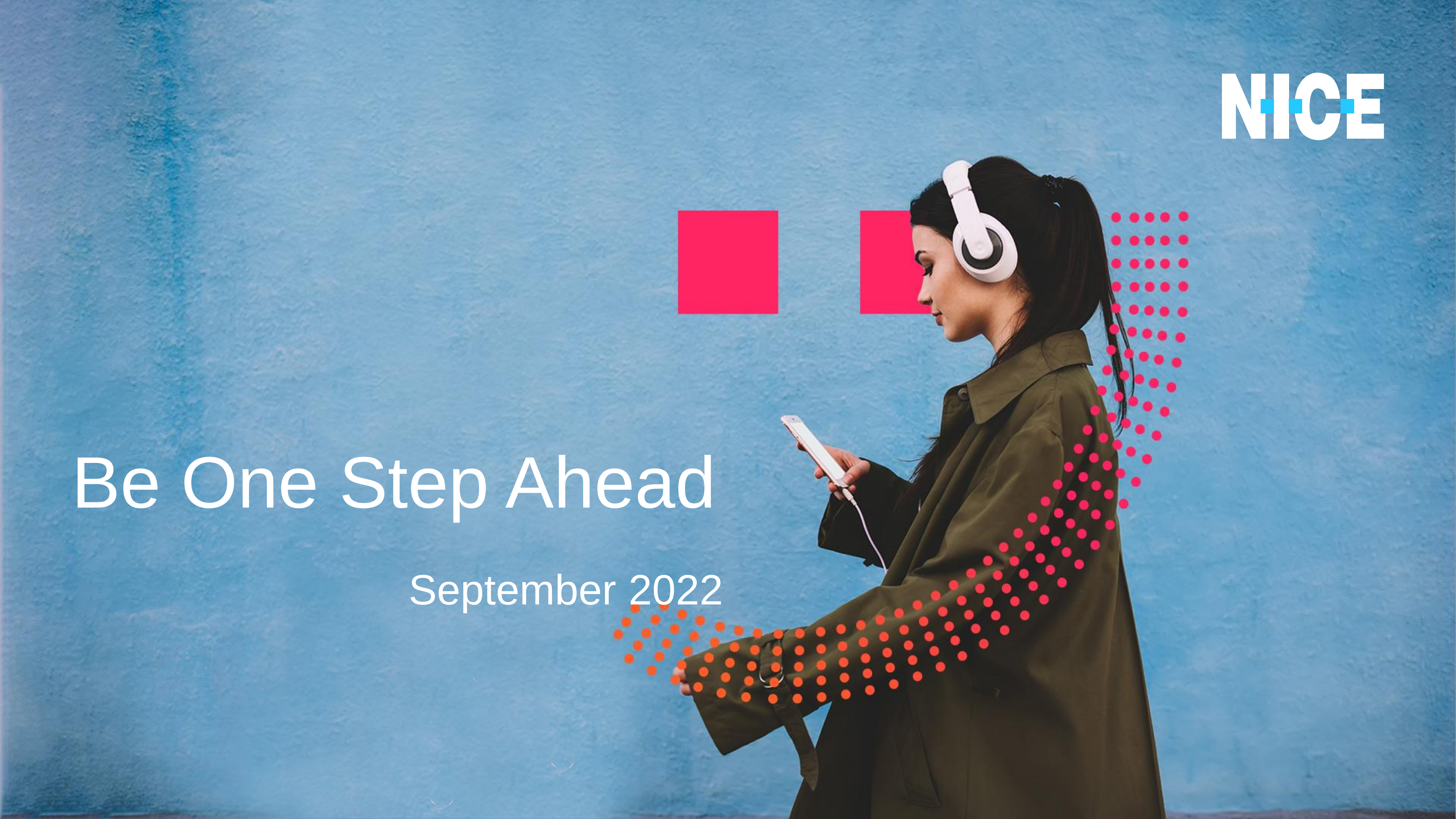


Be One Step Ahead

September 2022

Today's Presenters

Marc Noble

Director of Customer Engagement and Success, Waters Corp.

Marc has held multiple customer support, engagement and success roles at Waters for the past 25 years. He currently is Director of Customer Experience and Success within the Customer Experience organization and is responsible for two teams. One runs and manages the Knowledge Sharing and customer Self-Help program (KCS) and the other supporting tools for customer content creation and implementing Waters' content strategy.

Annette Miesbach

Senior Product Marketing Manager, NICE

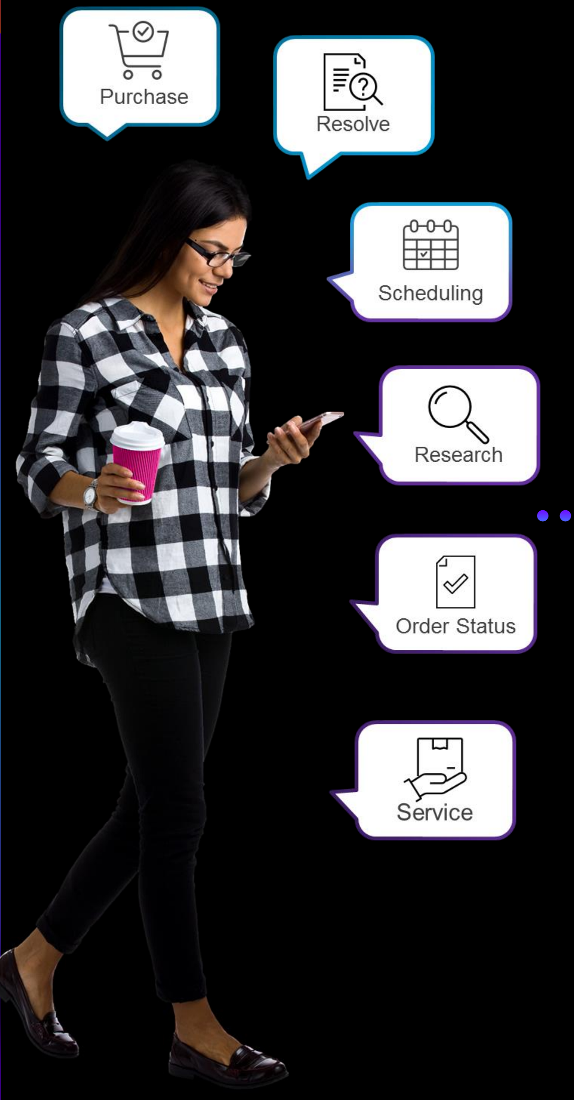
Annette joined the Product Marketing team 2013. In the Product Marketing team, she is currently responsible for Journey Orchestration (digital-first guided journeys, interaction channels, routing, and proactive outreach).

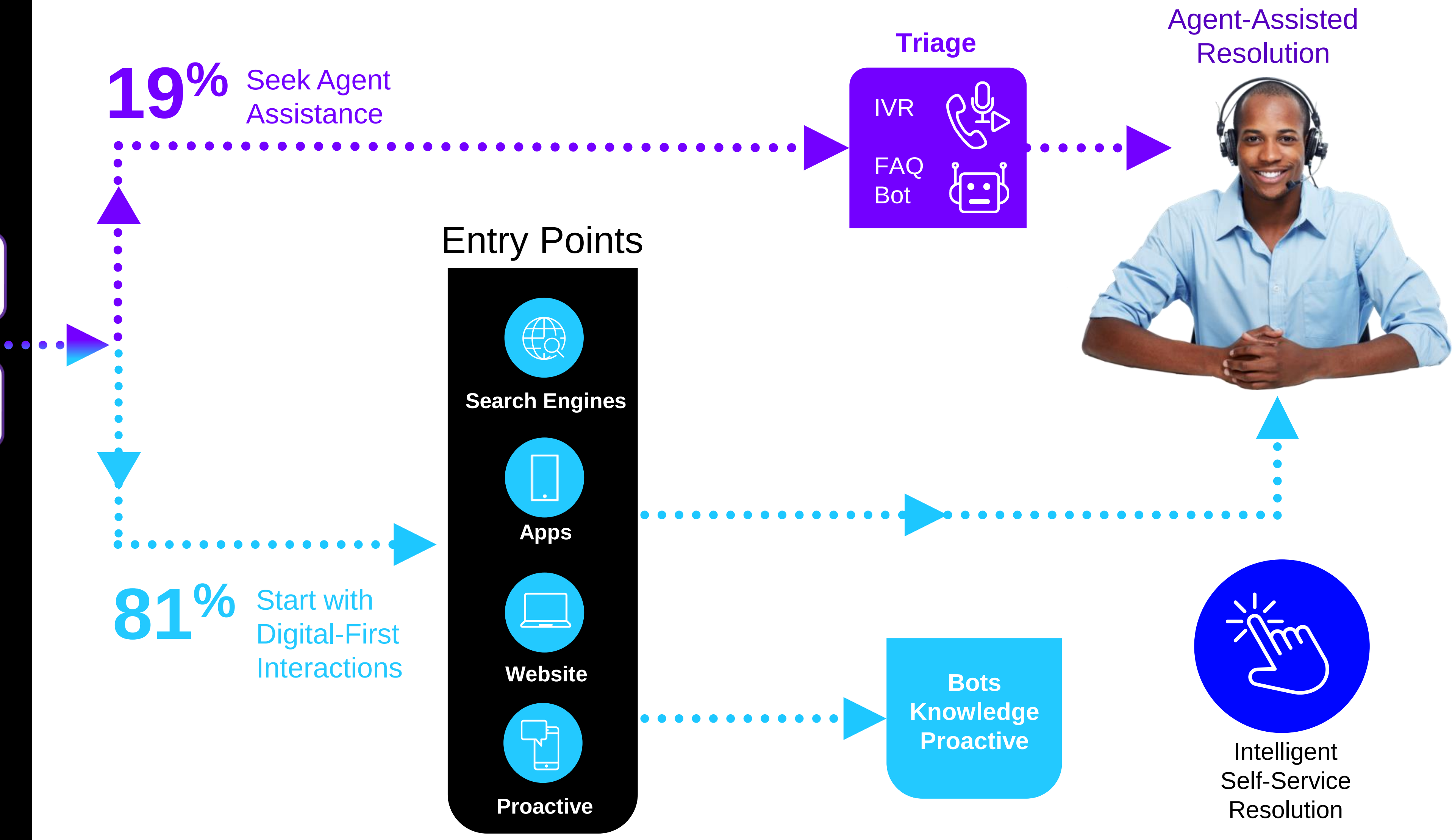
Prior to her current role with NICE, she had different roles in Product Marketing and Partner Support at an on-premise contact center company.

Agenda

- The Customer Journey
- Proactive Customer Service
  - Using Knowledge
  - Providing Guidance
  - Anticipating Consumer Needs
  - Empowering Agents
  - Expanding the View
- Knowledge Centered Service and Customer Self-Help at Waters™
- Q & A

