



**Knowledge
Management**

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(*and* end user of ExpertLink)

"Eating our own cooking"

How Lotus developed its
own KM solution to provide
better, faster customer service

IBM.

Lotus.

Agenda

- Business Challenge: Why did Lotus need KM?
- ExpertLink: a Knowledge Management solution
- Business Value: helping customers get back to *their* business faster
- User community: growing with ease
- Next steps: building on the foundation
- Summary

Lotus's Business Challenge: Why did Lotus need KM?

- Provide consistently fast, accurate service to customers and employees who have Lotus product-related questions.
- Use and test the strengths of Lotus products by developing solutions with them.
- Enhance and leverage Lotus's own Notes/Domino infrastructure with its Knowledge Management products.

Lotus's Business Issues

- Product-related questions come from a large variety of places and were housed in many disconnected sources.
- Multiple people inefficiently and redundantly answer the same question without knowing.
- Answers were not globally maintained, often causing inconsistent answers to the same question asked twice.
- Difficulties identifying the right person for question escalation caused frustrating delays in answers.


ExpertLink: Lotus's own Knowledge Management solution

■ an Internal Application

- Supporting the team to respond more effectively to product-related questions from customers/employees.
- Built on Notes/Domino infrastructure using Domino Workflow (DWF) in *just three weeks!*

■ a Showcase for Lotus KM Products

- Integrating Lotus's KM Products with Notes & Domino
- Demonstrating the benefits of a "building block" application using various Lotus products

