USU

White Paper

Convince Your Manager

Why USU is your best fit for reliable,
AI-powered customer service.

Content

Finding the Right Fit

In today's AI-driven world, customer service leaders face a tough question:

Do I still need a knowledge management system?
The market is crowded. Almost every solution promises AI. Almost every vendor claims to have the smartest technology. But how do you choose a system you can truly rely on—and one that can keep pace with the rapidly evolving AI landscape?

Here's the truth:
AI is only as good as the knowledge behind it. Without a solid, well-structured knowledge base, even the most advanced AI delivers the wrong answers.

That's where USU comes in.

We help you build a flexible, future-proof knowledge foundation that keeps your AI reliable—today and tomorrow.

With our verified answer quality, we guarantee 100% correct responses—every time.

**AI
Quality
Guarantee

USU**

Reason 1: 100% Reliable AI Answers You Can Trust

Smart automation. Verified answers. Full control.

Trust is essential—especially when AI is involved. That's why USU delivers a unique quality promise: **The USU AI Quality Guarantee.** A new generation of AI for customer service—transparent, scalable and accountable.
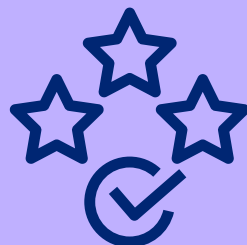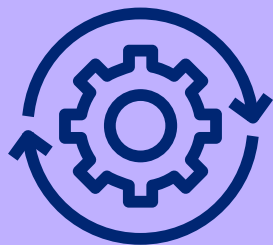
AI Quality Guarantee

USU

Correct   **Complete**   **Convenient**   **Consistent**

With USU, you get 100% correct answers—every time.

That means responses that are not only accurate, but also complete, convenient and consistent.

You define the required level of precision. We ensure that every AI-generated answer meets your standards—across all channels.

At the heart of this promise: Our intelligent **Knowledge AI (KAI)** agents do more than assist—they take responsibility:

- Support editorial processes: structure, tone, clarity and audience-fit
- Ensure fast access to verified knowledge via portal, CRM or chatbot
- Validate AI answers for quality, completeness and compliance

With the help of our **KAI agents**, your experts can focus on high-value interactions.
With secure guardrails and full transparency, you always stay in control.
Together with USU, AI becomes a tool you can trust—because quality isn't just the result. It's built into every step.

Reason 2: Full Control Through Role-Based Features

Our solution is unique in that you can set roles, rights and tasks across the entire knowledge management lifecycle. These include:

→ Customers and users, who are searching for and using information

→ Content authors, who are creating and editing the knowledge

→ Managers, who are responsible for the service quality and KPIs

→ Administrators, who need flexibility to adapt to new challenges

This means we can ensure that each role/position can only edit or access the information needed.

Intuitive and faster access to knowledge for all

- Single source of truth
- Knowledge AI agents (KAI) support knowledge creation, review and optimization
- Use-case based interfaces
- AI-assisted search
- Role-based access rights

Support of various knowledge formats

- Different content types and designs
- Guided dialogs
- Graphic decision trees
- E-learning: training and tests