Traditional service approach misses full journey and set of needs


Purchase
Resolve
Scheduling
Research
Order Status
Service



19% Seek Agent Assistance

Triage

IVR

FAQ Bot

Agent-Assisted Resolution

Entry Points

Search Engines

Apps

Website

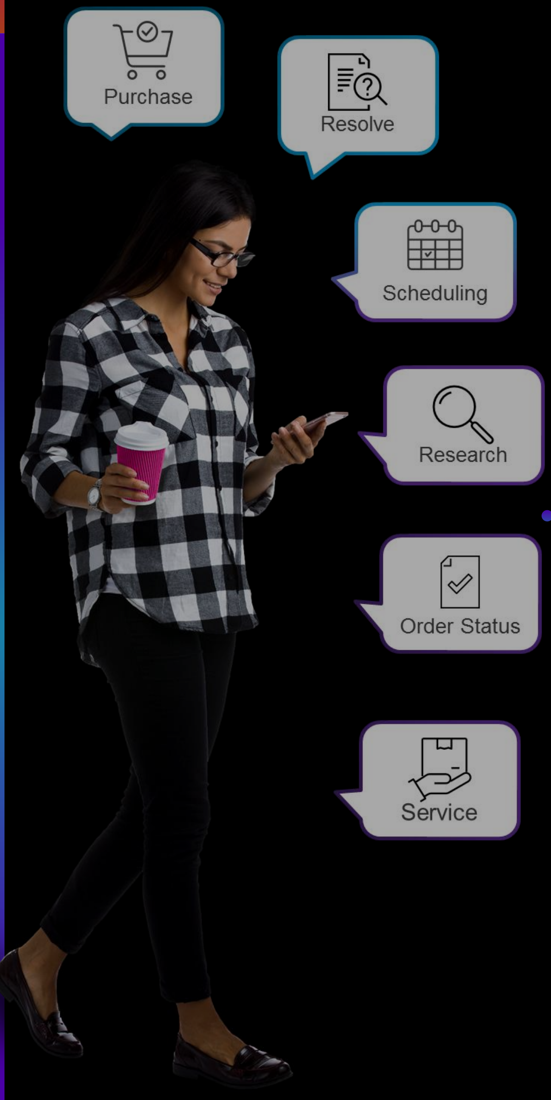
Proactive

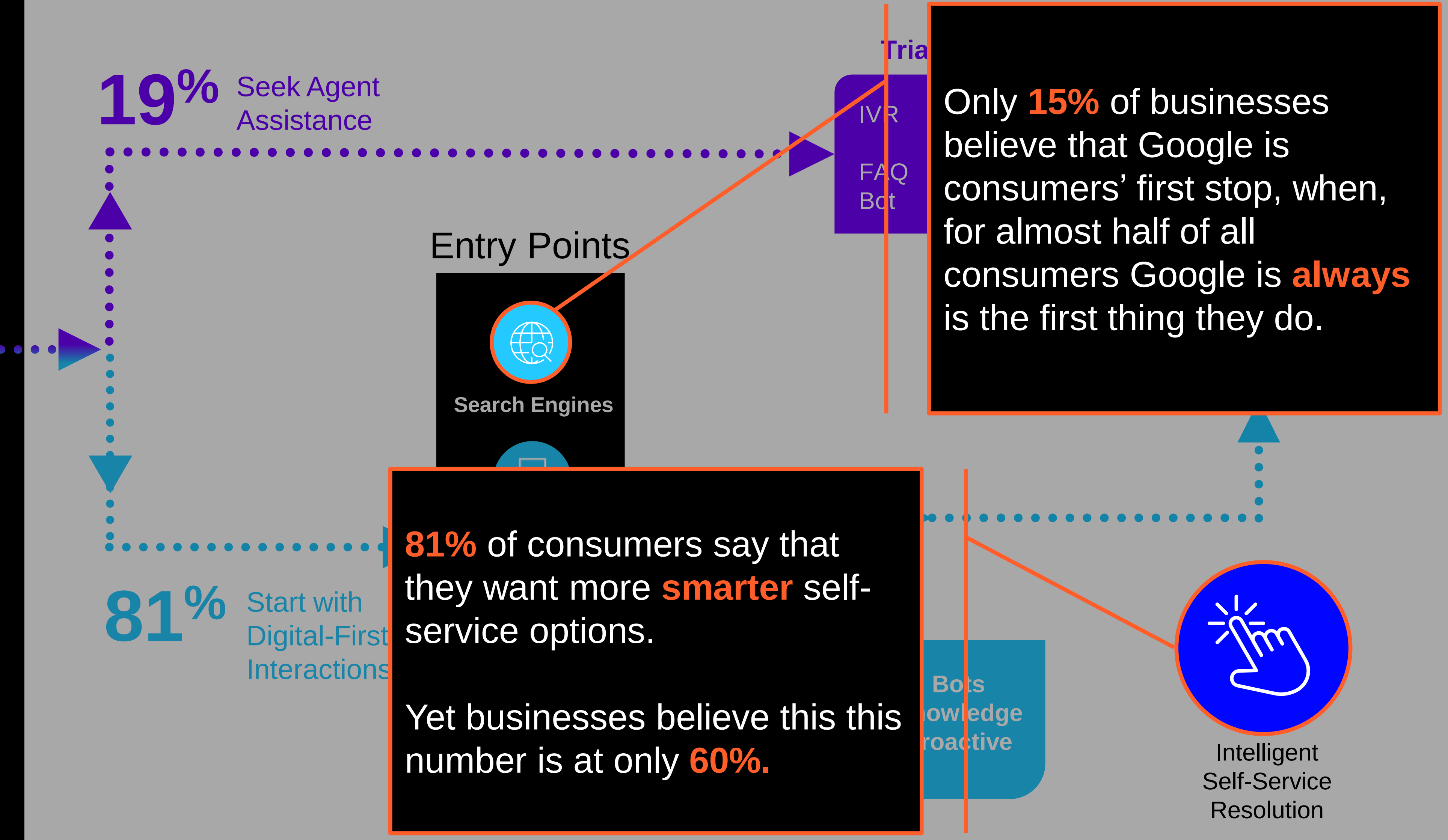
81% Start with Digital-First Interactions

Bots
Knowledge
Proactive

Intelligent Self-Service Resolution

Traditional service approach misses full journey and set of needs


Purchase
Resolve
Scheduling
Research
Order Status
Service


19% Seek Agent Assistance
Tria
IVR
FAQ Bot
Entry Points
Search Engines
81% Start with Digital-First Interactions
Bots
owledge
roactive
Intelligent Self-Service Resolution

Only **15%** of businesses believe that Google is consumers' first stop, when, for almost half of all consumers Google is **always** is the first thing they do.

81% of consumers say that they want more **smarter** self-service options.

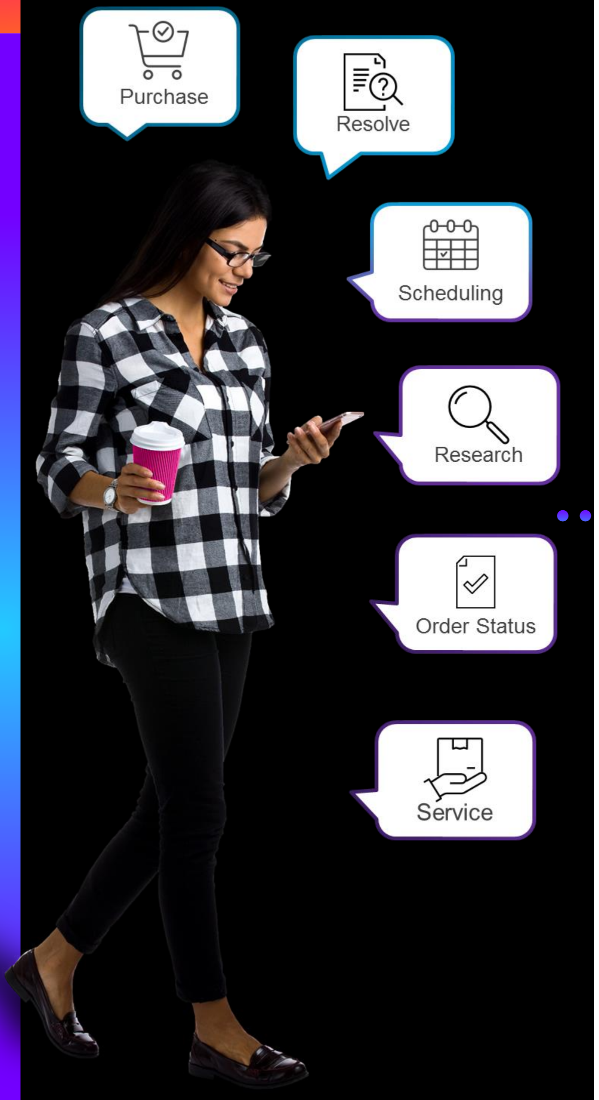
Yet businesses believe this this number is at only **60%.**

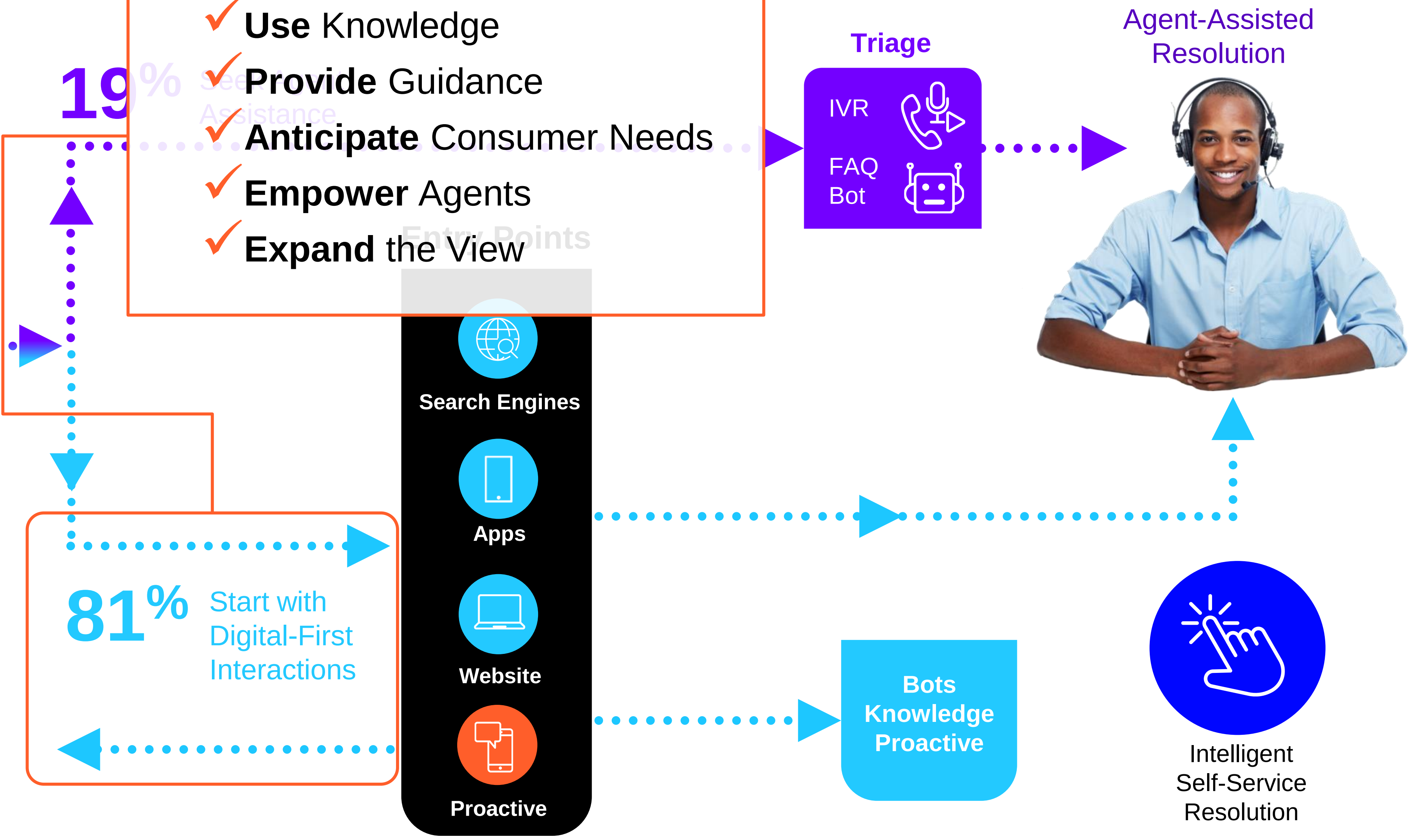
2022 Digital-first Customer Experience Report, NICE

FRICTION

Today's Focus:
How to Provide Digital CX that Wows your Customers

- ✓ **Use** Knowledge
- ✓ **Provide** Guidance
- ✓ **Anticipate** Consumer Needs
- ✓ **Empower** Agents
- ✓ **Expand** the View


Purchase
Resolve
Scheduling
Research
Order Status
Service


19%
Seek Assistance
Entry Points
Search Engines
Apps
Website
Proactive
81% Start with Digital-First Interactions
Triage
IVR
FAQ Bot
Agent-Assisted Resolution
Bots
Knowledge
Proactive
Intelligent Self-Service Resolution

POLL QUESTION

What are the causes of friction in your customer journey?

