

# The 5 capabilities you need in a smart digital help center



**INSIDED**

# Summary

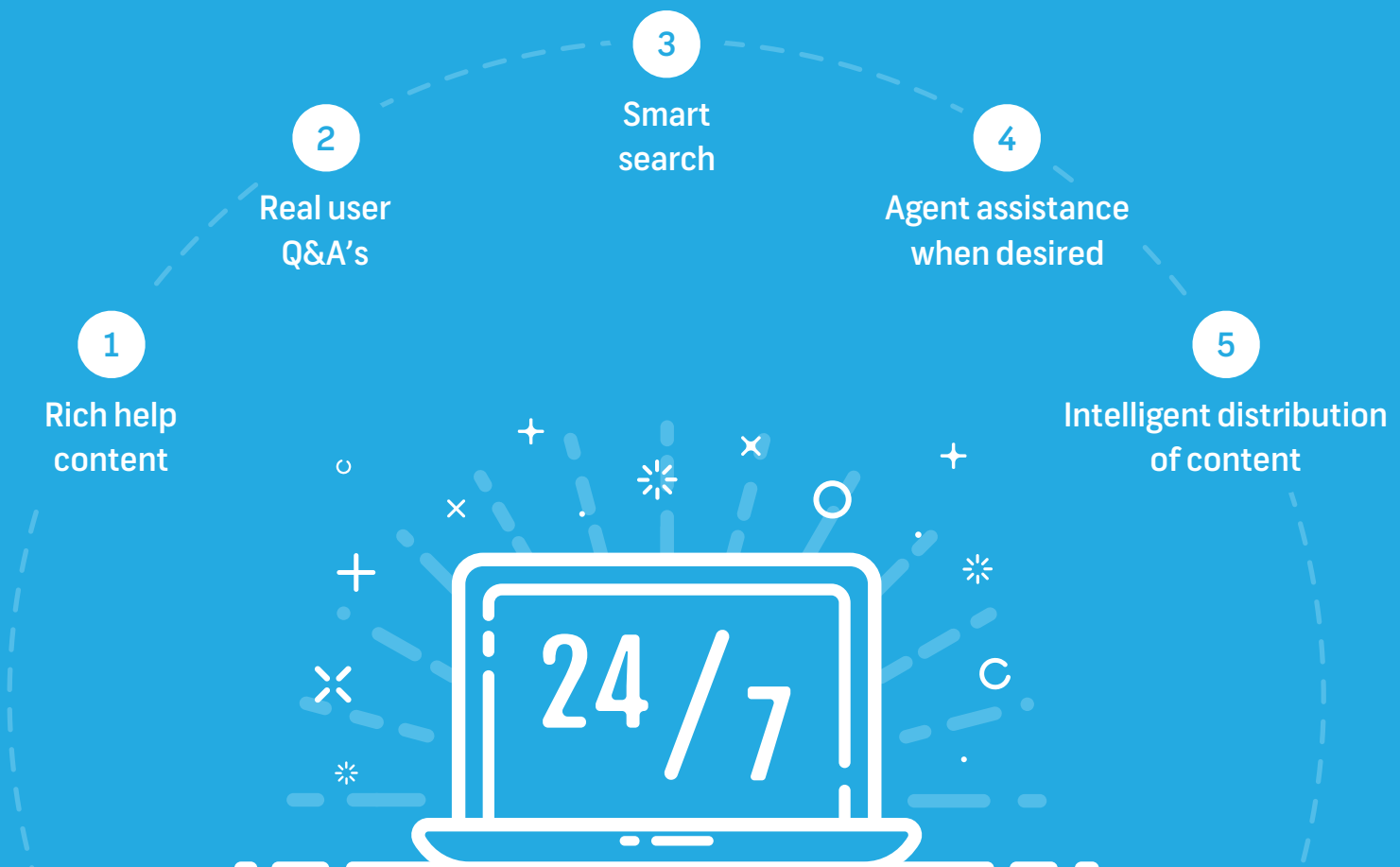
The best self service is effortless, everywhere, hyper relevant and human when desired. Your digital help center is the foundation to fulfill this promise.

