

## Help customers zero in on the exact information they need



ATG Self-Service is a complete solution for customer, employee and partner self-help, designed to combine powerful knowledge retrieval with ease of use.



While many companies have made aggressive investments in online self-service, most are still disappointed in the results. Users still find it easier to seek out live help than find the information they are looking for on their own. Given that the average agent-assisted phone call is as much as 30 times more expensive than the average self-service interaction, it's imperative to find a self-service solution that works.

To meet this demand, businesses are turning to ATG Self-Service to provide a personalized self-service experience that maximizes success rates for customers, partners and employees while minimizing back-end maintenance. ATG Self-Service makes self-help an attractive alternative to more costly support channels, by providing multiple resolution methods with the right level of "guidance" for novice, intermediate, and advanced users. It also handles multiple problem types, from simple information requests and FAQs, to complicated product-selection scenarios and technical diagnostics.

### Quality service at a fraction of the cost

ATG Self-Service is a complete solution for customer, employee and partner self-help, designed to combine powerful knowledge retrieval with ease of use. ATG Self-Service is enabling businesses meet key service objectives including:

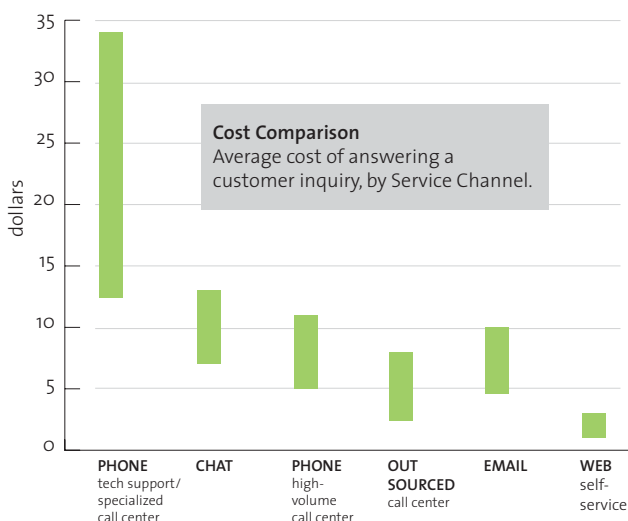
- Increasing self-service adoption
- Uncovering cross-sell and up-sell opportunities
- Reducing operational costs

### Increase self-service adoption

With ATG Self-Service, your users can easily and quickly help themselves through access to highly personalized answers to their questions. As a result, you can reduce costly call center interactions and focus your service staff on queries that truly require human interaction. ATG Self-Service makes it possible with capabilities that include:

- **Advanced Natural Language Processing (NLP)** that performs all seven levels of NLP analysis on both content and query to always deliver the best answer.
- **Flexible and dynamic interfaces** that fit within any Web site environment to align with existing branding and business processes.
- **Adaptive navigation** that provides multiple options for prompting end users, helping them find answers even when they don't know what they're looking for.
- **Result sets** that are populated with actual answers extracted from Web content, knowledgebases, forums and documents, providing 1-click answer resolution.

### Can You Afford Not to Offer Self-Service?



Sources: Industry analyst Firms Gartner, Inc and Forrester Research

## Use self-service to uncover cross-sell and up-sell opportunities



The once distinct roles of support and sales are merging to increase efficiencies and maximize every customer interaction – including those that take place on your Web site. ATG Self-Service enables you to turn support interactions into sales opportunities, with features that present targeted information, promotions, and product recommendations relevant to the circumstances of the customer:

- **Contextual constraints** return only the answers that address the end-user's immediate need, whether it be in support, general information or the shopping cart.
- **Real-time analytics** monitor the customer experience across every interaction, providing useful data points to spot potential problems or opportunities.
- **Universal knowledge** access can turn every support inquiry into an up-sell and cross-sell opportunity by presenting both support and sales content.

- **Wireless device-enabled access** brings your self-service center into your customers' hands, making it easy for them to ask questions and get answers, anytime and anywhere.

### Reduce operational costs

The biggest component of Total Cost of Ownership (TCO) for any online application is content maintenance. ATG Self-Services reduces this cost by offering an automated processes for managing, updating, and publishing information through capabilities that include:

- **Taxonomy and indexing management** that reduces content maintenance through automation of categorization and publishing, ensuring timeless of all answers.
- **Triangulated content ranking** that combines customer, employee and partner usage and feedback to automatically highlight the hot solutions.
- **NLP generated analytics** to help prioritize content creation and maintenance through individual and clustered GAP reporting.
- **Sentence-level security** with support for over seventeen languages, enabling single knowledge articles to possess "multiple views" for any variable across user base.

### EXTENDED OPTIONS

- Support automation
- Self-healing
- Canned content
- Internationalization
- Translation workflow
- Offline knowledge
- ATG Communications Center
  - e-Mail response management
  - Chat/collaboration
  - SMS messaging
  - MMS messaging



#### About ATG

ATG makes the software that the world's largest and most prestigious companies use to create and manage highly targeted, relevant, and rewarding online marketing, sales, and service. With ATG powering your online business, you have the most intelligent and adaptable tools that create a guided and consistent experience for your customers across multiple touch points and throughout the customer lifecycle.

Deployed on the industry's most popular application servers, ATG's solutions power the online business of many of the world's best known brands, including A&E Television, Aetna Services, Inc., Alcatel, American Airlines, Barclays Global Investors, Best Buy, BMG Direct, Eastman Kodak, Ford Motor Credit, HSBC, Hyatt, J.Crew, Merrill Lynch, Newell Rubbermaid, Target, U.S. Army, Walgreen Company, and Wells Fargo.

To learn more about ATG Self-Service, visit [atg.com](http://atg.com) or call 1-800-RING-ATG.