Simple knowledge processing

- Configurable, AI-assisted workflows
- Versioning and historization
- Comment and feedback function
- Multilingual
- Market- or theme-specific variants
- Readability scoring
- Link checker
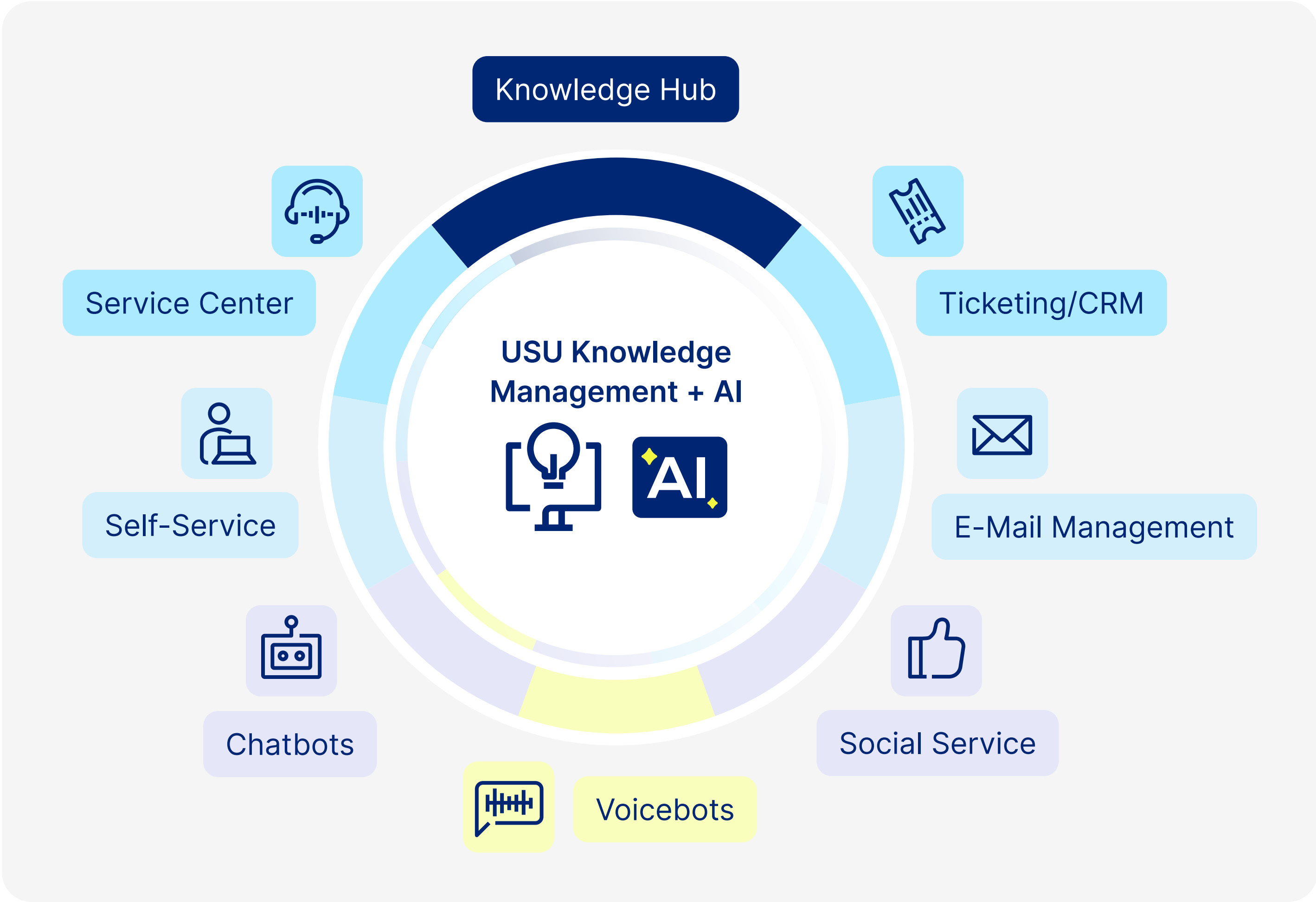- Evaluations

System integration

- Integration into existing system landscapes, including legacy systems (CRM or ticketing systems)
- Integration via Web API
- Document export
- Connection to digital voice assistants
- Ready for integration with LLM-based applications (e.g. AI agents, chatbots, copilots)