A smart digital help center provides answers to your customers. It has all the relevant and actual knowledge in place which can be generated by your company and your own customer experts. It has short answers as well as more detailed long reads and discussions, and an overlaying search leads customers in the fastest way to the best answer.

Since your customers search for answers in more places than your support environment alone, the possibility to distribute knowledge into other channels like Google, your website, app, chatbot or digital assistants like Google Assistant or Amazon Alexa is an unknown but important capability.

## Why read this report?

When considering to build or replace a new help center, there are 5 capabilities you need to understand and embrace. This report gives you a deep understanding of these capabilities, and is based on a benchmark of 40+ industry leaders within Consumer Software & Electronics, Telecom, B2B Software and Banking & Finance.



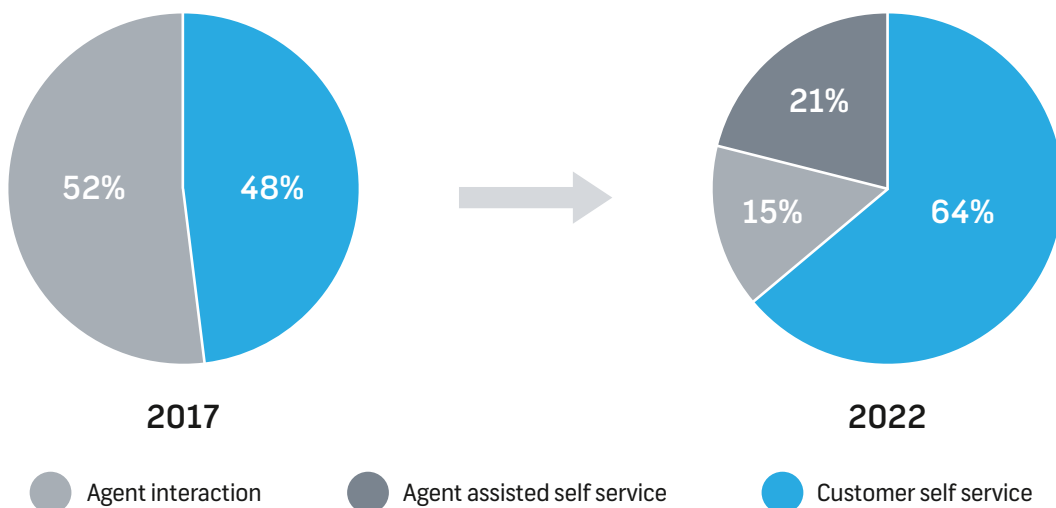
# A smart digital help center at the core of self service

Customers massively use self service as the preferred way of getting answers to their questions. According to Forrester, 72% don't want to call for support. They prefer to search in Google, browse your help and FAQ pages or use automated chat.

Unfortunately, less than 50% of your customers will actually find an answer by themselves. The remaining customers will be unsatisfied or will have to contact your company – taking up their (and your) valuable time. The cause is often a siloed service experience: hidden FAQ's, chats without context, a standalone community, outdated search results, etc.

To solve this, a smart and integrated help center should be at the core of your self-service ecosystem. When done right, your help center will mostly have a positive impact on call and ticket deflection, CES product adoption and satisfaction.

Predicted shift to self-service (Gartner, 2017)



# 1. Rich help content

We are all different in how we deal with problems to solve, like unboxing a new gadget. Some of you might want to read the full manual before even touching it. Others immediately try and error themselves. The same applies for getting information online.

There should be a balance between visual and written content, for example short how-to videos for impatient people and extensive detailed articles for more detail orientated people. Traditional FAQ's never really cut it. They are hard to maintain, mostly outdated and way often too generic.

A smart help center offers a rich variety of different content types. By blending all these content types into one central knowledge, you provide all needed information to optimal answer your customers' questions.

