

the MASTER KEY

Overview

CHALLENGES:

- > Enhancing website, knowledge base and online property search capabilities to improve customer experience.
- > Increase customer self-service for faster issue resolution.
- > Gain insight into customer and employee search activities to optimize content.
- > Reduce inbound customer support tickets and operating costs.

SOLUTION:

Schlage deployed Inbenta self-service tools to enable customers and employees to find answers to questions and other important information faster, with greater accuracy, and fewer emails into the customer support team.

BENEFITS:

- + Increased customer self-service by as much as 40%.
- + Reduced inbound customer service inquiries by approximately 50%.
- + Improved matching and search results accuracy with continuous lexicon and system updates.
- + Improved knowledge base findability to extend enhanced search capabilities to internal audiences.
- + Created an integrated, flexible customer support platform to be rolled out across different markets and regions.

TECHNOLOGIES AT-A-GLANCE:

- > Inbenta Self-Service
- > Inbenta Instant Answer

Schlage uses Inbenta software to increase customer self-service and reduce email tickets by 50%.

Unlocking information for better self-service

For more than 90 years, people around the world have relied on Schlage to protect their most cherished assets. What started as a small, single-store lock shop focused on quality craftsmanship has blossomed into a global leader in cutting-edge, fashion forward security hardware and connected solutions for homes and businesses.

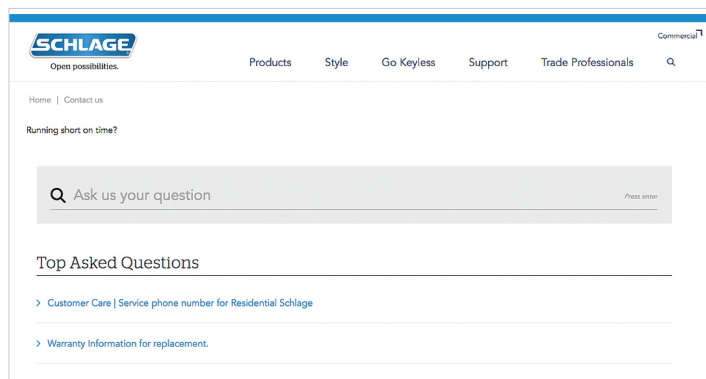
Over the years, Schlage's product portfolio has grown and evolved, requiring the manner in which it supports customers to change as well. While website FAQs, an army of customer support personnel, and helpdesk automation software allowed the company to respond quickly to service requests, Schlage wanted a more proactive approach to customer support.

"We pride ourselves on resolving customer questions as quickly as possible, but wanted to enable more self-service to help them find the information they needed on their own terms," says Megan McCluskey, Senior Program Manager, Customer Experience Marketing and Communications for Schlage's parent company, Allegion. "Developing new and creative ways to make information more searchable for our customers and our workers was key to improving both our customer experience and internal operations."



While Schlage customers enjoyed the benefit of having access to these instant, multi-channel representatives, Schlage employees have benefited from having all customer conversations and tickets in a single location, making it easier to respond to inquiries. However, McCluskey noticed an oddly high volume of inbound service tickets. A deeper dive into the company's operations revealed that the service team was frequently a customer's first option for finding product, pricing, or other information rather than the last.

"Less than half of our customer interactions were self-service, which led to high volumes of emails and calls into the support center," she says. "Reversing that trend could help reduce costs, allow agents to spend more time resolving higher-order customer inquiries, and deliver an even better experience. But we first needed to understand the problem, not the symptom."



Inbenta software searches the meaning of a customer's inquiry to deliver more relevant, helpful results.

To McCluskey, there was a clear connection between a customer's ability to find information easily on their own and the number of inbound service tickets. At the same time, she began wondering if Schlage's customer support team experienced similar challenges in finding information and, after some investigation, concluded that the company's knowledge base could also benefit from enhanced findability. "We uncovered a great opportunity to put our entire knowledge base to good use as a single source of truth for both internal and external users—if we could figure out how to deliver it," McCluskey says. "We needed a solution that could help us understand how users were searching and provide some clues about how to improve navigation and content."

Semantic search for global audiences

Schlage deployed Inbenta's self-service and support ticket solutions after discovering them through the Zendesk partner portal. The patented software helps Schlage meet the evolving demands of both internal and external users, delivering highly-relevant and accurate responses to customers' most pressing questions on-demand. Unlike

other solutions that simply try to improve keyword matching, the Inbenta platform focuses on the way people formulate questions in their everyday speech to dramatically enhance the relevance and accuracy of search results across customer support operations. And, while other products may take up to three months to implement, Inbenta's streamlined installation can be up and running across virtually any size site in just weeks.