Learn more about our core features.
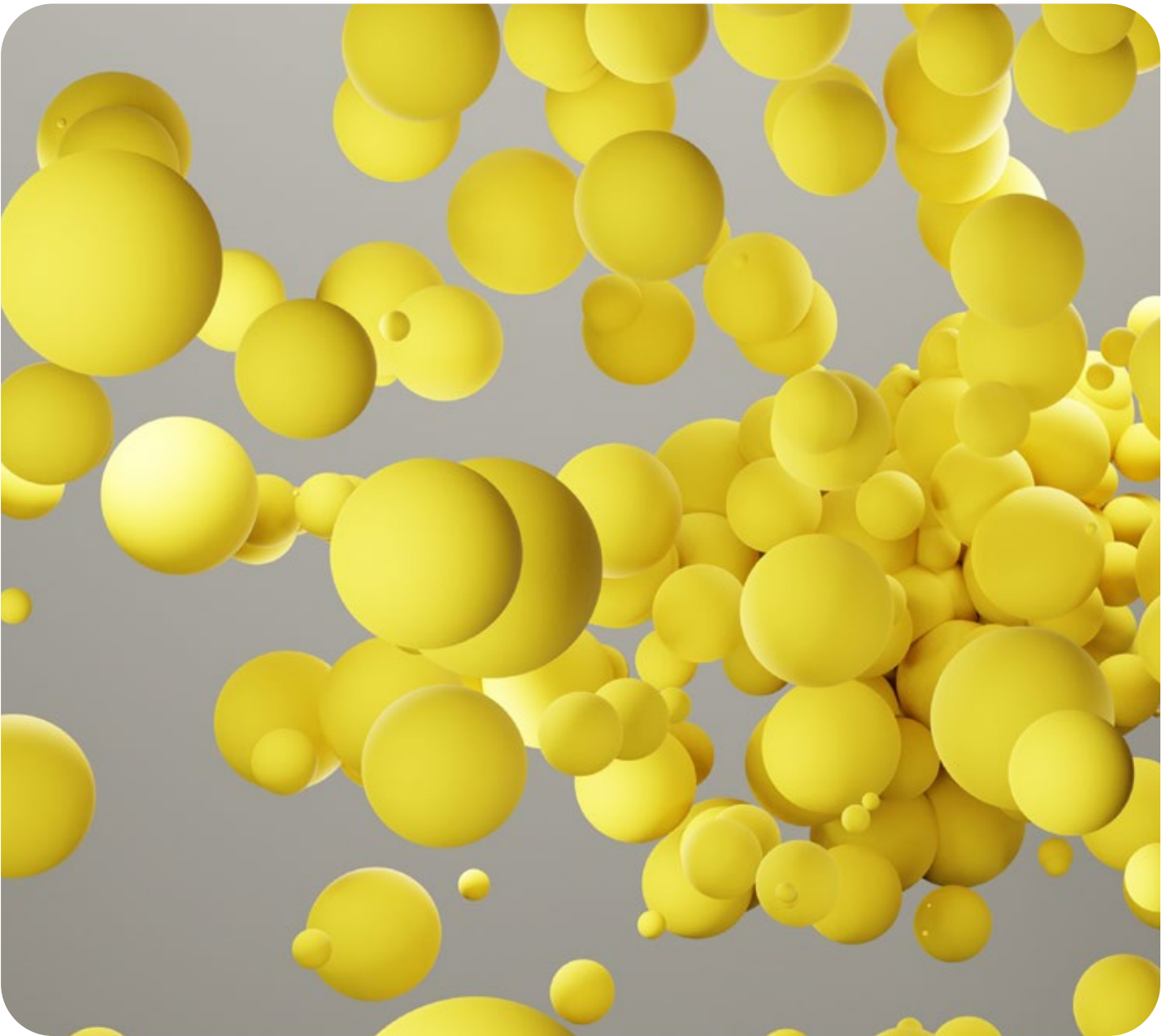
Management of all service channels and multi-channel use

