

Case Study



Client Profile

Organization

Canadian distributor of natural resources

Size

Over 900,000 customers, around 1,200 employees

Industry

This client is one of the largest utilities companies in the Pacific North West. It is also a noted innovator in alternative energy technologies.

SALES TEAM KNOWLEDGE BASE

Business Needs

The client needed a way to give sales staff and other employees quick, easy access to technical documentation and other reference materials. In the utilities sector, access to an accurate, complete knowledge base is essential to the success of customer interactions and internal work projects. The client's employees were spending considerable time trying to access materials and sometimes ending up with information that was inaccurate or incomplete.

Solution

Knowledgetech implemented a knowledge base solution built on Microsoft SharePoint. This solution allowed the client to:

- Leverage a comprehensive, central knowledge base, with tagging and search functionality included to maximize ease of use
- Create custom views, providing staff in different departments with the quickest possible route to the most relevant materials
- Give staff remote access to the knowledge base, via the Web

Benefits

- Maximized levels of efficiency and job satisfaction among sales staff and other employees requiring access to reference materials
- Minimized the time required to respond to customer requests and internal queries
- Empowered staff to provide confident, effective customer service
- Supported the orientation of new employees and encouraged existing staff to be more technically knowledgeable



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