



DATASHEET

SearchUnify's Knowbler

Maximize Your Self-Service and Support ROI
with Intelligent Knowledge Management

Introduction

In today’s digital landscape, delivering exceptional customer experiences hinges on providing readily available and relevant information. However, achieving this goal is often a complex and ongoing challenge.

Industry research shows that only **13% of customers** are fully able to resolve their issues through self-service as the only channel.

This gap between expectation and reality stems from several factors: information overload, knowledge silos, and inherent resistance among support and knowledge workers to document knowledge around successful resolutions, as stated in the research survey by TSIA’s State of Knowledge Management.



These challenges collectively contribute to a frustrating customer experience and increased support costs. The solution lies in fostering a knowledge-centered approach to customer support and self-service.

Enter SearchUnify's Knowbler!

Knowbler is an intelligent knowledge-centered customer service product designed to streamline knowledge creation and maintenance.

Powered by advanced ML algorithms, Generative AI, and Large Language Models (LLMs), it helps your enterprise **capture, structure, find, reuse, improve, and optimize** knowledge within the workflows, right where your teams operate. Result? A significant improvement in agent productivity, customer support and self-service experience!



The Key Features of Knowbler Include:

1. Accelerate Support Knowledge Creation

Knowbler facilitates employees to easily capture case information and convert it into well-structured knowledge articles using best-in-class pre-defined templates. Also, it auto-generates article titles and summaries by mapping the case subject, case description, environment, past resolution, user search context, etc., thus accelerating knowledge creation.

2. Augment Knowledge Improvement with Content Health & Adoption Analytics

Knowbler comes with an intelligent reporting module that helps monitor the performance of knowledge articles on four parameters: uniqueness, title relevancy, link validity, and metadata. Additionally, the integration of new reports, including **KM Performance Metrics, Agent Activity Metrics, ROI Analytics, and Knowledge Gap Visualization**, enables support managers to evaluate knowledge workers' contributions, the efficiency of the knowledge base, and its ROI, thus empowering them to take proactive decisions to optimize their knowledge workflows.

3. Propel Knowledge Linkage and Knowledge Article Improvement

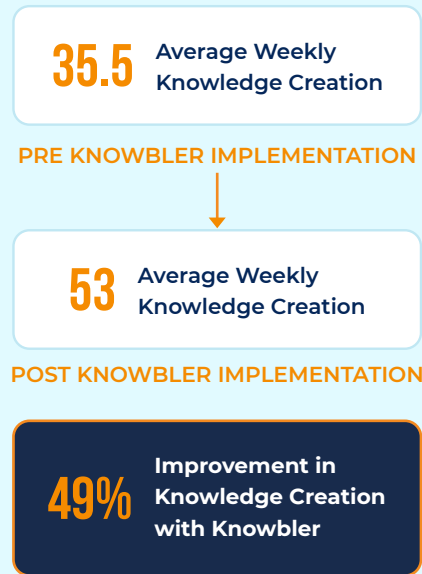
Knowbler evaluates the correctness of links between articles and customer cases, ensuring that users are directed to the most relevant and helpful resources. It can be achieved through a dual approach: manual evaluation by agents or integration of ML models.

Customer Perspective

“With the implementation of Knowbler, we’ve overcome the challenge of outdated content and significantly improved the quality and timeliness of our knowledge articles. The utilization of Odin prompts has streamlined the creation process, while the improved functionalities for support engineers have freed them to focus on more complex issues. Overall, Knowbler has optimized our self-service ecosystem through its advanced search and document attachment features, resulting in a more efficient knowledge-driven support experience.”



Sahana Parameswarappa
Senior Manager, Self-Service
Automation Anywhere



The Knowbler Advantage

How It Outperforms Other Solutions

While traditional knowledge management tools often automate knowledge creation without providing end-to-end optimization, Knowbler stands out for its comprehensive approach. Besides accelerating knowledge creation, it helps support agents and managers to efficiently streamline their knowledge management operations with next-generation Large Language Model (LLM) features, including:

1. Unveil Meta Trends around Support Knowledge Consumption

Knowbler uncovers hidden patterns and correlations within their knowledge consumption data, which are often elusive to traditional analytical methods. This capability enables support and knowledge managers to stay abreast of meta trends, such as increased cases or the demand for articles related to the latest release, allowing them to adapt and optimize their knowledge base effectively.