- |                        |                         |  |
|------------------------|-------------------------|--|
| ✓ Text                 | ✓ Editorial             | ✓ Updates / new releases               |
| ✓ Video                | ✓ Featured content      | ✓ File uploads                         |
| ✓ Tutorials & how-to's | ✓ Product documentation | ✓ Discussions & user generated content |

## Ensure quality by user validation

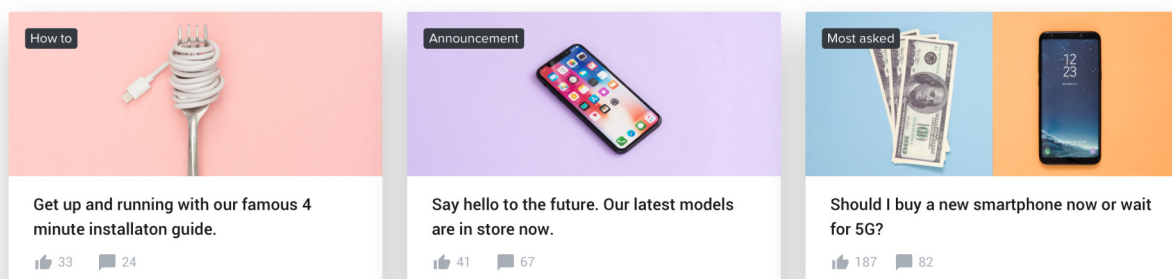
It is hard to determine upfront which content is relevant. Therefore you should use the most powerful validation tool there is: your own customers! For example, a simple thumbs up / thumbs down functionality gives you great insights in the performance of your content.

Did this topic help you find an answer to your question?



## A good structure to organize content

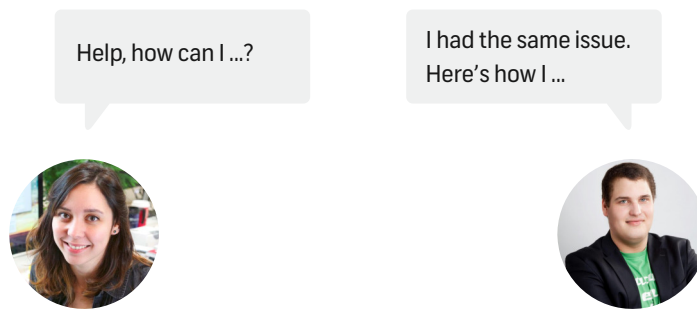
Labeling and tagging of content is needed to ensure better search results and a better service experience for your customers. With the right discipline, it helps you to build a structured and easy-to-index knowledge base.



## 2. Real user Q&A's

There is a fundamental difference in building knowledge using a traditional inside-out way versus a modern outside-in approach.