The software features semantic search and natural language processing capabilities that help create a higher impact, more personalized online experience for Schlage's customers. "One of the biggest advantages of the Inbenta platform is that our customers can get the information they want in real time based on what they actually mean, not on what they type," McCluskey says. "It creates an entirely different interaction with our brand and delivers an experience that simply isn't possible with most other solutions on the market."

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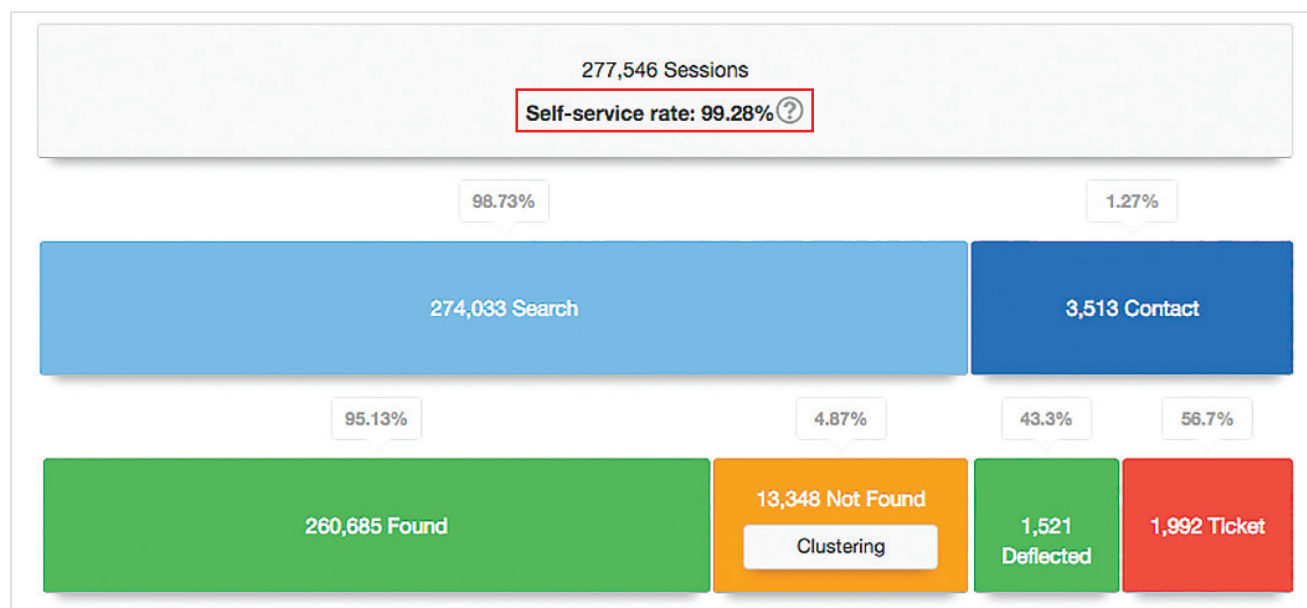


With Inbenta, McCluskey and her team can leverage a suite of powerful analytics tools that help identify key words, phrases, and concepts Schlage customers search while on the site and employees use in the knowledge base. Now, customer experience team members can track search results in real time and quickly adjust content on the fly to help the system close any language gaps and deliver continuously improving search results. And since the artificial intelligence-driven software is supported by a team of linguists, it also scales easily for deployment in multiple languages to address Schlage's global customer base.

Improved customer experience through enhanced searchability

Inbenta self-service solutions have been a boon to Schlage's customer experience and customer support efforts. The enhancements to knowledge base searchability have made it easier for customers to find the information they want on their own, translating to lower customer support ticket volumes and higher customer satisfaction.

"Inbenta has significantly upgraded our search and findability strategies, helping us increase our self-service metrics by as much as 40%," McCluskey says. "With continuously improved search functionality and features like Instant Answers, which actually finds answers as customers are typing, we're seeing email deflection rates of up to 50% because people are finding answers so much faster. It's incredible!"



Instant Answers and other tools help customers find what they need without contacting customer support.

According to McCluskey, Inbenta software will continue to play a pivotal role in the evolution of Schlage's website design and other customer-facing properties. Already, it's been rolled out to the branded site for Trane, the leading heating air conditioning brand, and she hopes to expand its use across Allegion's other brands in the future to create a truly cohesive online experience.

"Inbenta has been instrumental in changing the way customers engage with and view our brand," she says. "It's flexible enough to be used for a number of customer support and online shopping roles, is supported by a highly responsive team of professionals, and has proven time and again to be the missing piece of delivering a truly unique omnichannel customer experience."

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Inbenta is a pioneer in online Customer Support and Experience. Using Natural Language Processing and Artificial Intelligence, Inbenta specializes in online self-service, support ticketing and e-commerce search using key functionalities that include multilingual Natural Language Search of Content and FAQs, Virtual Assistants/Chatbots, Instant Answers and a self-service performance-monitoring dashboard.

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