- Use in corporate web-sites and self-service portals
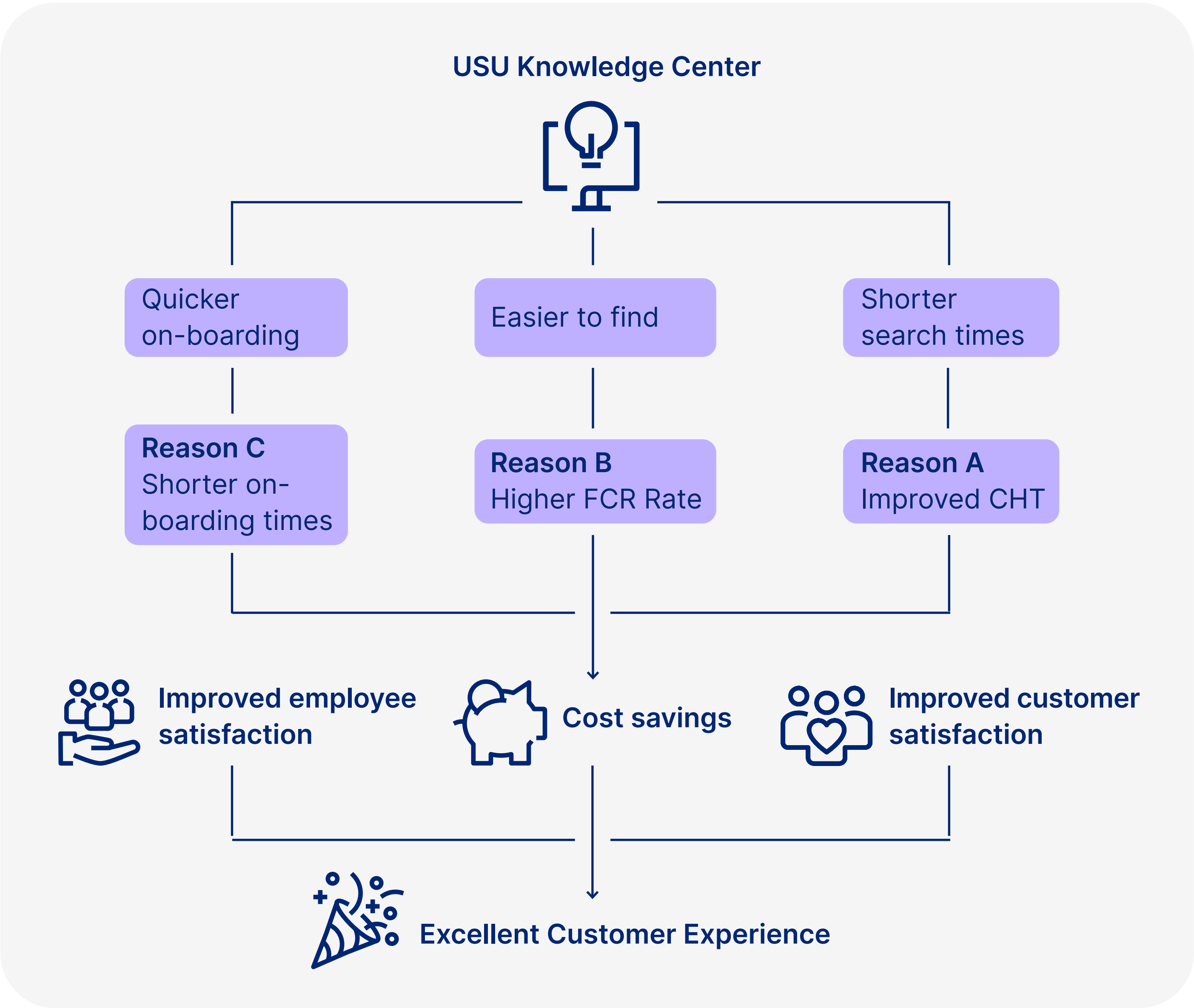- Use via chatbots (incl. ChatGPT and other LLM-based connections)

Knowledge Hub

Service Center

Ticketing/CRM

USU Knowledge Management + AI

Self-Service

E-Mail Management

Chatbots

Social Service

Voicebots

Reason 3: Proven Cost Savings

By using the USU Knowledge Center you can make potential savings in the following areas:

→ Reduction in call handling times (**Reason A**)

→ Increase in first-call resolution rate (**Reason B**)

→ Shortening of on-boarding times (**Reason C**)

Our **ROI calculator** shows how these effects translate into potential savings for your specific business case.

USU Knowledge Center

Quicker on-boarding	Easier to find	Shorter search times

Reason C Shorter on-boarding times	**Reason B** Higher FCR Rate	**Reason A** Improved CHT

Improved employee satisfaction

Cost savings

Improved customer satisfaction

Excellent Customer Experience

ROI calculator

How much could your service center save with the right knowledge strategy?

Based on 40 years of experience and real customer data, our ROI calculator gives you a quick, illustrative estimate—grounded in industry reality.