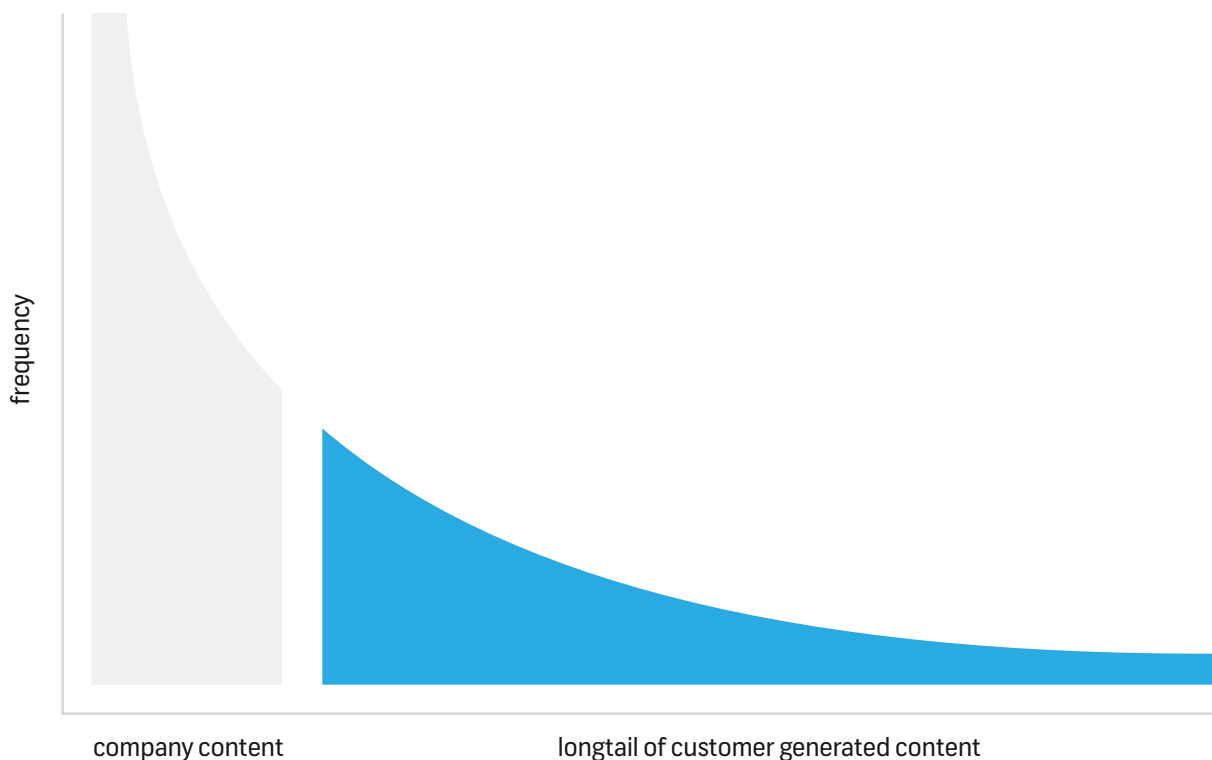
Outside-in means that you utilize your biggest hidden workforce: your own customers! Allowing them to ask questions and provide answers within your help center results in a wealth of relevant and actual content. It provides a question driven way to incrementally build a knowledge base, based on customer demand.



### Build a richer knowledge base by combining your company's content and user generated content

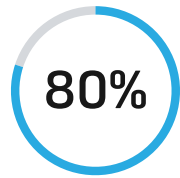
With the outside-in approach, a significant part of answers are created in a more human and authentic way. This builds more trust and increases your SEO ranking, as Google loves interactive and social content.

Combine company created and customer created content  
to cover the full spectrum of questions

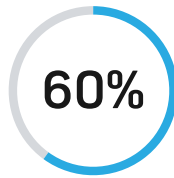


## Peer-to-peer support

The part of all questions provided by other customers is called the peer-to-peer support percentage. The more generic and lovable your product or service is, the higher this percentage can be.



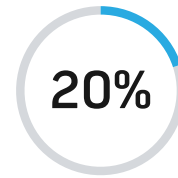
Consumer Software  
& Electronics



Telecom



B2B Software



Banking &  
Finance

Best in class peer-to-peer support percentages (inSided benchmark 2018)

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*“Our customers require different ways of contacting us for support and advice than a couple of years ago: They don't just want answers to their questions, but want to look for a solution together. Customers share a lot of knowledge about our products and services, and we would like to leverage this to benefit our other customers. We facilitate this as much as possible.” – Marieke Snoop, Director of Customer Operations, T-Mobile*

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## Gamification

Gamification involves applying gaming elements to your help center to motivate and reward your customers. It is one of the best ways to engage your customers and keep them coming back for more, by creating incentives for continued participation using proven gamification elements include ranks and badges. People can earn these based on rules which encourage desired behavior, such as given trusted answers or the validation of content.