2. Fuel Next Best Action Prediction with LLM-fueled Recommendation Systems

Through its capabilities around sequential recommendation, rating prediction, explanation generation, review summarization, and direct recommendations, Knowbler suggests tailored and proactive actions for knowledge creation, updating, or reuse. These recommendations are based on a deep analysis of customer behavior and historical case data.

3. Provide More Control over Article Humanization

Knowbler's user-friendly interface allows agents to adjust the "temperature" of article generation. By defining parameters such as empathy and technicality, agents can align the support knowledge with the desired level of variability in Knowbler's output. A higher temperature setting (e.g., 0.8 or 1.0) yields more diverse and creative tones, while a lower setting (e.g., 0.2 or 0.5) results in more focused and deterministic articles.

4. Facilitate New vs Known Analysis


Knowbler automatically categorizes the case into "new" and "known" to identify trends and patterns in customer cases, prioritize critical "new" cases, and discover the areas where additional training or resources are required. It also helps support managers to evaluate the effectiveness and maturity of the knowledge base in resolving known cases.

5. Streamline Knowledge Duplicacy Flagging


By comparing data points such as case title, summary, and environment, Knowbler alerts agents if a similar article already exists in the knowledge base before they begin creating a new one. This proactive notification saves valuable time and effort, ensuring the avoidance of redundant content. Also, it provides a comparison that led to the similarity flagging between the two articles.

Customer Perspective

“When I joined, I noticed that agents were using Knowbler inside Salesforce and the agents love Knowbler. Right inside where they take their cases, there’s Knowbler. That’s how they do their job, its baked into their jobs and that’s fantastic!”



Kristin Hunter
Sr. Manager of Customer Content Strategy & Operations, Syntellis



50%	Hike in Knowledge Creation
263%	Increase in Search Conversions
50%	Increase in Client Search Adoption
18%	Reduction in Case Volumes

A History of Award-Winning Success



Meet Our Esteemed Customers













and more...

The Value of Knowbler

Enhancing Employee and Customer Experiences



ENHANCED SUPPORT METRICS WITH KNOWBLER

- ✓ Agent Effort Score (AES)
- ✓ FCR (First Call Resolution) for Known Issues
- ✓ Mean Time to Resolution (MTTR)
- ✓ Agent Participation in KB Contribution

Supported Integrations

Knowbler uses platform agnostic, API approach that ensures its seamless integration with external and internal applications and platforms, including intranet, CRM systems, CMS systems, helpdesk and ticketing systems, BI tools, etc.

Further, it boasts robust support for a variety of Large Language Models (LLMs), including **industry-standard options** like OpenAI, LLama, Llama 2, Llama 3, **In-house Provisioned LLMs**, and **Partner Provisioned LLMs**, like Claude and Azure. This extensive support enables organizations to select and seamlessly integrate the LLM that aligns best with their specific requirements. Moreover, with the **Bring Your Own LLM (BYOL)** approach, organizations can leverage their proprietary or in-house LLM solutions with Knowbler, eliminating the need for complex integration efforts.

Ready to experience the power of Knowbler in transforming your knowledge management ecosystem?

[Request a Demo!](#)

About SearchUnify

SearchUnify is a unified cognitive platform, by Grazitti Interactive, and is built on a machine learning and insights engine. The platform boasts a suite of AI-powered products, including **Cognitive Search**, **SearchUnify Virtual Assistant (SUVA)**, **Agent Helper**, **Knowledge Enabler (Knowbler)**, **Escalation Predictor**, and **Community Helper**. Leading enterprises globally rely on SearchUnify for revolutionizing information discovery and elevating support outcomes.

| To see it live in action, **[request a free demo!](#)**

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