○ Long resolution times

○ Customers want channels we don't offer

○ Customers don't get the help they expect

○ Customers want help outside normal business hours

○ Customers can't find the information they need

Five Tips: Proactive Customer Service

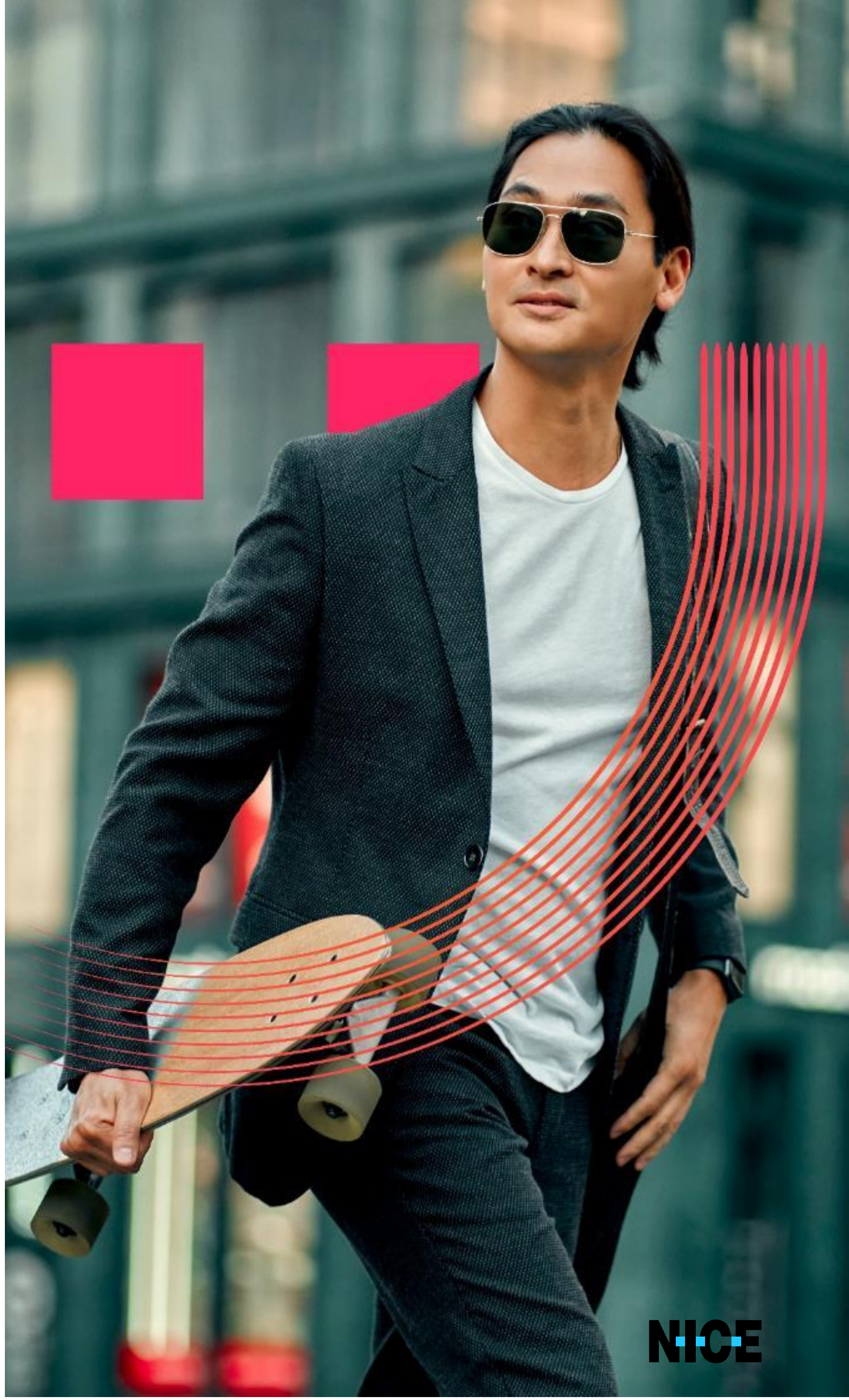
1. “Anticipate the need”; Proactively reach out to consumers in their channel of choice.

2. When consumers are starting to search for a resolution (e.g. Google), be right there.

3. At the first sign of friction, reach out immediately, with personalized, targeted, relevant assistance.

4. When consumers visit your website, drive engagement, don’t “hide” behind “Contact Us”.

5. Support your Agents: predict consumers next question / action & help agents be prepared.

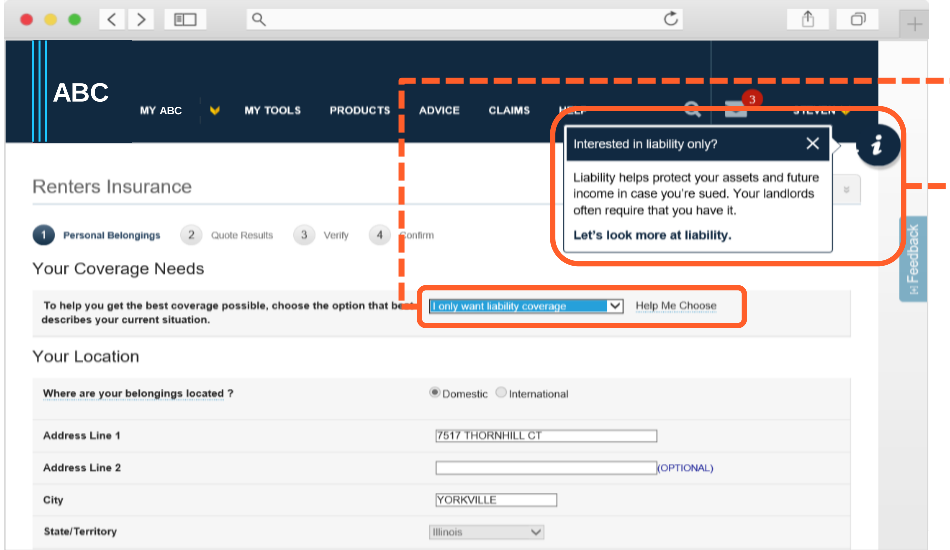


Using Knowledge

- **Proactively** reach out to consumers
- **Share knowledge** that helps consumers resolve issues in their *channel(s) of choice* (preferably self-service)
- There’s knowledge **anywhere** – use it!
- Enable a **seamless journey** across channels
- **Guide** consumers along the journey

Knowledge Base

Guiding Consumers…



Renters Insurance

1 Personal Belongings 2 Quote Results 3 Verify 4 Confirm

Your Coverage Needs

To help you get the best coverage possible, choose the option that best describes your current situation. I only want liability coverage Help Me Choose

Your Location

Where are your belongings located ? ● Domestic ○ International

Address Line 1: 7517 THORNHILL CT

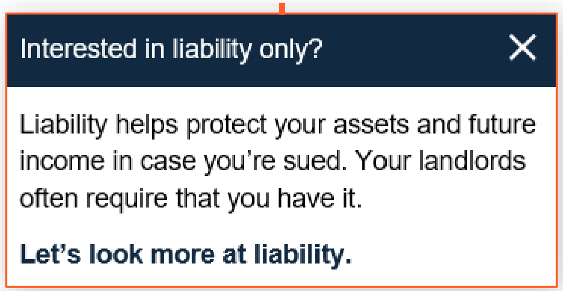
Address Line 2: (OPTIONAL)

City: YORKVILLE

State/Territory: Illinois

I only want liability coverage

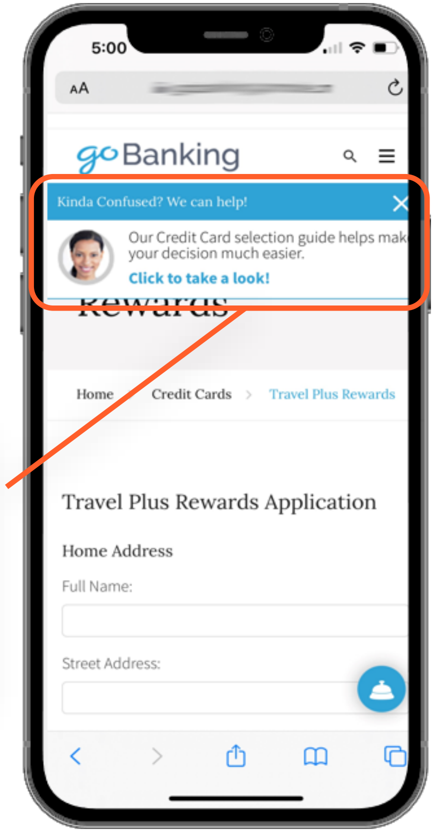
Help Me Choose



Interested in liability only?

Liability helps protect your assets and future income in case you're sued. Your landlords often require that you have it.

Let's look more at liability.



Kinda Confused? We can help!

Our Credit Card selection guide helps mak
your decision much easier.

Click to take a look!

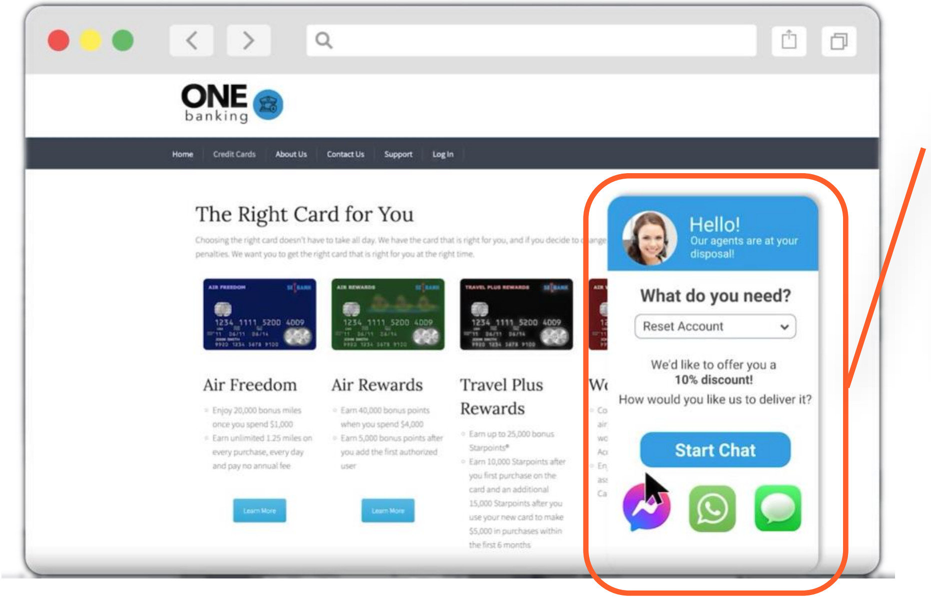
Home > Credit Cards > Travel Plus Rewards

Travel Plus Rewards Application

Home Address

Full Name:

Street Address:



The Right Card for You

Choosing the right card doesn't have to take all day. We have the card that is right for you, and if you decide to change … penalties. We want you to get the right card that is right for you at the right time.

Air Freedom
- Enjoy 20,000 bonus miles once you spend $1,000
- Earn unlimited 1.25 miles on every purchase, every day and pay no annual fee

Air Rewards
- Earn 40,000 bonus points when you spend $4,000
- Earn 5,000 bonus points after you add the first authorized user

Travel Plus Rewards
- Earn up to 25,000 bonus Starpoints®
- Earn 10,000 Starpoints after you first purchase on the card and an additional 15,000 Starpoints after you use your new card to make $5,000 in purchases within the first 6 months

Hello! Our agents are at your disposal!

What do you need?

Reset Account

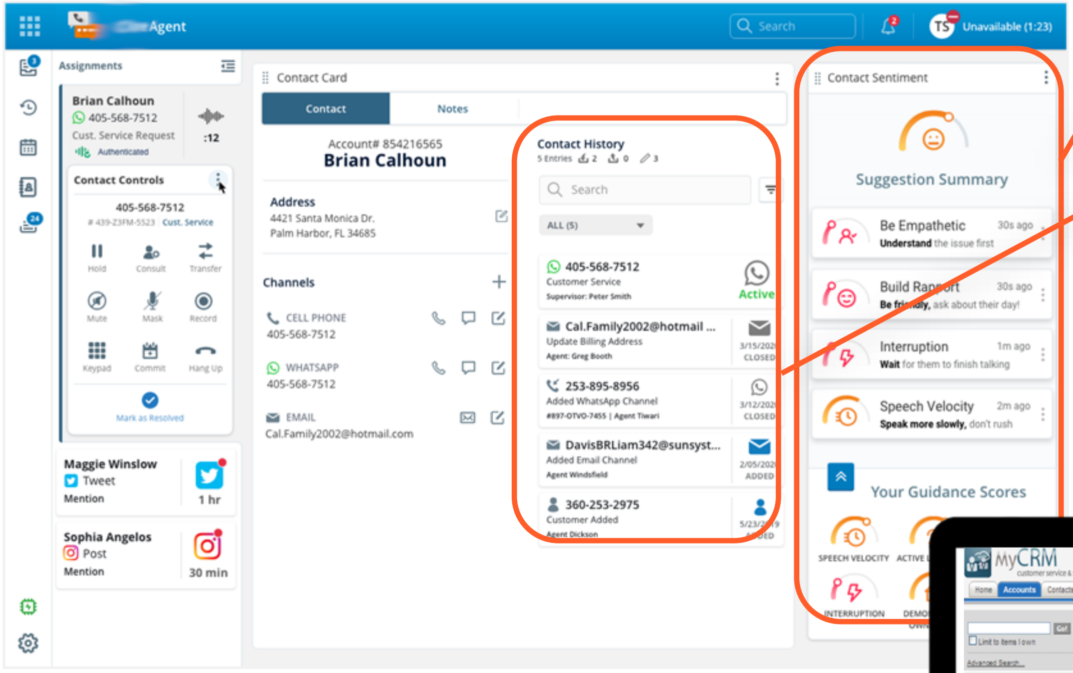
We'd like to offer you a **10% discount!** How would you like us to deliver it?

Start Chat

Proactively guide website visitors to interactions in their preferred channel.

Offer contextually relevant guidance for digital self-service journeys - mobile device.

Guiding Agents…


Agent
Search
TS Unavailable (1:23)
Assignments
Contact Card
Contact
Notes
Contact Sentiment
Suggestion Summary
Your Guidance Scores
SPEECH VELOCITY
ACTIVE
INTERRUPTION
Contact Controls
Hold
Consult
Transfer
Mute
Mask
Record
Keypad
Commit
Hang Up
Mark as Resolved
Channels
Contact History
Search
ALL (5)

Brian Calhoun
405-568-7512
Cust. Service Request
Authenticated
:12

405-568-7512
Cust. Service

Maggie Winslow
Tweet
Mention
1 hr

Sophia Angelos
Post
Mention
30 min

Account# 854216565
Brian Calhoun

Address
4421 Santa Monica Dr.
Palm Harbor, FL 34685

CELL PHONE
405-568-7512

WHATSAPP
405-568-7512

EMAIL
Cal.Family2002@hotmail.com

405-568-7512
Customer Service
Supervisor: Peter Smith
Active

Cal.Family2002@hotmail ...
Update Billing Address
Agent: Greg Booth
3/15/202
CLOSED

253-895-8956
Added WhatsApp Channel
Agent Tiwari
3/12/202
CLOSED

DavisBRLiam342@sunsyst...
Added Email Channel
Agent Windsfield
2/05/202
ADDED

360-253-2975
Customer Added
Agent Dickson

Be Empathetic — 30s ago
Understand the issue first

Build Rapport — 30s ago
Be friendly, ask about their day!

