns for "SUBJECT" and "LATEST ARTICLE".

SUBJECT	LATEST ARTICLE
Lunar New Year Telstra & Huawei Promotion – Terms and...	08-02-2016 09:14 AM by Yannick
Telstra Pre Paid One Direction Promotion - Terms a...	20-01-2015 03:16 PM by Yannick
CrowdSupport Live	08-10-2014 05:24 PM by Yannick

On the right side of the interface, there is a "Top Contributors" section listing users like Yannick (Community Manager), thedylian (Support Team), PaulIQ (Telstra Alumni (Retired)), and Ben_F (Community Alumni (Retired)). A "View All" button is located at the bottom of this section.

Quickly crowdsource knowledge to create easy-to-consume knowledge articles

Your customers have a lot they want to share. It may start with solutions to problems or discussions about favorite products and services. But your customer enthusiasts can also develop educational content for new users, refine ideas for new products and services, and create articles about how to make the best use of products they’ve already bought. With Tribal Knowledge Base (TKB), your customers have a powerful platform to crowdsource their knowledge and ideas for everyone’s benefit.

Crowd-curated knowledge sharing and management allows customers and employees to collectively write, edit and repurpose community content into knowledge articles faster than internal teams can publish documentation and FAQs. Unlike conventional knowledge bases designed to be written and maintained by a small number of people, TKB lets your

Customers achieve dramatic cost savings:



By using TKB alongside Gamification, Cisco saved \$54.2M in case deflection



Upon launch, TKB contributed to \$3.6M in operational savings and deflected over 66,000 live contacts (phone, email, web chat and store visit)

customers share their expertise by writing or contributing to articles, ensuring content stays fresh and improves over time. You retain control over what gets published to ensure the quality of the knowledge base. By harnessing the power and speed of crowdsourced content, you can dramatically reduce support costs, increase call deflection and improve the operational efficiency of your customer care team.

How does it work?

Starting with an existing post on the community, a customer or employee can nominate it to be turned into a knowledge article. From there, the user can edit the content and drag and drop content from related posts using a built-in editing tool. Once the article is ready to publish, an employee can review it, make revisions where necessary and approve the article. Customers can easily propose revisions to existing articles if they see content that is out-of-date, confusing or inaccurate. Users are also able to see the most viewed, kudoed or helpful articles within the knowledge base and create an FAQ on your behalf. Additionally, TKB content can be integrated with your CRM system and complements traditional knowledge bases to provide more flexible content creation workflows that harnesses the power and speed of crowdsourced content.

To learn more

For additional information about Tribal Knowledge Base or to request a demo, please contact your Lithium Account Representative or visit lithium.com. lithium.com