

海尔集团使用社交共享平台管理知识内容及分享交互，海外用户来电咨询解决率提升12%，上门服务一次成功率提升10%

海外用户来电咨询解决率提升12%

呼叫中心坐席能快速在线检索知识，为用户提供解决方案，用户来电提出的需求一次解答到位率提升12%，用户需求更方便、快捷地得到满足。

上门服务一次成功率提升10%

服务工程师在线获取问题解决指导，准确解决问题，上门服务一次成功率提升10%，使用户获得更专业的服务体验。

每天更新实时交互

通过知识交互平台用户在线并联交互，平台用户每天都可以获得更新的内容和信息，快速、准确地为用户提供服务

解决方案组件

- IBM® Connections™
- IBM Business Partner Yantai Haiyi Software Co., Ltd.



业务挑战：海尔集团在多年的海外市场拓展和服务创新过程中，已经逐步建立起知识库并积累了大量产品与服务知识内容，用于支持海外当地服务团队、呼叫中心和服务商为用户提供服务。海尔集团希望市场终端每一位呼叫中心坐席和服务工程师都能快速获取和使用这些知识，并且通过交互不断更新丰富，更快速、准确地为用户提供服务。

转型：海尔集团基于社交共享平台搭建知识分享交互平台，吸引全球海外员工和外部服务商参与分享需求和知识；在分享知识的同时，全球海外员工与外部服务商在平台上基于知识内容与用户需求并联交互，及时获取终端信息和快速提供解决方案。该款解决方案构建了一个全球海外员工之间，以及与外部服务商之间构成的多向社交网络，所有的平台用户均可分享他们在服务方面的需求、知识和经验。呼叫中心坐席和服务工程师能够更快速、更准确地诊断和解决问题；同时通过市场信息交互闭环增值，持续使用户获得产品和服务全流程美好体验，从而形成一个良性的双向反馈循环。

由于企业的创新转型步伐日益加快，内部知识共享交互创新必须紧跟其步伐，从而使企业内员工及外部服务商满足用户服务需求能力的不断得到提升，快速、准确地为用户提供服务创造美誉。

• 关于客户

海尔集团创立于1984年，从开始单一生产冰箱起步，拓展到家电、通讯、IT数码产品、家居、物流、金融、房地产、生物制药等领域，成为全球领先的美好生活解决方案提供商。2014年，海尔全球营业额2007亿元，利润总额150亿元，利润增长3倍于收入增长，线上交易额548亿元，同比增长2391%。据消费市场权威调查机构欧睿国际（Euromonitor）的数据，2014年海尔品牌全球零售量份额为10.2%，连续六年蝉联全球大型家电第一品牌。

• 业务挑战

海尔集团在多年的服务创新过程中，已经逐步建立起知识库并积累了大量的产品与服务知识内容，用于为海外呼叫中心坐席和工程师提供支持。海尔集团希望市场终端每一位呼叫中心坐席和服务工程师都能快速获取和使用这些知识，并且通过交互不断更新丰富，以便更快速、准确地为用户提供服务。

• 解决方案

海尔集团规划并与IBM的业务合作伙伴 Yantai Haiyi Software Co., Ltd合作，部署了一款社交化知识管理解决方案，采用共享交互的方法收集知识和信息，使得客户服务在动态性和创新性方面时刻与用户需求保持同步。该款解决方案将单向的技术文档和知识发布流程转变为由全球海外员工和外部服务商构成的多向社交网络，所有的平台用户均可分享他们在服务过程中收集的需求、知识和经验。借助该解决方案，当地市场服务团队和呼叫中心坐席、服务工程师可轻松利用知识百科风格的界面，导航和搜索及使用与产品、服务相关的FAQ，培训手册、视频等各种形式的知识，同时可以在线交互反馈需求和体验，不断丰富和完善知识。

• 可量化的效益

借助该款社交知识库解决方案，**海外用户来电咨询解决率提升12%**，用户需求更方便、快捷地得到满足；**上门服务一次成功率提升10%**，为用户提供了更专业的服务体验。该解决方案还通过在线信息并交互增值，持续使用户获得产品和服务全流程美好体验。

• 该款解决方案为何具有支持转型能力

- ✓ **颠覆性成果** - 以全员参与，群策群力的方式，构建了一个全球海外员工之间，以及与外部服务商之间构成的多向知识社交网络，使全球海外的员工及外部服务商能快速检索和使用知识及主动参与分享知识，满足用户服务需求能力不断得到提升，使用户获得更快捷、专业化的服务体验。
- ✓ **部署前后的影响** - 原先知识库主要由特定的团队定期发布更新技术文档和知识，提供给全球海外员工、呼叫中心和服务商；现在，全球海外员工及呼叫中心、服务商不但可搜索获取与产品和服务相关的知识，并且可参与分享知识和交互需求，从而使知识交互平台内容不断得到更新和完善，员工和服务商能快速获取到知识和解决方案，快速、准确地为用户提供服务。
- ✓ **记录系统、洞察系统与互动参与系统** - 通过该款解决方案，能够将积累的知识内容存储在知识交互平台中，支持全球海外员工及呼叫中心、服务商的访问。此外，全球海外的员工、服务商和经销商能够在线交互，相互分享需求、知识和经验，而交互过程中形成的知识又自然沉淀、不断丰富地存储在知识交互平台中，后续可以被检索复用。

Haier Increases First Call Resolution Rate by 12% and First Time Fix Rate by 10%, by Using Social Platform for Knowledge management, sharing and interaction

Increase First Call Resolution Rate of Overseas Customer Calls by 12%

Overseas call center agent can search knowledge online quickly and provide customers with solutions. The first time resolution rate increased by 12%.