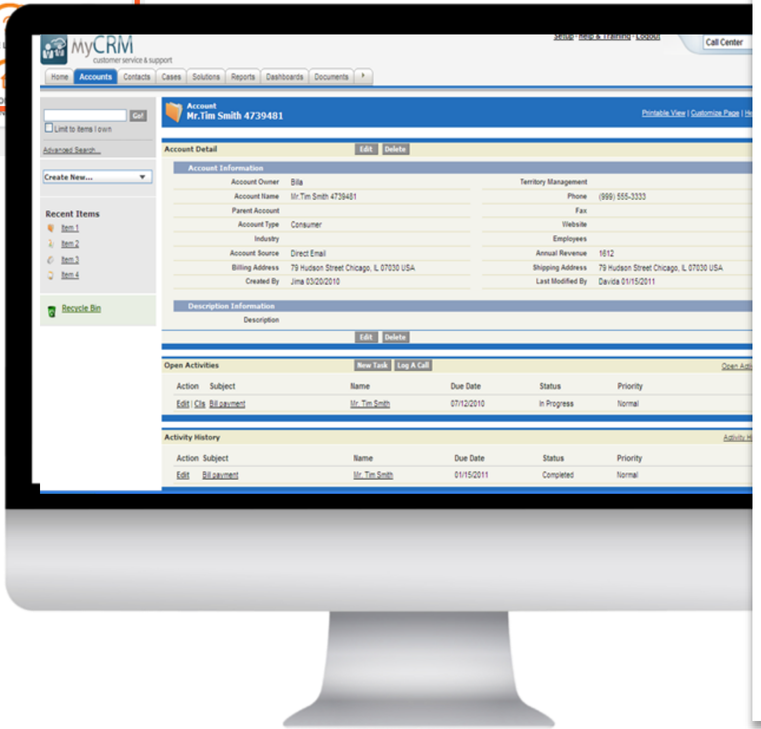
Interruption — 1m ago
Wait for them to finish talking

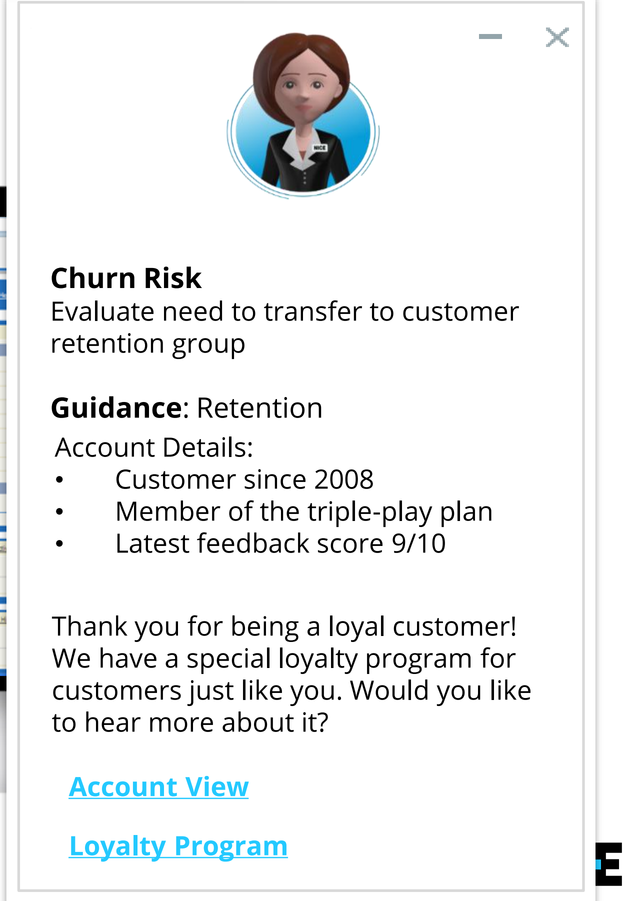
Speech Velocity — 2m ago
Speak more slowly, don't rush

Unified Agent interface

Provide agents with real-time, ongoing guidance on soft-skills.

Interaction history and access to customer data.


MyCRM
customer service & support
Home
Accounts
Contacts
Cases
Solutions
Reports
Dashboards
Documents
Call Center
Account
Mr.Tim Smith 4739481
Account Detail
Edit
Delete
Account Information
Description Information
Open Activities
Activity History
Recent Items
Recycle Bin



Churn Risk
Evaluate need to transfer to customer retention group

Guidance: Retention

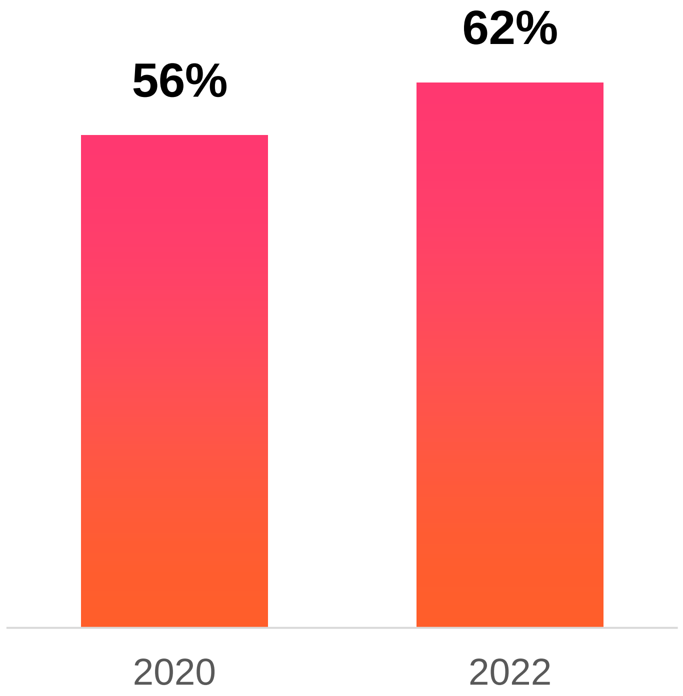
Account Details:
- Customer since 2008
- Member of the triple-play plan
- Latest feedback score 9/10

Thank you for being a loyal customer! We have a special loyalty program for customers just like you. Would you like to hear more about it?

Account View

Loyalty Program

Anticipating Needs…



I **expect** companies to **anticipate** my needs

- 45% of consumers will switch brand if a company does not anticipate their needs. What you need to do:
  - ✓ Create a customer journey map (find more info here)
  - ✓ Understand the whole CX → reach out proactively at “sensitive” points of the customer journey
  - ✓ Reach out in the customer’s Channel of Choice
  - ✓ Self-service? YES!
  - ✓ Containment / engagement
  - ✓ Help consumers resolve issues by proactively providing / sharing knowledge

Empowering Agents

1 **TECHNOLOGY***

2 **EXPERIENCE***

3 **METRICS***

4 **PROCESS**

*The Inner Circle Guide to Agent Engagement and Empowerment

Expanding the View…

CXi

Intelligently meet your customers **wherever their journey begins**, enable resolution through **data driven self-service**, and **prepare** agents to successfully resolve **any needs** event.

POLL QUESTION

Does your Business have / use a Knowledge Management Strategy?

- ○ No, we do not.
- ○ No, not yet, but we are looking into it.
- ○ Yes, we have a plan and are implementing.
- ○ Yes, we do.
- ○ Yes, we are updating.

NICE

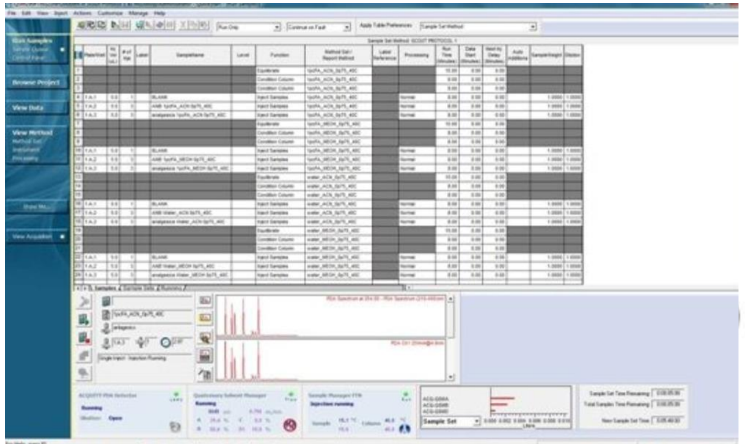
Knowledge Centered Service and Customer Self-Help

Marc Noble

Director of Customer Engagement and Success

Waters Corporation

Waters Corporation is the world's leading **specialty measurement** company focused on improving human health and well-being through the application of high-value analytical technologies and industry leading scientific expertise.



Our Customers

Waters
THE SCIENCE OF WHAT'S POSSIBLE.™

- Biopharmaceutical
- Pharmaceutical
- Chemical
- Health Sciences
- Food
- Environmental
- Forensic Toxicology

More About Us…

Year founded: 1958
2020 Revenues: US $2.9 billion

Number of Employees: approximately **7,800, including 54% in sales and service roles maintaining direct links with customers**
Operating in 35 countries, including 15 manufacturing facilities, with products available in more than 100 countries

Waters Corp. designs, manufactures, sells and services analytical technologies: liquid chromatography, mass spectrometry, and thermal analysis

KCS at Waters “Original Mission”

KCS
KNOWLEDGE-CENTERED SERVICES
support.waters.com

Original Mission:

To significantly **increase the efficiency and effectiveness** of the global service and support organizations by gathering, formatting and sharing knowledge at the time that it is needed and through the appropriate platform. This, in turn, drives customer success.

Our Solution

- Partnership with MindTouch/CX1 Expert, DBKay and Associates and Spartan Software
- Implemented KCS Practices 2016 (pilot)
- Service Transformation Initiative
  - KCS
  - Global Consistency
  - Global Knowledge Sharing
  - Tool Modernization
- Success of Knowledge Base quickly adopted as a Customer Engagement Strategy

NICE · CXone Expert
mindtouch

dbkay +associates

spartan

Customer Experience

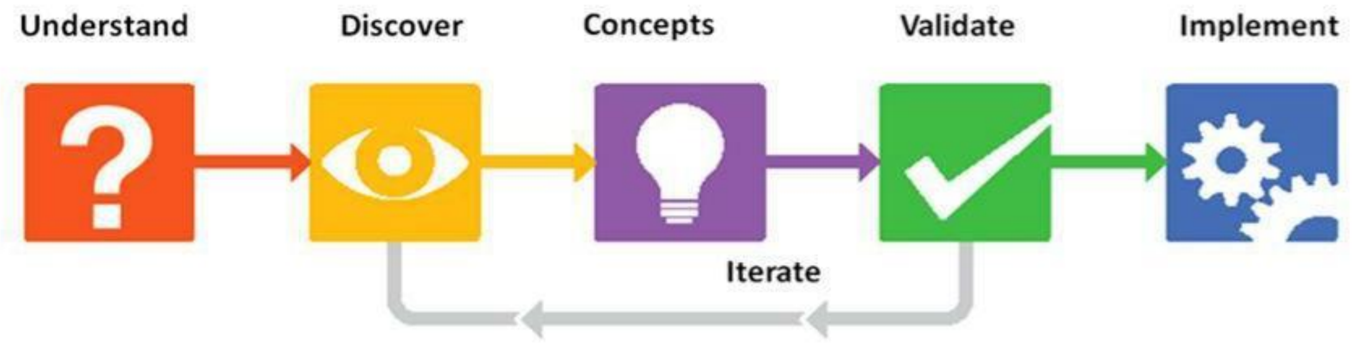
Growth is Our Mandate
Strengthen our success in core market categories and finding new opportunities in others

Innovation to Change the World
Bring new solutions to market faster than the competition

Quality is Everyone's Job
Infuse our work with deep expertise and efficiency

Customer Experience Excellence
Anticipate customer needs and respond with speed

People Create the Waters Difference
Invest in talent and the technology we need to thrive



What Experience do we want to deliver?

What are we delivering today

Gap Analysis. What has to change to create the desired Experience

Testing changes, measure customer reaction

Creating the training and collateral

KCS Mission

Waters
SCIENCE OF WHAT'S POSSIBLE.™

Amended Mission:

To significantly **increase the efficiency and effectiveness** of the global service and support organizations by gathering, formatting and sharing knowledge at the time that it is needed and through the appropriate platform. This, in turn, drives customer success.