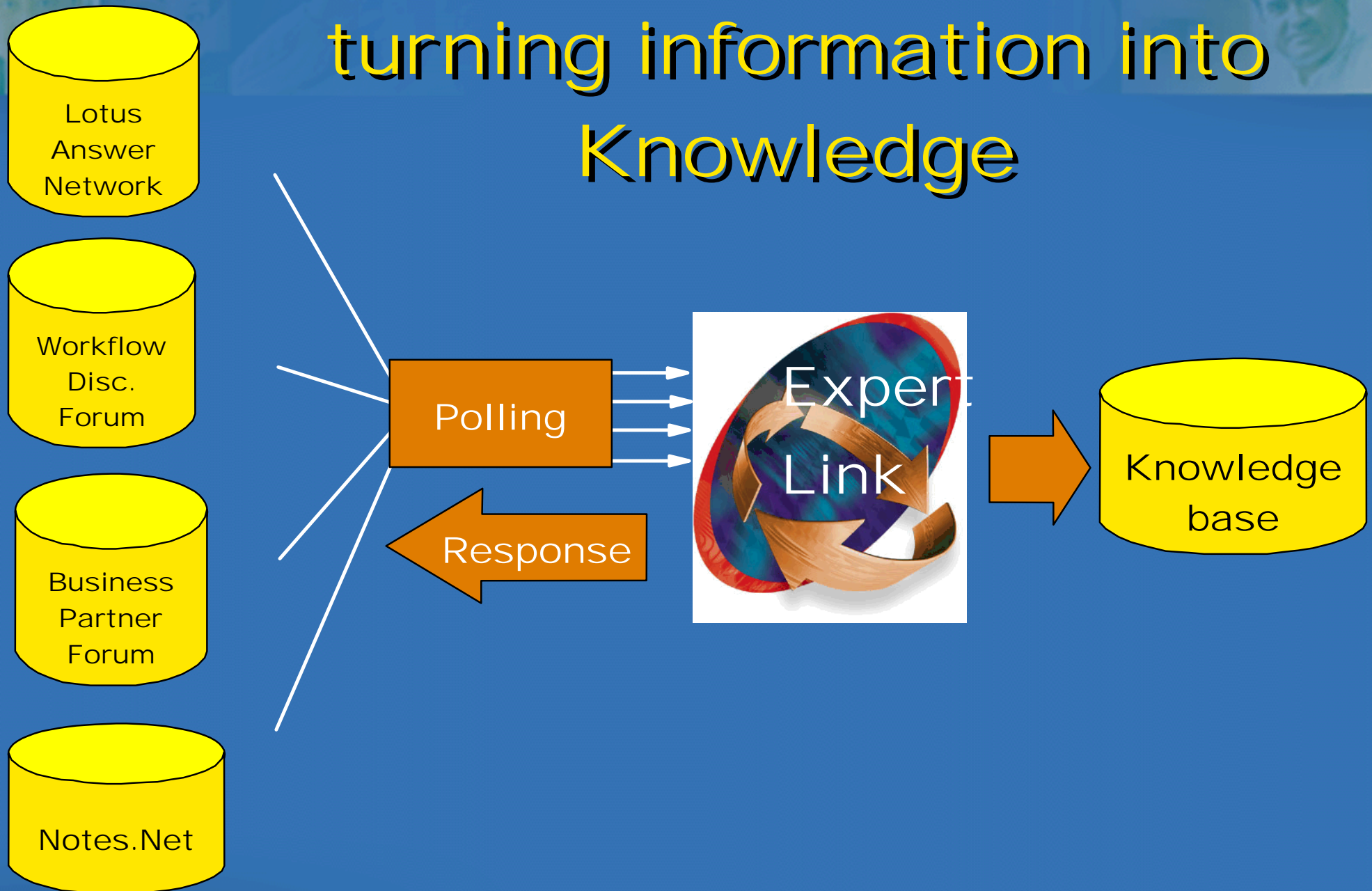


"I liken ExpertLink to going to a restaurant. If the chef's eating the food, you know you're in the right place."

Terry Accola

Sr. Manager of Business Marketing
Lotus Knowledge Management division

ExpertLink: turning information into Knowledge



ExpertLink: using Domino Workflow

- Dynamic Routing to appropriate product group
- Product expert sees only what is relevant to her/him
- Product expert "claims" questions, to prevent duplicate work on same question
- Easy click to Sametime chat for instant collaboration with other experts to ensure the best answer



Knowledge Management

Demo

IBM.

Lotus.

ExpertLink: So easy to use!

- Familiar Notes client interface
- Quick access to online support documentation
- Automatic escalation with manual override
- Simple alert notification with check boxes
- Easy to track, monitor and report on questions, answers and experts.

ExpertLink's Business Value: helping customers get back to *their* business faster

- Response time to customer/employee inquiries cut in half, from *weeks to days*
- Greatly enhanced employee efficiency in accurately, consistently answering and tracking customer queries
- Solution developed in just *three weeks* & designed to rapidly grow/adapt to support new user groups
- Selling showcase for Lotus product solutions

ExpertLink User Community: Growing with Ease

- Current: Lotus KM Product Group with escalation capabilities to quality control engineers
- Expanding: to 200 globally based product managers, developers, and quality control engineers
- Future: integrating across Lotus, IBM & Tivoli worldwide product support groups

Next Steps: Building on the Foundation

- the "Building Block" approach to KM
 - Browser access
 - Portal interface
 - using Lotus's K-station
 - Expertise location and cross-technology search with information cataloging
 - by integrating Lotus's Discovery Server

"Enhancing ExpertLink with K-station and Discovery Server will make it even better, since questions that need to be escalated will immediately get to the right people faster."

Michael Loria

Vice President of Strategy

Lotus Knowledge Management division

What can you take away from this?

- Leverage your own Notes/Domino infrastructure
 - gain **ROI** from your e-mail "highway"
- Find your own business challenges.....
 - do you accept employee/customer queries in various places within your organization?
 - is it sometimes difficult to know who or where your product/topic experts are?
 - is your "collaboration" on answers done by e-mail or phone calls today, often with delayed responses?

Then identify your own priority areas to improve

- Customer service at a **Manufacturer** (or in **HR**, etc.)
 - would you like to decrease response time to employee or customer questions about your products or services?
 - would it be helpful to capture the experts' knowledge for reuse?
- Claims Department at an **Insurance company**
 - do claimants have "spontaneous" questions about their claims in process or their policy coverage?
 - are the experts that have answers spread across various departments?

Summary

- Business problem solved
 - ✓ Single point of access to all questions, answers, info.
 - ✓ Simple collaboration and escalation to quickly derive (and reuse) consistent, accurate answers
 - ✓ Improved response time from weeks to days
 - ✓ Easy to expand to new groups
- Additional advantages and gains
 - ✓ Increased ROI for Notes/Domino infrastructure
 - ✓ Developed in just 3 weeks (DWF and Sametime portion)
 - ✓ "building block" approach to enhance the solution

Thank You!

■ For questions:

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■ For more info:

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- www.lotus.com/workflow