



# KRONOS TRANSFORMS CUSTOMER SUPPORT & SELF-SERVICE EXPERIENCE WITH SEARCHUNIFY

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# ABOUT KRONOS INCORPORATED

Kronos is a leading provider of Workforce Management and Human Capital Management cloud solutions that enable organizations to manage and engage their workforce. Kronos' industry-centric workforce applications are purpose-built for businesses, healthcare providers, educational institutions, and government agencies of all sizes. Today, more than 35,000 organizations – including half of the Fortune 1000® – and over 40 million people in more than 100 countries use Kronos every day.

- Honored with 2019 TekTonic Award for “Innovation in Automation” for AIMEE
- Named a Spring 2019 Leader for Best Human Resource Management (Enterprise) Suite
- Kronos has won awards for being a great place to work in every country where it has a significant presence

**INDUSTRY:**

Workforce Management and Human Capital Management Cloud Solutions

**HEADQUARTERS:**

Lowell, MA

**SOLUTION:**

Cognitive Search on Salesforce Community, Salesforce Service Console, Salesforce Internal

**CONTENT SOURCES INDEXED:**

Salesforce Knowledge, Cases and Community Discussions, eLearning assets, in-product help files, Jira, and ServiceNow

As Kronos grew, it needed to scale & grow its support function to stay a step ahead of customer expectations.

The management was facing a number of challenges which are mentioned here.

# ROADBLOCKS



## SILOED REPOSITORIES

The organization had knowledge bases spread across ServiceNow, JIRA, MadCap Flare, and e-training material on KnowledgeMap & KnowledgePass. However, customers, support teams, and internal users couldn't access content that wasn't inside their platform. They would have to individually search all the individual data repositories to find apt information. Goes without saying that it was a time-consuming approach. The firm wanted to break the information silos for seamless, unified access.



## IRRELEVANT SUGGESTIONS

When a customer would try to create a case on the community, they would be suggested knowledge articles that weren't filtered to the product they used but were from the entire repository of multiple product lines. The irrelevant suggestions not only meant a missed opportunity in terms of deflecting a case but also took its toll on the customer experience.



## MISSING FOCUSED SEARCH

Another thing that affected customers, support mavens, and internal users alike was the lack of faceted search. This made it difficult for users to search for apt content as they had little to no help in optimizing the search results according to their needs. As a result, customer experience went downhill and providing helpful information became quite a task for the support engineers. Other employees too had to incessantly search for information which in turn hampered their productivity.



## CROSS-PLATFORM USER TRACKING

All the platforms and cloud solutions the firm used for support and self-service provided some user analytics. However, they weren't quite exhaustive to facilitate data-driven decisions and improvise support strategy. Additionally, the firm wasn't able to track user data across the repositories. The goal was to offer a more persistent and personalized experience to customers.

To put it simply, the objective was to connect, expedite, and improve customer experience and quality of customer self-service and support.

## SOLUTION

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### COGNITIVE SEARCH

To break the walls down, we deployed SearchUnify's proprietary cognitive search engine that integrated all relevant data repositories to create an all-inclusive information lake. This enabled search to cover more ground than ever and instantly deliver relevant answers from any repository. Now, internal Salesforce users and Kronos Community users could access content from multiple data repositories.



### INTELLIGENT SUGGESTIONS

In order to overcome the next hurdle, we integrated an AI-aided deflection component on the case creation page. It empowered the customers to see real-time recommendations on their issue for their specific product from all available KBs and Community Discussions as they filled in the form. With spot-on suggestions, more community users found the help they needed without logging a fresh case. This accelerated case deflection and reduced the rising caseload, giving a much-needed respite to agents.



### FACETED SEARCH

The ability to fine-tune one's search experience is paramount to power customer self-service and equip agents with the means to resolve issues blazingly fast. To make it happen, we enabled a faceted search to streamline the information discovery experience for all users. Additionally, sticky facets were incorporated to ensure users wouldn't have to repeatedly select facets for every search.



### DEEP ANALYTICS

With our cognitive engine deployed at most of the KBs, Kronos was able to capture and visualize data with SearchUnify's rich and intuitive dashboard. It could analyze how users find information, identify content & relevance gaps, understand how search trends impact self-service, and improvise customer self-service and support strategies.

The implementation of SearchUnify enabled Kronos to elevate engagement on its community, amp up case deflection and enhance support efficiency.

**1132k** Total Site Visits

**245k** Unique Search Users

**828k** Total Searches

**10 %** Case Deflection

\*Impact over a period of 5 months: July to Nov 2019

“At Kronos, the customer experience is our top priority and we look to work with technology partners with the same focus. SearchUnify provided responsive project management, high technical acumen and timely communication throughout our deployment, resulting in an excellent customer experience. Our customers, partners and employees are finding relevant content more easily, and we’re seeing additional case deflection north of 10%.”



**Leo Daley**  
*Director-Community,  
Kronos*

# IMPACT

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Additionally, SearchUnify has planned the implementation of an array of nifty AI and ML-powered features for a not-so-distant future.

We're planning to implement cognitive search inside the products so that relevant knowledge from the pertaining KBs can be consumed without leaving the product infrastructure to provide a more holistic in-product experience.

The firm is also interested in leveraging SearchUnify's machine learning capabilities to provide hyper-personalized experiences to users. Additionally, it will soon be able to provide relational suggestions based on search data and proactively tailor the interface for every user.

We're also planning to deploy smart chatbots on a number of places to lower caseload and drive CSAT. For the agents, the sun will shine brightly once the support console is ameliorated by agent-assist & KCS helper. While the former analyzes similar cases to recommend a fitting response for a new case, the later automates the knowledge creation process by auto-populating help articles from the resolution agents provide for an undocumented issue.

# ROAD AHEAD

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## LET'S CONNECT

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