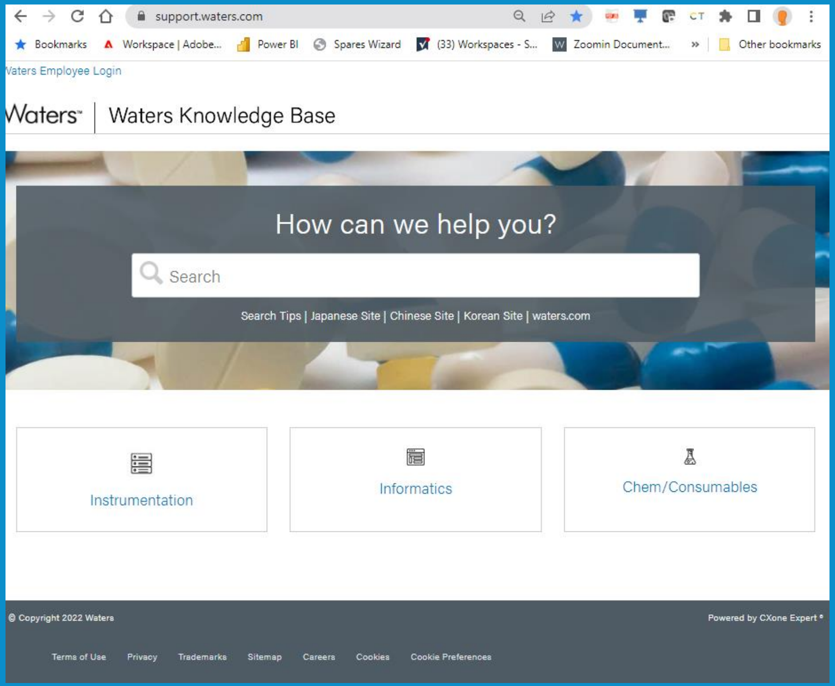
To further **improve the customer experience** by leveraging a robust knowledge base to allow customers to service their own issues (self-service), engage and remain engaged with the entire organization

Waters Product Support Knowledge Base – current status

- **45,000+** articles used to solve **60,500** customer cases YTD
- **60%** articles used to solve multiple customer cases
- **780** contributors worldwide (of ~1700 Service/Support personnel)
- **Full localization** and “all-ways” translation providing **real world-wide knowledge sharing** (Chinese, Japanese, Korean)

External use

- **60%** visits Referred by Search
- **3.5 million** page views in YTD
- **12%** increase over 2021
- **4** pages viewed per session
- **4** minutes average time spent

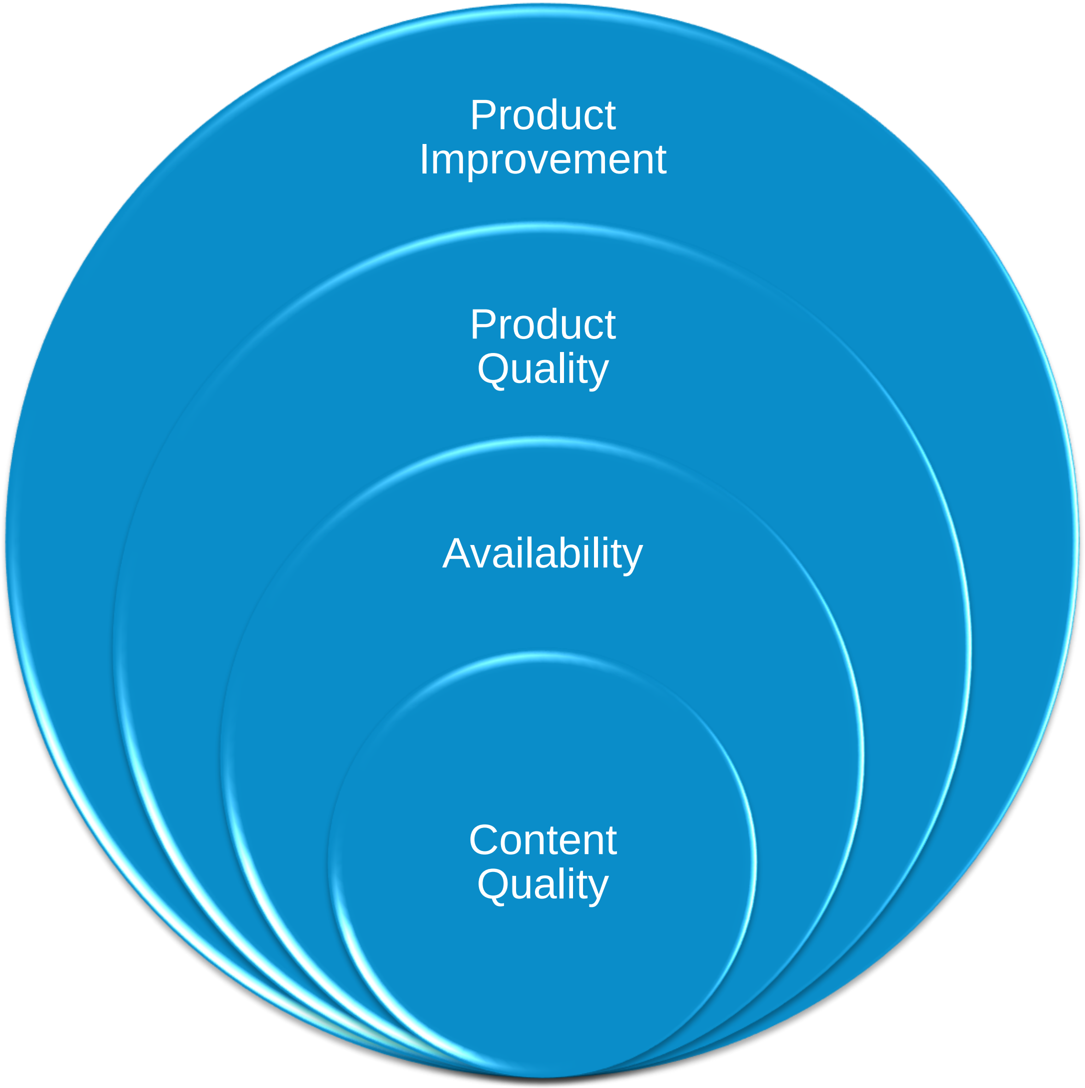

support.waters.com
Bookmarks
Workspace | Adobe...
Power BI
Spares Wizard
(33) Workspaces - S...
Zoomin Document...
Other bookmarks
Vaters Employee Login
Waters
Waters Knowledge Base
How can we help you?
Search
Search Tips | Japanese Site | Chinese Site | Korean Site | waters.com
Instrumentation
Informatics
Chem/Consumables
© Copyright 2022 Waters
Powered by CXone Expert ®
Terms of Use
Privacy
Trademarks
Sitemap
Careers
Cookies
Cookie Preferences

support.waters.com

Great right????

Too much is too much!

Evolve loop - Why is this important?


Product Improvement

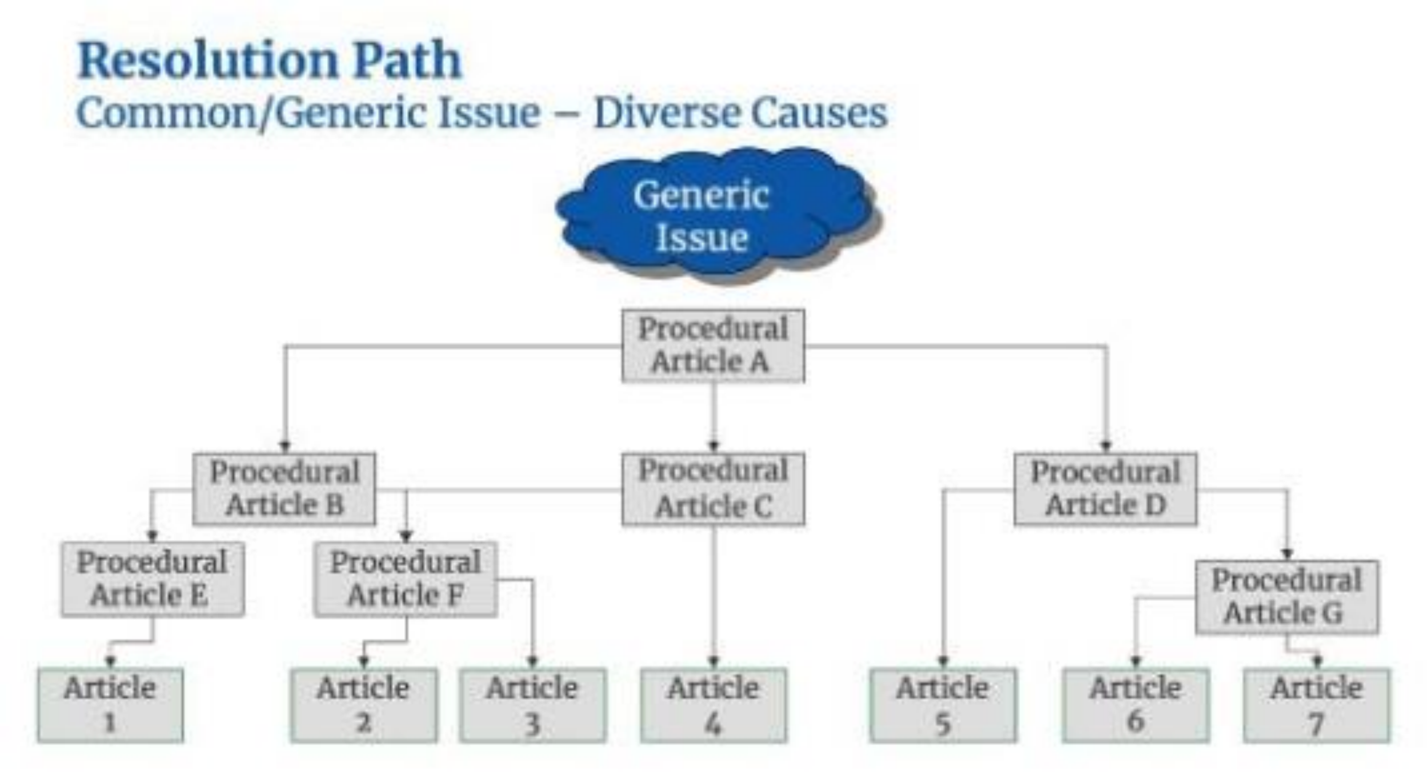
Product Quality

Availability

Content Quality

QUALITY CONTROL
APPROVED

Resolution paths are the answer


Resolution Path
Common/Generic Issue – Diverse Causes
Generic Issue
Procedural Article A
Procedural Article B
Procedural Article C
Procedural Article D
Procedural Article E
Procedural Article F
Procedural Article G
Article 1
Article 2
Article 3
Article 4
Article 5
Article 6
Article 7

Experience Design Center

Customer engagement area

Digital lab

Collaboration room

Audio/Video studio

Wet lab

Observation room

Experience Design Center – Take 2

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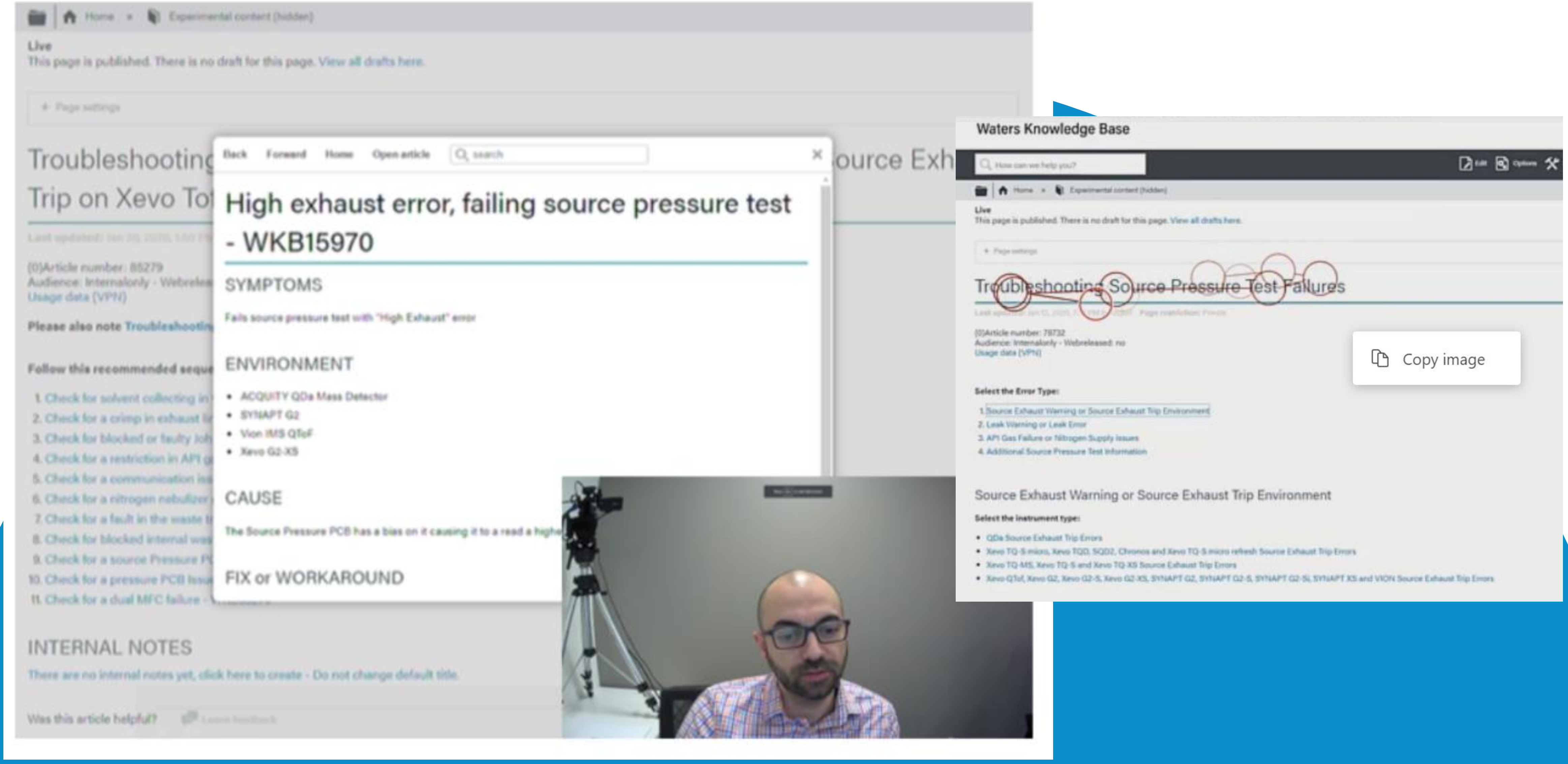

