

# Putting Knowledge at the Heart of Customer Experience

The impact of knowledge management on the bottom line

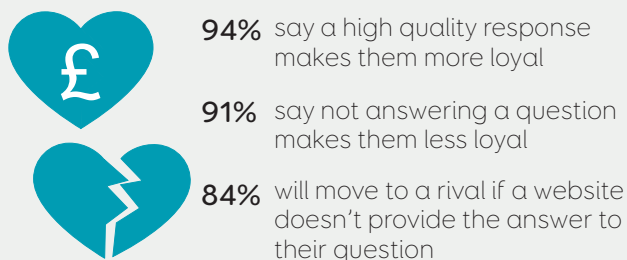
## Consumers have rising expectations



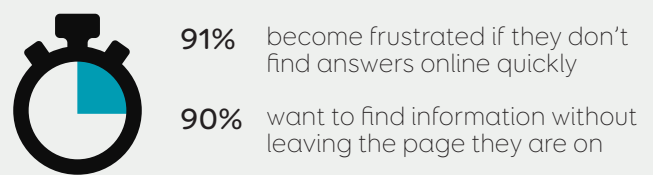
## Companies are not delivering



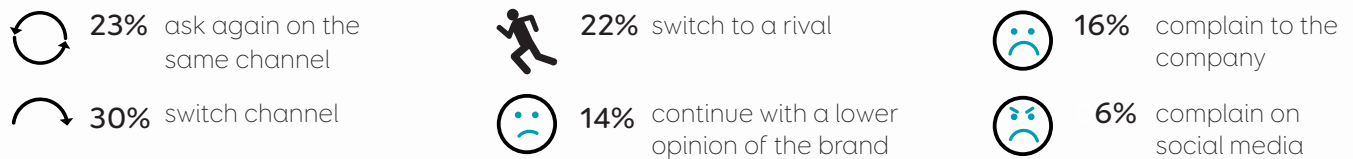
## Knowledge = Loyalty



## Speed and easy access to information are crucial



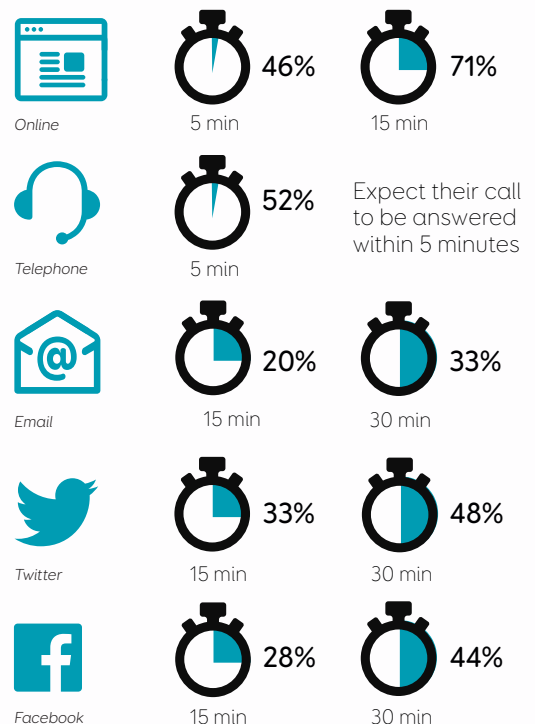
## What happens if they don't get an answer on a specific channel?



## % Generally happy with answers received, by channel



## How long will consumers search or wait for answers?



## What do you do next if a company doesn't answer your question?

	Self-Service	Phone	Email	Social	Chat
Ask again on the same channel	21%	25%	29%	18%	23%
Switch channel	36%	24%	29%	30%	30%
Switch to a rival	21%	25%	20%	21%	22%
Continue with lower opinion of brand	15%	14%	15%	13%	14%
Complain to company	17%	18%	17%	15%	15%
Complain on social media/to friends...	5%	5%	5%	9%	4%