**John Doe**  
Mr. Fantastic

23 Topics    248 Replies    2 Solved

**Badges**    About

- Public figure
- Handyman
- Cat-tastic
- TL;DR

**John Doe**  
Mr. Fantastic

23 Topics    248 Replies    2 Solved

**Badges**    About

- Member since: 15 May 2011
- Childhood dream job: Pilot
- Place of origin: Amsterdam

Example of a user profile card where a user is grown in rank and has earned badges in a specific domain of expertise. The badges show John's field of expertise to other customers.

## 3. Smart search

**A smart help center is full of knowledge, including old and new and many different content types. It shouldn't be left to your customers to look for the right structure and relevance of this knowledge.**

Search is at the core of the service experience, and relevance is the one aspect of search that can't be overlooked. Nothing will have as much impact on the quality of the experience. By offering a smart search option you can guide the customer to the most relevant piece of knowledge.

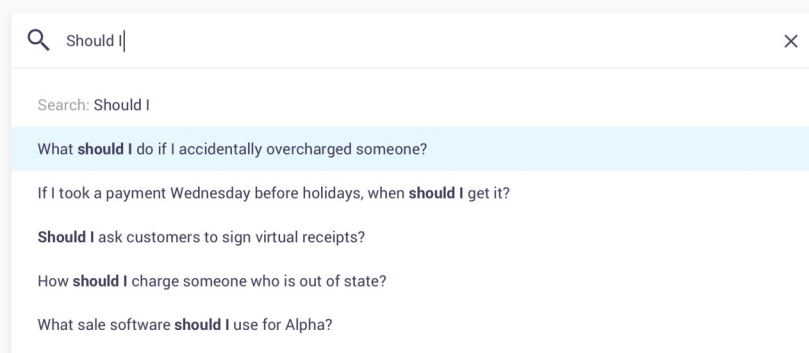
But what is the definition of 'smart'? As a combination of query rules, custom ranking and typo tolerance, smart search recognizes your customers' intent to provide them instantly with the most relevant results.

### Custom ranking

Results can be sorted based on votes, recency, views, or a combination of these factors. Therefore, the right algorithm and presentation of search results is the secret behind the best search experiences. It will guide your customers to the most relevant information and prevents people creating duplicate topics and support tickets.

### Query suggestion

Query suggestion is a well-known UI experience that only companies with big data and user research can offer. Providing suggestions helps the user type longer queries. For mobile users, it reduces the amount of typing required to execute a search. But it's not just about typing less. It's far more powerful - it helps users formulate the best search. Good suggestions are proven queries that ensure the best results. The quality of the suggestions is as important as the results they generate.



### Gain insights from user search data with search analytics

By analyzing what your users search for, you can understand what they want and which keywords they use. By looking at how they interact with search results, you can understand how well your knowledge performs. Most importantly, through search, you can get valuable feedback about your users' intent: feedback that accelerates their service journey and your service metrics. And by having a structured approach towards analysis, you will be able to close the knowledge gap. It will teach you which content is missing or is not accurate anymore.

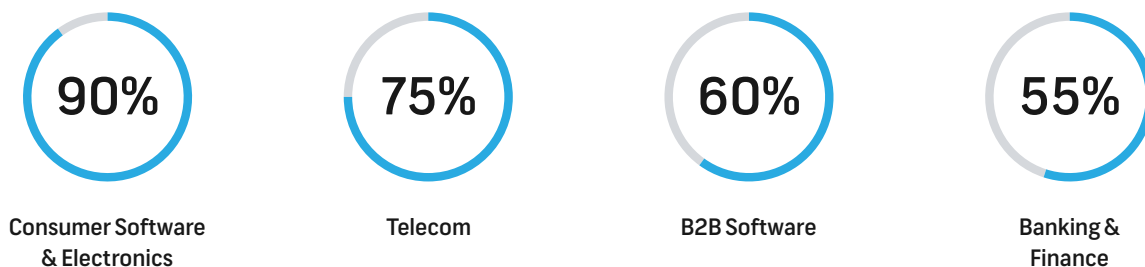


## 4. Agent assistance when desired

A smart help center is your best first line of defense, allowing your customers to find all the generic answers themselves. Or open a topic and wait for other experts to reply. But in certain cases, people desire immediate human interaction. To guard the customer experience, this option shouldn't be hidden too much.