Home » Experimental content (hidden)

Live
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+ Page settings

Troubleshooting
Trip on Xevo To

(0)Article number: 85279
Audience: Internalonly - Webrelea
Usage data (VPN)

Please also note Troubleshootin

Follow this recommended seque

1. Check for solvent collecting in
2. Check for a crimp in exhaust li
3. Check for blocked or faulty Joh
4. Check for a restriction in API g
5. Check for a communication iss
6. Check for a nitrogen nebulizer
7. Check for a fault in the waste t
8. Check for blocked internal wa
9. Check for a source Pressure P
10. Check for a pressure PCB Issu
11. Check for a dual MFC failure -

INTERNAL NOTES

There are no internal notes yet, click here to create - Do not change default title.

Was this article helpful?

High exhaust error, failing source pressure test - WKB15970

SYMPTOMS

Fails source pressure test with "High Exhaust" error

ENVIRONMENT

- ACQUITY QDa Mass Detector
- SYNAPT G2
- Vion IMS QToF
- Xevo G2-XS

CAUSE

The Source Pressure PCB has a bias on it causing it to a read a highe

FIX or WORKAROUND

Waters Knowledge Base

Home » Experimental content (hidden)

Live
This page is published. There is no draft for this page. View all drafts here.

+ Page settings

Troubleshooting Source Pressure Test Failures

(0)Article number: 78732
Audience: Internalonly - Webreleased: no
Usage data (VPN)

Select the Error Type:

1. Source Exhaust Warning or Source Exhaust Trip Environment
2. Leak Warning or Leak Error
3. API Gas Failure or Nitrogen Supply Issues
4. Additional Source Pressure Test Information

Source Exhaust Warning or Source Exhaust Trip Environment

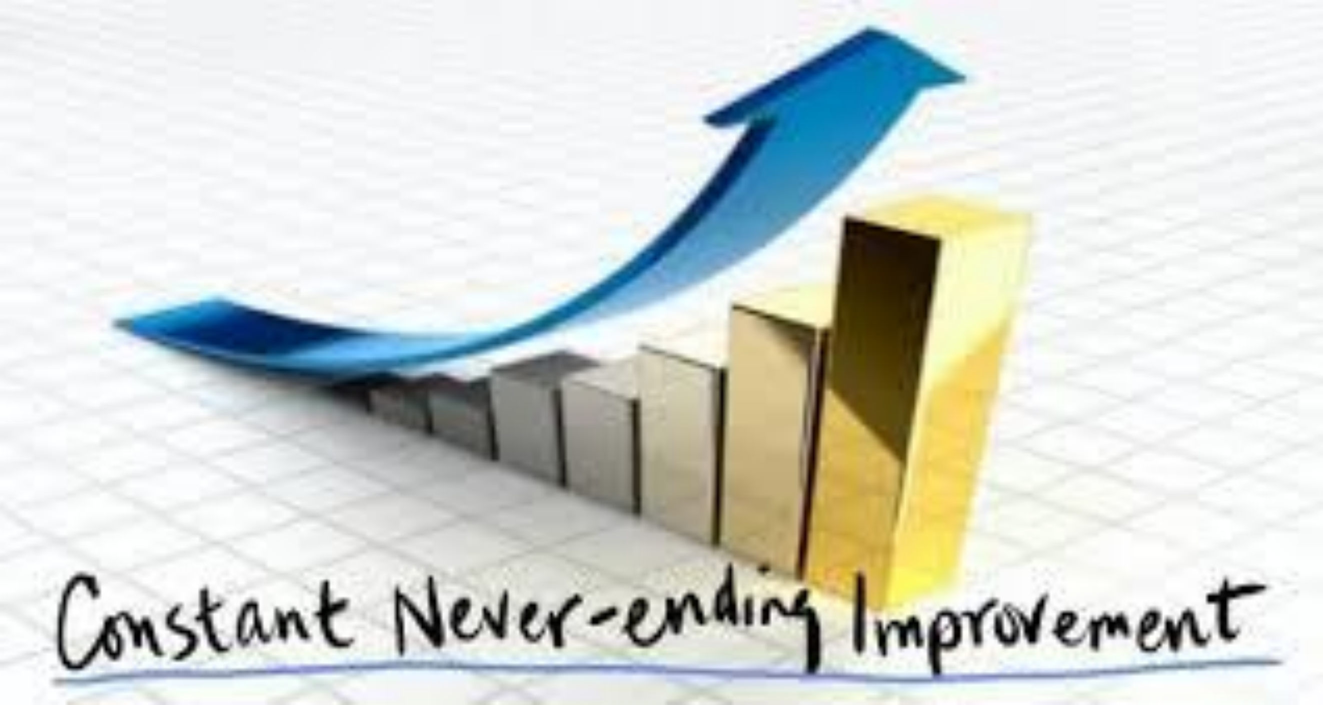
Select the instrument type:

- QDa Source Exhaust Trip Errors
- Xevo TQ-S micro, Xevo TQD, SQD2, Chronos and Xevo TQ-S micro refresh Source Exhaust Trip Errors
- Xevo TQ-MS, Xevo TQ-S and Xevo TQ-XS Source Exhaust Trip Errors
- Xevo QTof, Xevo G2, Xevo G2-S, Xevo G2-XS, SYNAPT G2, SYNAPT G2-S, SYNAPT G2-Si, SYNAPT XS and VION Source Exhaust Trip Errors

KDE Program – The What

New Training	True understanding of KCS principles, goals and Content Standard
Resolution Path	Customer facing creation Mining for missing content Opportunities for Web Publication
Content Improvement	Match KCS CS and Waters corporate CS Article Enrichment Product Development collaboration