Every organization is different. That's why the calculator includes flexible benchmarks you can adjust to reflect your own environment. Just enter your figures and see the potential impact of using USU Knowledge Management in your service center.

Try it now: ROI calculator

Figure 1: Example calculation

Reason 4: Trusted Customer Voices

USU Knowledge Management is built for flexibility—no matter the industry or company size.

Our customers use it to boost service efficiency, reduce long-term costs and achieve measurable results.

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> It's not only our obligation, but also our belief, that we should help customers quickly, effectively and personally in the event of a breakdown. Together with our long-term technology partner, USU, we have been able to implement a knowledge-based framework, which meets the highest standards.

Daniel Beck
Audi AG

> "
>
> **Knowledge Center's feed-back feature is the greatest update!**

Call Center Agent
Colony Brands

"

USU didn't just deliver a tool—they showed us the possibilities and helped us build the ideal knowledge environment for our team.

Jessica Leavitt
Senior Instrucional Designer, Deseret First Credit Union

"

USU's active knowledge base was more than just a tool change for us, it was a total paradigm change for our customer service.

Team Member
Resmed

Do you need further information or do you have any questions?

Most questions are best answered by a direct contact. I look forward to answering your requests by phone. Feel free to contact me.

Explore how leading customers transform their customer service with USU.
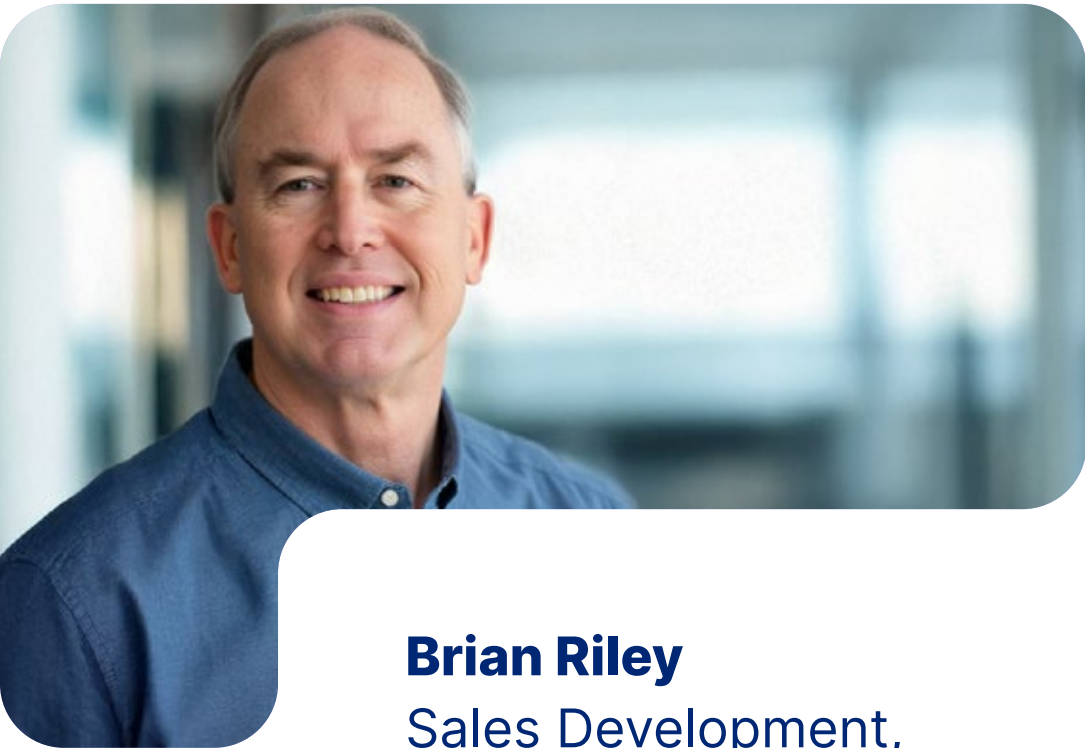
Brian Riley
Sales Development, USU Customer Service Knowledge Management

![USU - Empowered by understanding]

**Discover more
on our website:**

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