The power of self-service content over assisted channels differs per industry. At Sonos, for instance, 90% of all incoming questions have a generic element which can be answered via self-service content. Only 10% of all tickets require human intervention. The more generic incoming questions are, the less prominent human-assisted channels should be positioned in your help center.

At financials, a larger amount of questions are customer specific: 'When does my fixed-rate period end?', 'What is the status of my claim?', etc. Even here, a generic answer explaining a process or where to find something can solve a part of these questions. But for the remaining part, human assistance is needed.



% of questions with a generic element per industry (inSided benchmark 2018)

### When no answer is found

Customers might be unable at first to find a (good enough) answer within all the information you provide. In that case a widget can be shown with available alternatives, including:

- ☐ Create a topic and ask other experts for support
- ☐ Show live chat (if available)
- ☐ Create a ticket and ask your helpdesk for support
- ☐ Show phone number (if available)

For every option, providing the next channel with the right context (such as search queries or customer profiles) will help increase resolution rates.





## 5. Intelligent distribution of content

Providing answers where your customers are, is the main promise of effortless self service. But how do you ensure that you provide the right answers in the right channel, without the need to create different content for each?

On average, less than 5% of your traffic goes to your help center. So ideally, most of the content in your help center will be consumed outside of it.

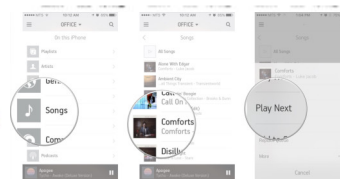
### When your customers use Google

80% of consumers use Google to find self-service content (maybe lower in B2B software). It is by far the most effortless and preferred way to get answers to questions. As Google optimizes questions over keywords, real user Q&A's accelerate self service. The longtail of content, written in a human way, and sometimes answered by other customers, results in highly ranking answers in Google and other search engines. However, Google doesn't find your content automatically. Your help center needs to be fully optimized in terms of content, page layouts and structured data (using for instance schema.org).

#### How to set up a Sonos speaker with the Sonos Controller app for iPhone and iPad

1. Launch the Sonos Controller app from your Home screen.
2. Tap on \*\* Set up a new Sonos system\*\*.
3. Tap on Next on the welcome screen. ...
4. Tap on Standard Setup. ...
5. Tap Next on the Standard Setup screen. ...
6. Tap Next on the Connect To Power screen.

More items...



#### How to set up and use Sonos Controller on iPhone and iPad

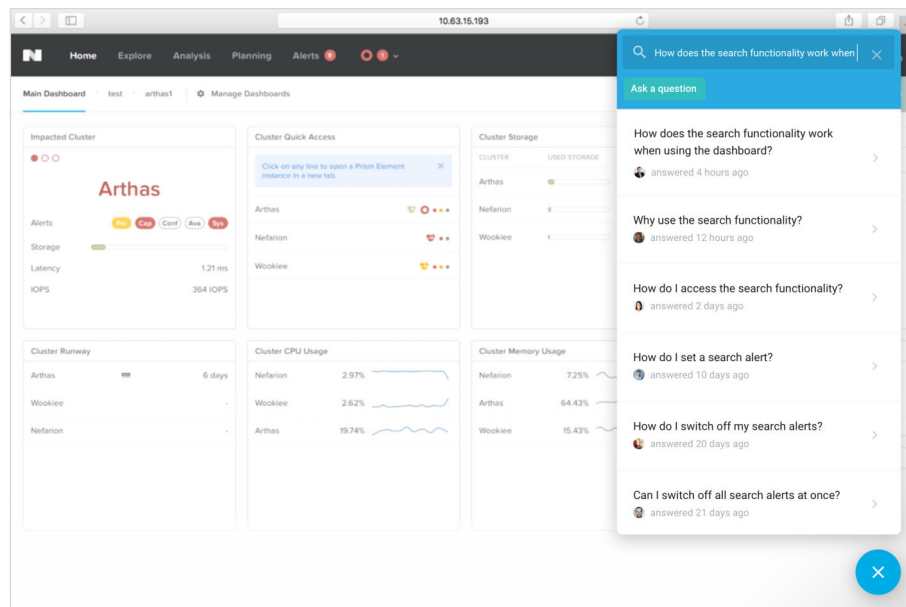
<https://en.community.sonos.com/how-set-and-use-sonos-controller-app-iphone-and-ipad>

