

Improving Employee Efficiency with a 360-degree View of Information

Within an organization, each employee requires the most comprehensive and current information in order to make sound decisions, and be both efficient and effective. A lack thereof leads to poor or uninformed decisions, and processes that are sub-optimal or defective. Enterprise Search solutions provide companies with a complete, 360-degree view of internal information, which makes employees more effective at leveraging internal information needed for customer relationship management, sales, project management and process management.

Leveraging information

In today's workplace, the volume of data that companies create and store is growing at an unbelievably rapid pace. Without the right tools to locate and leverage this information, individual employees are forced to spend hours searching for information and, in some cases, end up using inaccurate data. By using an Enterprise Search solution, employees significantly reduce the amount of time they spend searching - the single point of access enables them to quickly search through all data repositories to locate the information they need, thereby increasing their efficiency and effectiveness.

Customer Relationship Management

A lack of understanding customer and prospect needs can be disastrous. In business, companies must leverage customer information to provide better customer service and find new ways for their product or service to be of benefit across the customer base. In both the short and long-term, a 360-degree view of information is vital for employees to make sound decisions regarding their products and services, uncover revenue opportunities, increase customer satisfaction and reduce customer churn.

Sales

Sales calls based on incomplete information about their prospect's buying history, most recent service calls, current requirements and business priorities are unlikely to result in the kind of value-added interaction that the sales representative wants to convey or the prospect wants to hear. With an Enterprise Search solution, account owners can increase the effectiveness of sales calls by better understanding prospect and customer needs and identifying potential up-selling and cross-selling opportunities. In addition, the solution also helps organizations retain and leverage accumulated knowledge, when experienced sales executives leave a company.

Project Management

The outcome of a project is largely based on the way it is managed, with a well-organized project likely to achieve its set objectives and to finish on time and within budget. With unified access to corporate knowledge and resources, project managers spend less time gathering information and more time managing effectively – leading to better results and shorter project lifecycles. It also allows for better collaboration, as teams leverage consistent, up-to-date information to carry out their work.

Product Management

Having a 360-degree view of information resources is vital when designing a product, as it allows product teams to take into account market research and trends, customer feedback and product quality. Easily accessing and leveraging this information enables companies to introduce market-leading products in a timely fashion, without sacrificing product quality.