

## COVEO / TSIA WEBINAR

# Converging Knowledge Base Access with Intelligent and Social Search

Increase Customer Self-service and Agent Effectiveness—without Moving Data

Thursday, January 21, 2010 / 9 a.m. PT / 12 p.m. ET

Knowledge base convergence among customer-facing departments requires the resource-draining processes of moving data, cleansing it, establishing editing rights, access rights, facilitating culture change to break down information silos, and more—including integrating legacy systems, absorbing IT resources and potentially costing hundreds of thousands if not millions of dollars. And yet, world-class customer service depends upon call center agents and customers being able to access this information in real time.

*How can you provide this real-time knowledge access to those who need it most – customers and call center agents—without undergoing such cost- and time-prohibitive processes?*

During this webinar, you'll learn how new, intelligent search technologies can create a dynamic, secure knowledge base from information residing in multiple, disparate systems – within your customer community, on Twitter, in CRM systems, ECM systems, PLM systems, in agents' email and in desktop files – and of course within different silos of the organization, from professional services to development and product management, even customer training departments.

And you'll learn how this can be accomplished, finally, without moving any data.

### Also in this webinar:

- ▶ Learn how these dynamic, secure knowledge bases can increase online self-service and first contact resolution, and reduce call times while increasing customer satisfaction and loyalty
- ▶ Understand how [Coveo](#) adds social elements to the knowledge and information, through content ratings, multimedia indexing and more
- ▶ Hear from John Ragsdale, VP of Technology Research at [TSIA](#), about his upcoming market overview of search platforms, and the key criteria to look for as the worlds of knowledge base, enterprise and social search converge

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### Webinar:

Converging Knowledge Base Access To Increase Customer Self-service and Agent Effectiveness—without Moving Data

### Speakers:

John Ragsdale, VP of Technology Research, TSIA

Louis Tetu, Executive Chairman, Coveo

Richard Tessier, EVP of Products, Coveo

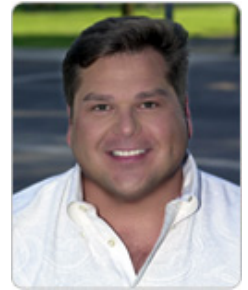
**Date:** January 21

**Time:** 9 a.m. PT / 12 p.m. ET

**RSVP:** [click here](#) to RSVP

This is a **free webinar** on behalf of Coveo and TSIA. I hope you will be able to join us.

## Our Speakers



[John Ragsdale](#)

Vice President,  
Technology Research,  
[TSIA](#)



[Louis Tetu](#)

Executive Chairman,  
[Coveo](#)



[Richard Tessier](#)

Executive Vice  
President, Products,  
[Coveo](#)

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### Our Speakers



**John Ragsdale is Vice President of Technology Research for the Technology Services Industry Association (TSIA).** Previously, he served as Vice President of Technology Research for AFSMI, SSPA, and TPSA, and spent six years as Vice President and Research Director at Forrester Research.

Mr. Ragsdale's area of expertise is in creating strategies for improving the overall customer experience and services operation through technology. Mr. Ragsdale drives TSIA's highly regarded technology research agenda, delivering insightful, thought-leadership research and analysis on the most pressing business issues facing services leaders to enable them to better plan and execute their service strategies. With his in-depth industry analysis experiences, Mr. Ragsdale brings an extensive understanding of the technology and vendor landscape for services. He leverages those insights to help guide Association members in making informed technology, business and investment decisions.



**Louis Tetu is Coveo's Executive Chairman.** Prior to Coveo, Mr. Tetu co-founded Taleo Corporation, the leading international provider of on-demand Internet software for talent and human capital management, where he held the position of Chief Executive Officer and Chairman of the Board from the company's inception in 1999 through 2007. In 2006, Mr. Tetu received the 2006 Ernst & Young Entrepreneur of the Year award in the Technology and Communication category.



As **Coveo's Executive Vice President of Products, Richard Tessier** oversees the development and overall direction of Coveo's product offerings, and has been instrumental in the development of the organization's next-generation customer service and call center solutions. Prior to his role at Coveo, Mr. Tessier was Director of Software Development at Copernic, a leading desktop search technology company, where he oversaw the enterprise software division. In 2004, Tessier played a key role in the successful spin-off of this division into what is now Coveo.

### About Coveo

[Coveo](#) is a leading provider of advanced enterprise search technology and information access solutions, including mobile search solutions, for high performance businesses. Coveo solutions enable composite views of information stored across heterogeneous systems, inside and outside the corporate firewall, including both structured and unstructured data. Such information mash-ups support cross-enterprise business processes, cutting down silos and enabling organizations to leverage existing IT assets. With Coveo, companies are no longer required to move information—they simply provide secure, intuitive access to information where it resides. Results include:

- ▶ Higher levels of employee collaboration and productivity
- ▶ Reduced costs and higher levels of satisfaction within customer service and call center operations
- ▶ Lower cost, faster and more effective enterprise information investigations
- ▶ More intuitive and effective ecommerce and self-service web-based operations

Coveo's more than 600 global implementations contribute to the success of, among many others, AmerisourceBergen, CA, Deloitte, GEICO, ESPN, Haley & Aldrich, Lockheed Martin, Odyssey America, P&G, PricewaterhouseCoopers, Rabobank, SNC-Lavalin, Spencer Stuart, Theodoor Gilissen Bankiers N.V., Children's Hospital of Boston, Sony Ericsson, Macquarie Bank, Patek Philippe, IMS Health, Nexen, ICBC, SSQ Financial, and the U.S. Navyz

### About TSIA

The Technology Services Industry Association ([TSIA](#)) is the technology services industry's largest and most vibrant association, encompassing more than 50,000 members from 300 companies in 80 countries. Their ranks include services executives, managers, and professionals from around the globe.

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