Self-service content from a help center directly highlighted in Google search results



## When your customers use your product, product page or mobile app

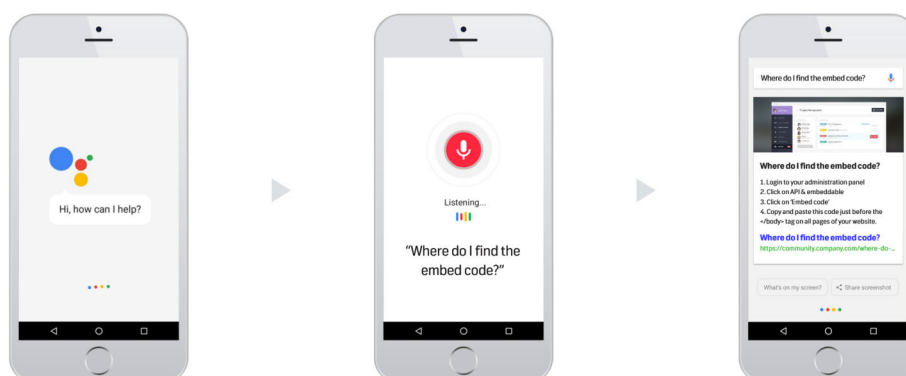
Finding answers without effort is a main element for great service experiences. Many questions come up when browsing a product page or using your app. Leaving them in the dark and forcing them to go back to Google or browsing your website for a hidden FAQ section is not effortless. But providing them with relevant answers on the same page is. A help center with the ability to unleash relevant Q&A's in your product (for B2B software), on your product pages and in your mobile apps values your customers' time.



Example of a widget showing relevant help center content on a product page. The content in the widget is contextual, self learning and is able to generate new questions when no answers are found.

## When your customers use digital assistants

Digital assistants like Google Assistant or Amazon Alexa are on the rise. In 2018, already 20% of all search queries is done via digital assistants and this number is increasing fast as more and more languages are supported. As it becomes more common to use voice instead of typing when having a question, it's vital to optimize for voice queries in your SEO strategy. Real questions instead of keywords and having the right structure and architecture in place will do the trick here.



Example of help center content used to provide answers to a voice query

# About inSided

inSided changes the way customers receive digital customer service. Our smart help center helps you increase the percentage of people who find an answer to over 90%. The help center is fully configurable and has low cost of ownership due to automatic updates and a usage based monthly fee.

## Drive real, measurable impact

The inSided platform will help you improve user engagement, product adoption and retention, and reduce costs. Our customers typically see 15-25% reduction of support costs, 10-15% higher NPS scores & customer advocacy, and 8% reduction in churn.



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T-Mobile

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SONOS

TOMTOM

DEEZER



LIBERTY GLOBAL

NUTANIX



PHILIPS

KASPERSKY



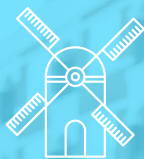
BNP PARIBAS



## Technology is just one click away. Success is not.

Success is much more than just the right technology. As your dedicated partner, it is a mindset for us. Success is about a great kick off, continuous growth, focus on ROI and creating a world class team with thorough experience. Use our proven approach to ensure you get all essential knowledge and support, in every step of the way.

## Contact us for a free trial or demo



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