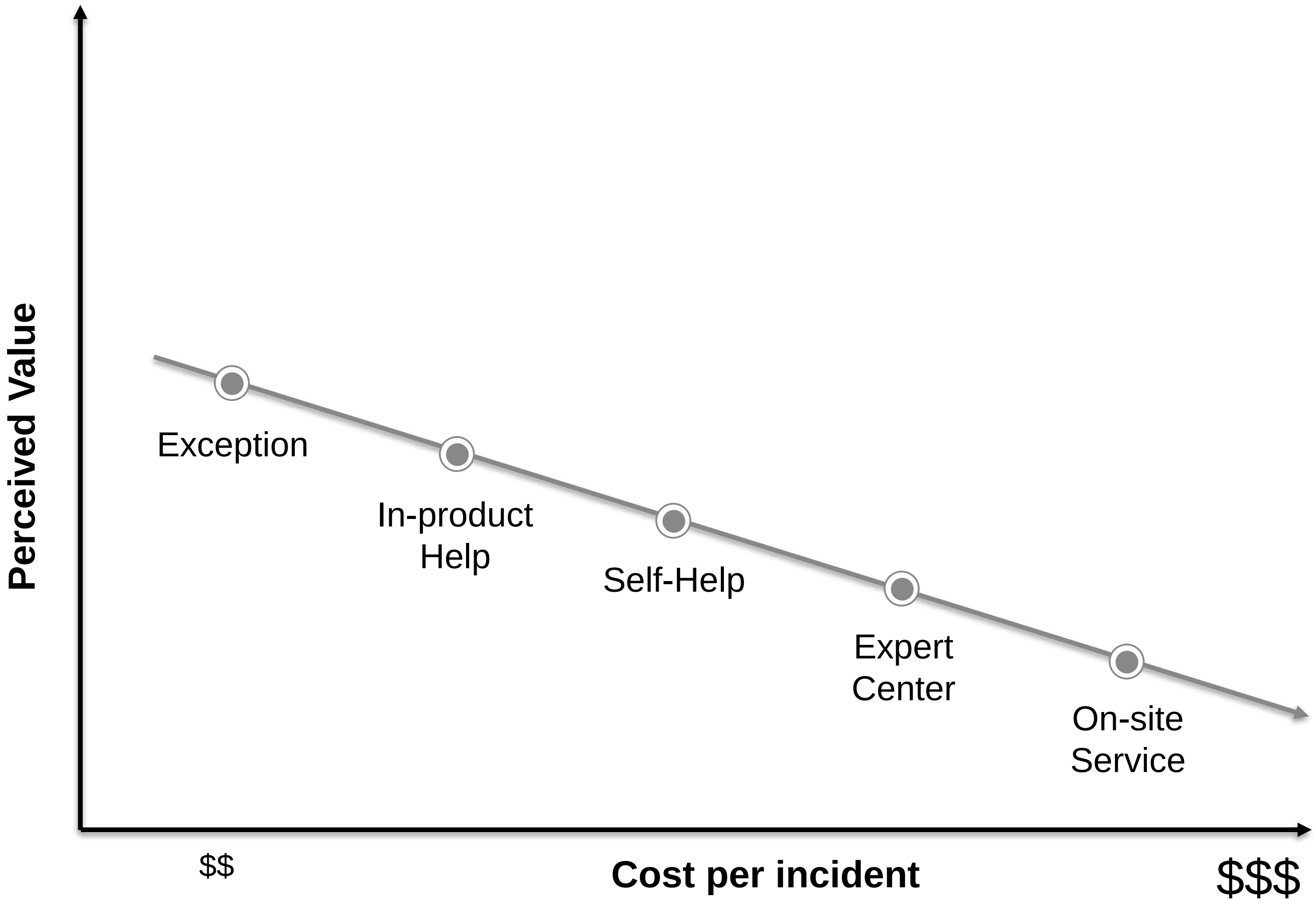
KCS = CI/CD



Constant Never-ending Improvement

KCS Value Proposition

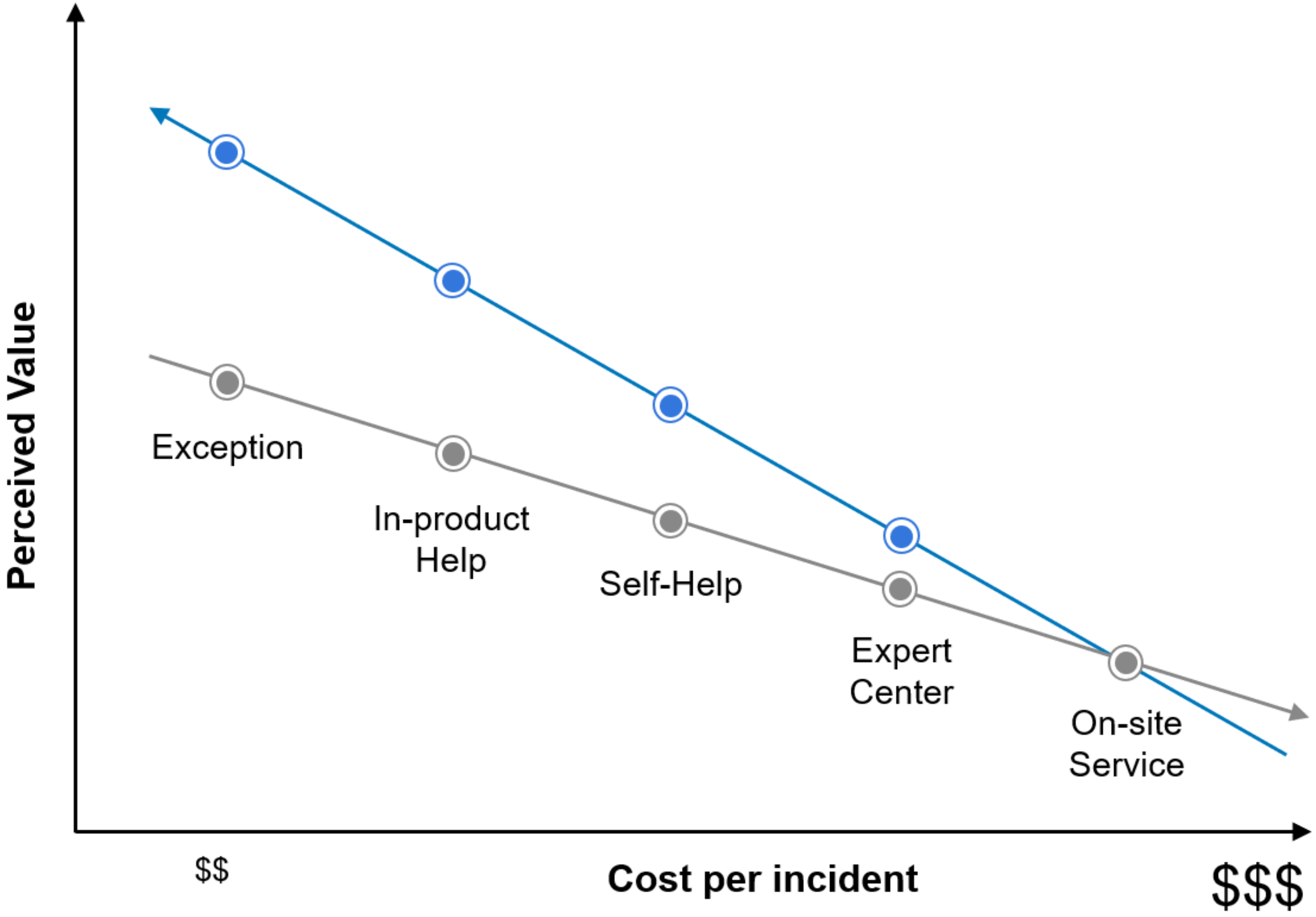
Solve Loop



KCS Value Proposition

Waters
THE SCIENCE OF WHAT'S POSSIBLE.™

Solve Loop



KCS Value Proposition

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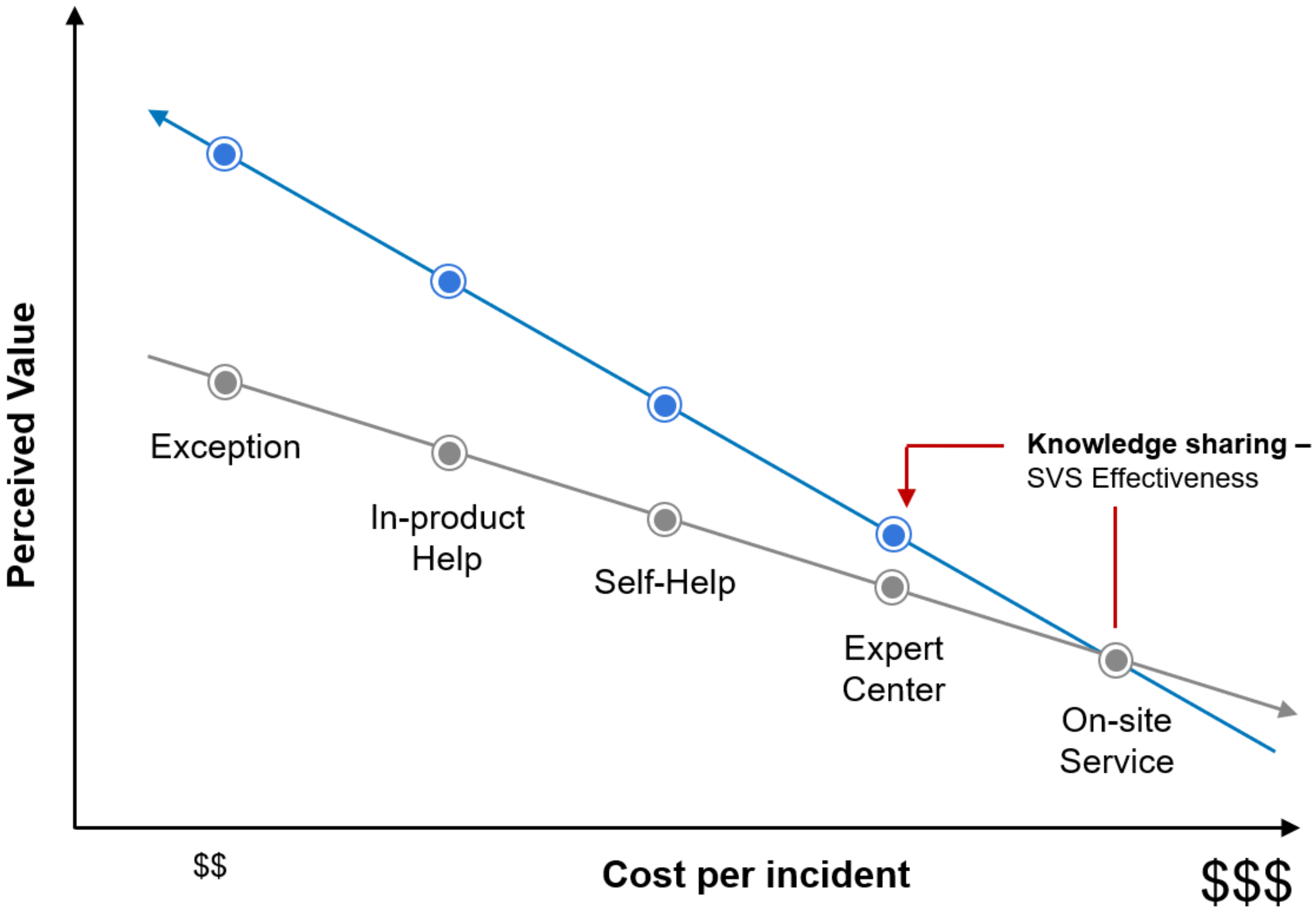
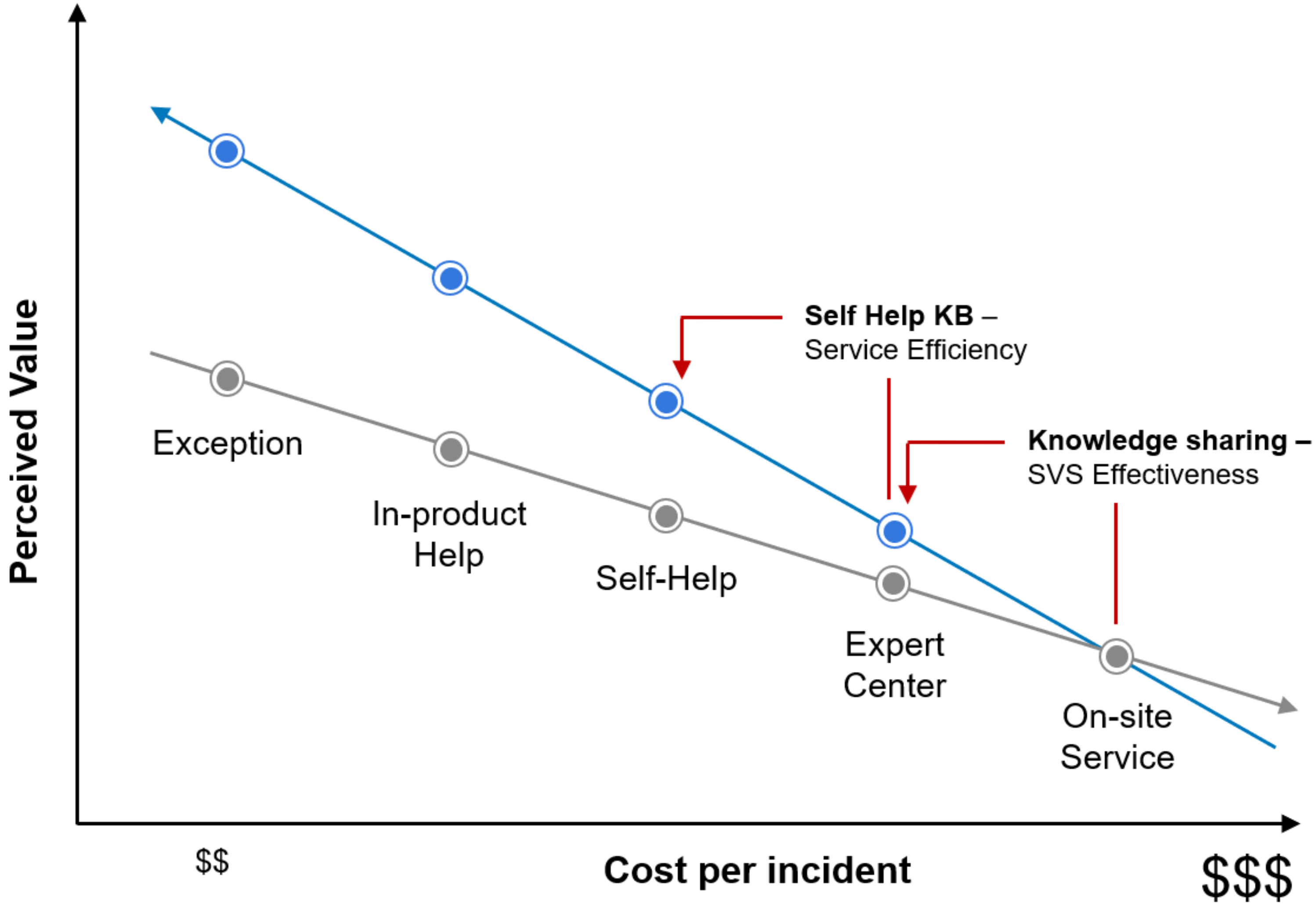
Solve Loop