Customer's requirements are satisfied more conveniently and quickly.

Increase First Time Fix Rate by 10%

Service engineers can get knowledge support on line and provide accurate solutions for customer. First time fix rate of in home service is increased by 10%. Customers are provided with more professional services.

Daily Update and Real-Time Exchange

Users of knowledge platform can conduct knowledge interaction parallel via this platform, where they can also get the updated contents and information every day. Then they can provide service for customer quickly and accurately.

Solutions

- IBM® Connections™
- IBM Business Partner Yantai Haiyi Software Co., Ltd.



Business Challenges: With several years' experience in overseas market development and service innovation, Haier has established a knowledge base, which contains a lot of knowledge in terms of products and services. These knowledge can help local service team, call centers and service providers of overseas market, in providing customers with professional services. Haier hopes that every call center agent and service engineer at market end can find these knowledge quickly and use them when they need them. Also these knowledge could be updated continuously and enriched during knowledge interaction, to help call center agents and service engineers provide service for customer more quickly and accurately.

Transformation: Based on the social sharing platform, Haier builds a knowledge interaction platform, to attract overseas employees and external service providers to participate in searching, sharing their questions and knowledge; at the same time, they can collect information timely and provide solutions rapidly through parallel interaction at the platform based on knowledge content and customer service requirement. This solution establishes a multi-directional social network among overseas employees, external service providers. All the users of this platform can share their question, knowledge and experience at the platform. With this platform, the call center agent and service engineers are able to diagnosis and provide service more rapidly and accurately. Besides, customers can get wonderful experience in full processes of products and services continuously by the interaction and closed-loop value addition of market information, to set up a virtuous cycle of two-way feedback.

The innovation in internal knowledge sharing and interaction must catch up with the steps of company innovation and transition, to continuously improve the ability of internal employees and external service providers, who could provide quickly and accurate service for customers, and enhance company's reputation.

Customer Profile

Since its establishment in 1984, Haier Group has expanded its business from the single production of refrigerators to areas such as household appliance, communication, IT digital products, home furnishing, logistics, finance, real estate and bio-pharmaceutical, becoming a world leading life solution provider. In 2014, Haier achieved a global turnover of 200.7 billion yuan, a total profit of 15 billion yuan. Its profit growth was 3 times the number of income, and the online trade volume reached 54.8 billion yuan, a year-on-year growth of 2391%. According to the statistics of Euromonitor, an authoritative consumer market survey organ, Haier brand accounted for 10.2% of the global retail volume, becoming the top large household appliance brand in the world for the 6th consecutive year.

Business Challenges

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Solution

Haier has planned and deployed a social knowledge management solution by cooperating with Yantai Haiyi Software Co., Ltd, the business partner of IBM. Use this solution, knowledge and information are collected through sharing and interaction, to synchronize customer services with customer requirements in dynamism and innovation. This solution changes the unidirectional process of technical documents and knowledge publication to the multi-directional social network which includes of overseas employees and external service providers. All the platform user can share their questions, knowledge and experiences during services on this platform. With this solution, overseas local service teams, call center agents and service engineers can navigate, search and use product and service related FAQs, training manuals, videos and other kinds of knowledge easily via the encyclopedia-style interface. They can also interact and feeding back requirements and experiences online, to continuously enrich and improve knowledge base.

Measurable Benefits

With this social knowledge management solution, **first time resolution rate** of overseas customer calls is increased by 12%, which indicates that customer's service requirements are satisfied more conveniently and quickly; **first time fix rate** of in home service is increased by 10% and customers are provided with more professional services. Besides, this solution also provides customers with wonderful experiences in full processes of products and services continuously by the interaction and closed-loop value addition of information

Why is This Solution Able to Support Innovation and Transition?

Remarkable Results – With this solution, a multi-directional knowledge social network is established among overseas employees and external service providers in a way of full participation and team work, where these employees and providers can search and use knowledge rapidly and take the initiative to share knowledge, thus their ability to meet customers' service requirements is continuously improved and customers are provided with more convenient and professional services.

Pre and Post-Deployment Influences – At the time of previous knowledge base, technical documents and knowledge were published and updated by special teams regularly. Then overseas employees, call centers and service providers search and use these knowledge. Now, these employees, call centers and service providers can not only search and use knowledge related product and service, but they can also share knowledge, question and interact, so that the contents of the knowledge interaction platform can be updated and improved continuously, employees and service providers can obtain knowledge and solutions rapidly and customers can be provided with services rapidly and accurately.

Record System, Insight System and Interactive System– With this solution, the accumulated knowledge can be stored in the knowledge interaction platform to which overseas employees, call centers and service providers have access. In addition, these employees, service providers are able to interact and share question, knowledge and experience online. Knowledge will be accumulated during interaction automatically and continuously, then stored in the knowledge interaction platform for subsequent use via search.