

# Pega Knowledge

Knowledge is power. Deliver it wisely.

## Quick, accurate, and consistent answers to customer questions.

Pega Knowledge™ makes it easy for your customers and agents to find answers by presenting the right content to the right people at the right time. Intelligent content suggestions and contextually appropriate troubleshooting guides help to minimize the need for search and speed time to resolution. As a centralized knowledge management solution, Pega Knowledge gives you the power to engage your customers, simplify your agent experience, and evolve as your business grows. The solution enables service organizations to:

- **Author, publish, and archive content efficiently**  
Efficient collaboration across functional groups makes the content management process easier.
- **Intelligently suggest content exactly when and where it's needed**  
Automatically present to customers and agents the most relevant answers to the most likely questions at every step in the customer journey.
- **Establish and nurture online communities and share knowledge to all**  
Customers and subject matter experts collaborate in forums with dedicated topics from which content can be curated, shared, and reused.
- **Diagnose common product or service issues using guided troubleshooting**  
Guide customers and agents using dynamic, rich text questions and actions to diagnose and resolve issues.

## Challenge

Customers and agents are increasingly frustrated with trying to quickly find the information they need. Traditional knowledge management search functions are often fragmented and unsophisticated. Service organizations also find it increasingly difficult to collect, combine, and curate key pieces of information from multiple sources while keeping it consistent and easy to access.

## Solution

Change the paradigm so that the right knowledge presents itself at the right time, every time. Intelligently presenting the right content to customers and agents at the most relevant point in their journey will virtually eliminate the need for search.

## Why Pega Knowledge is different:

Pega Knowledge's centralized solution delivers contextual answers, content, and guidance for customers and agents to help improve overall time to resolution. It uniquely enables service organizations to:

- **Guide customers and agents to the correct information**
  - Associate content with each step in the customer journey and leverage business rules that fully understand current context regardless of channel.
  - Provide guided troubleshooting for self-service or assisted diagnostics.
  - Leverage advanced search and results filtering to quickly identify the right answer.
- **Centralize and curate for consistency and accuracy**
  - Share and reuse content across assisted and self-service channels for a single source of truth.
  - Utilize flexible taxonomy categories to logically classify and group content and expedite search.
  - Easily import, tag, and manage legacy content rather than re-authoring.

- **Collaborate on authoring and editing**
  - Enable content approval and publishing processes to ensure collaboration and quality.
  - Create rich content with version history and an audit trail.
  - Initiate automated translations as needed.
- **Manage for success**
  - Maintain visibility for content managers across all content development activities.
  - Improve quality and identify content gaps with usage reports, content ratings and community analytics.
  - Quickly configure and launch self-service knowledge and community sites.