KCS Value Proposition

Solve Loop



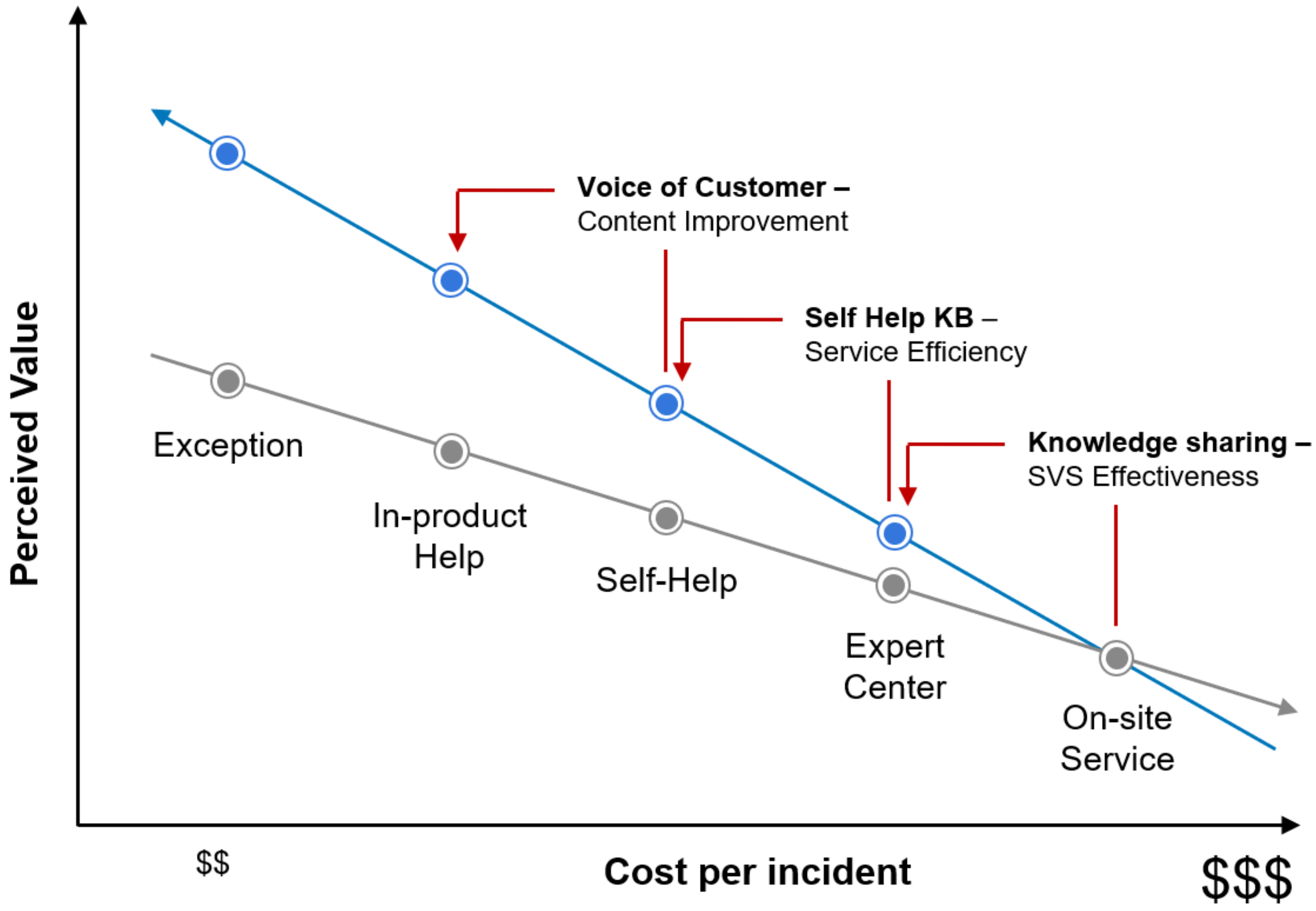
Self Help KB – Service Efficiency

Knowledge sharing – SVS Effectiveness

KCS Value Proposition

Waters
THE SCIENCE OF WHAT'S POSSIBLE.™

Solve Loop



KCS Value Proposition

Waters
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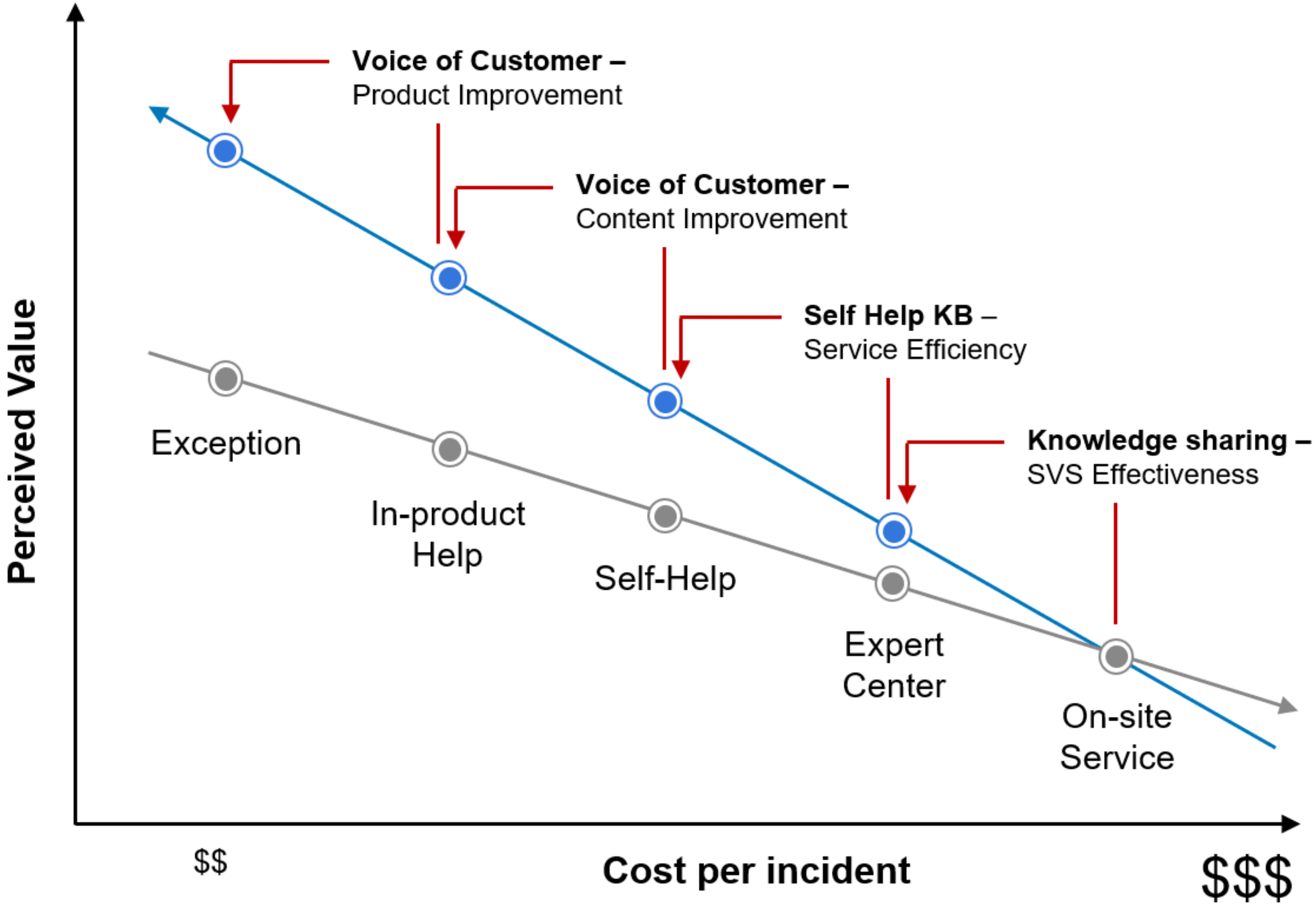
Solve Loop



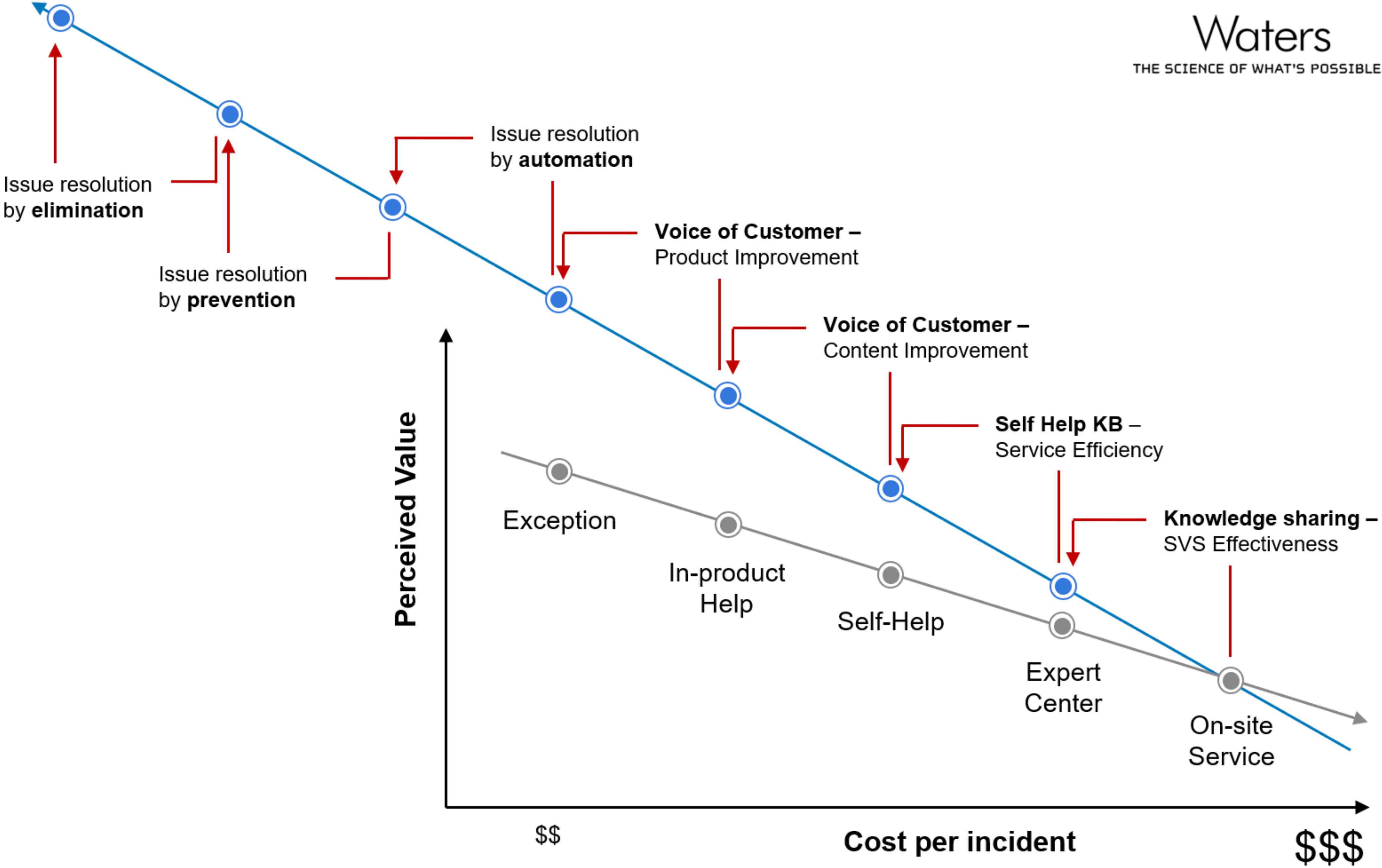
Voice of Customer – Product Improvement

Voice of Customer – Content Improvement

Self Help KB – Service Efficiency

Knowledge sharing – SVS Effectiveness

Solve Loop



Issue resolution by **elimination**

Issue resolution by **prevention**

Issue resolution by **automation**

Voice of Customer – Product Improvement

Voice of Customer – Content Improvement

Self Help KB – Service Efficiency

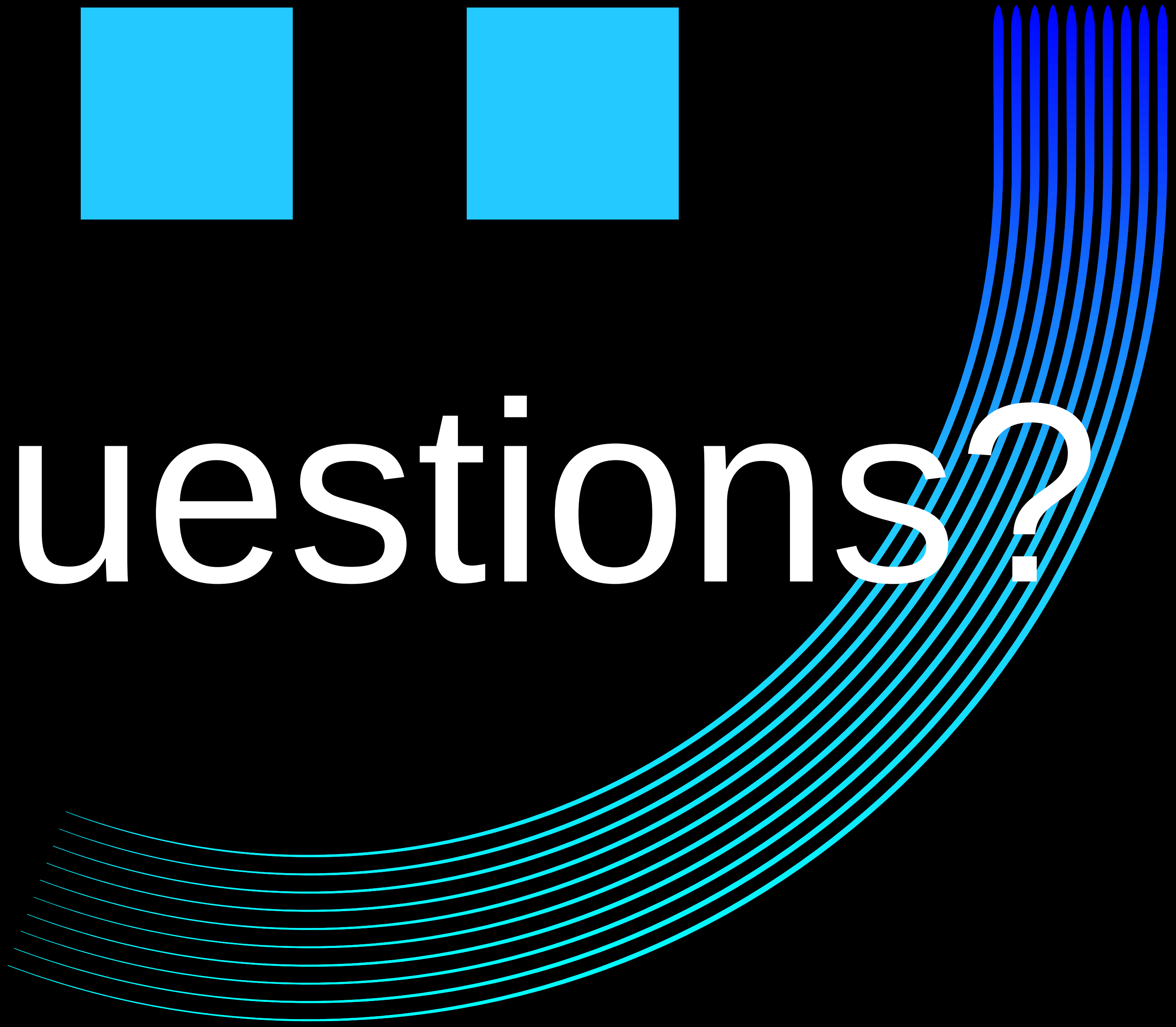
Knowledge sharing – SVS Effectiveness

Perceived Value
Exception
In-product Help
Self-Help
Expert Center
On-site Service
$$
Cost per incident
$$$

Waters

THE SCIENCE OF WHAT'S POSSIBLE.™

KNOWLEDGE
CENTERED
SERVICE



Questions?

Thank you
for joining us today!

More questions? Please don’t hesitate to reach out…

- Annette Miesbach, Annette.Miesbach@nice.com, www.nice.com,
- Marc Noble, Marc_Noble@waters.com