



Inbenta Case Study

September 16, 2014



ALLEGION™

PIONEERING SAFETY™

Introduction

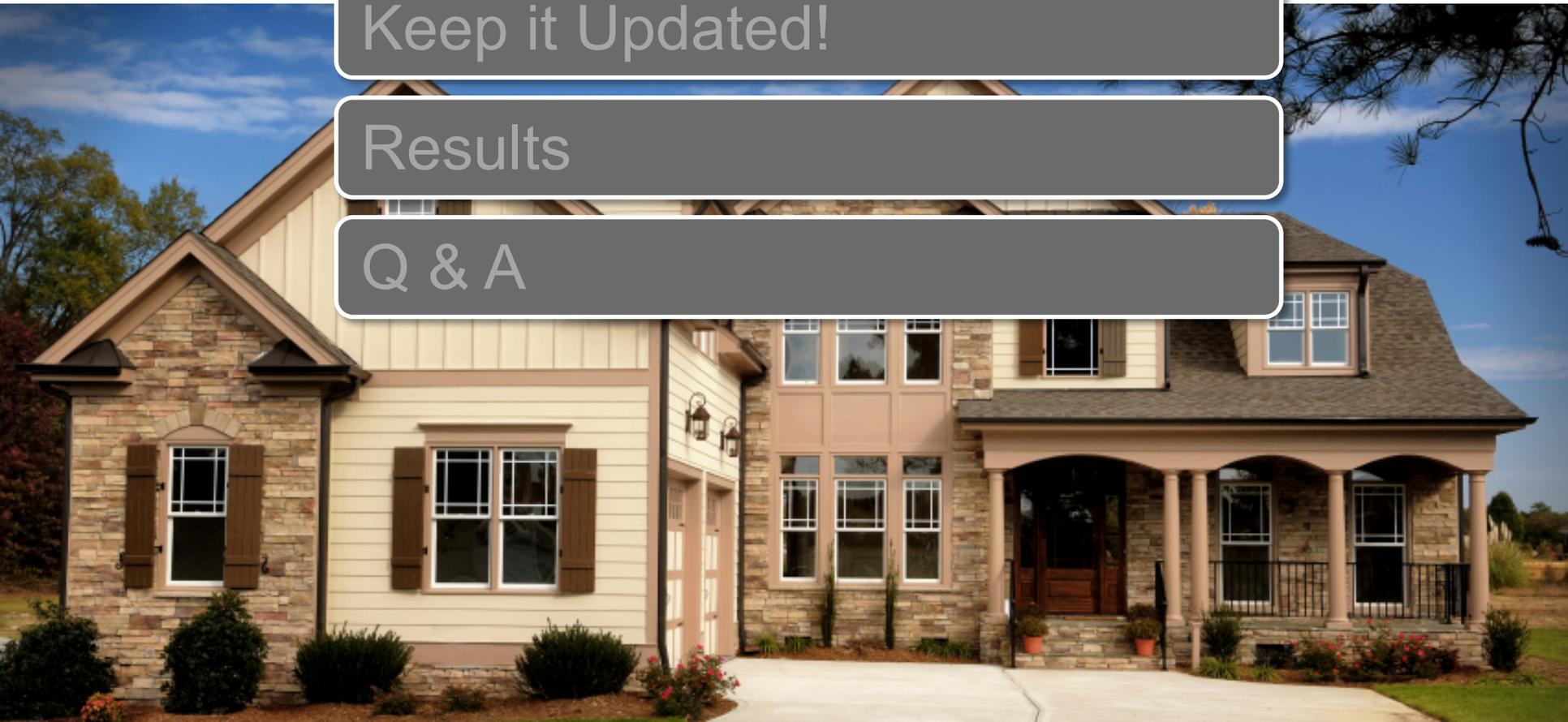
Strong Customer Solutions

How did Schlage Improve

Keep it Updated!

Results

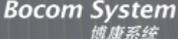
Q & A



The Corporation - Allegion at a glance



Allegion's Family of Brands

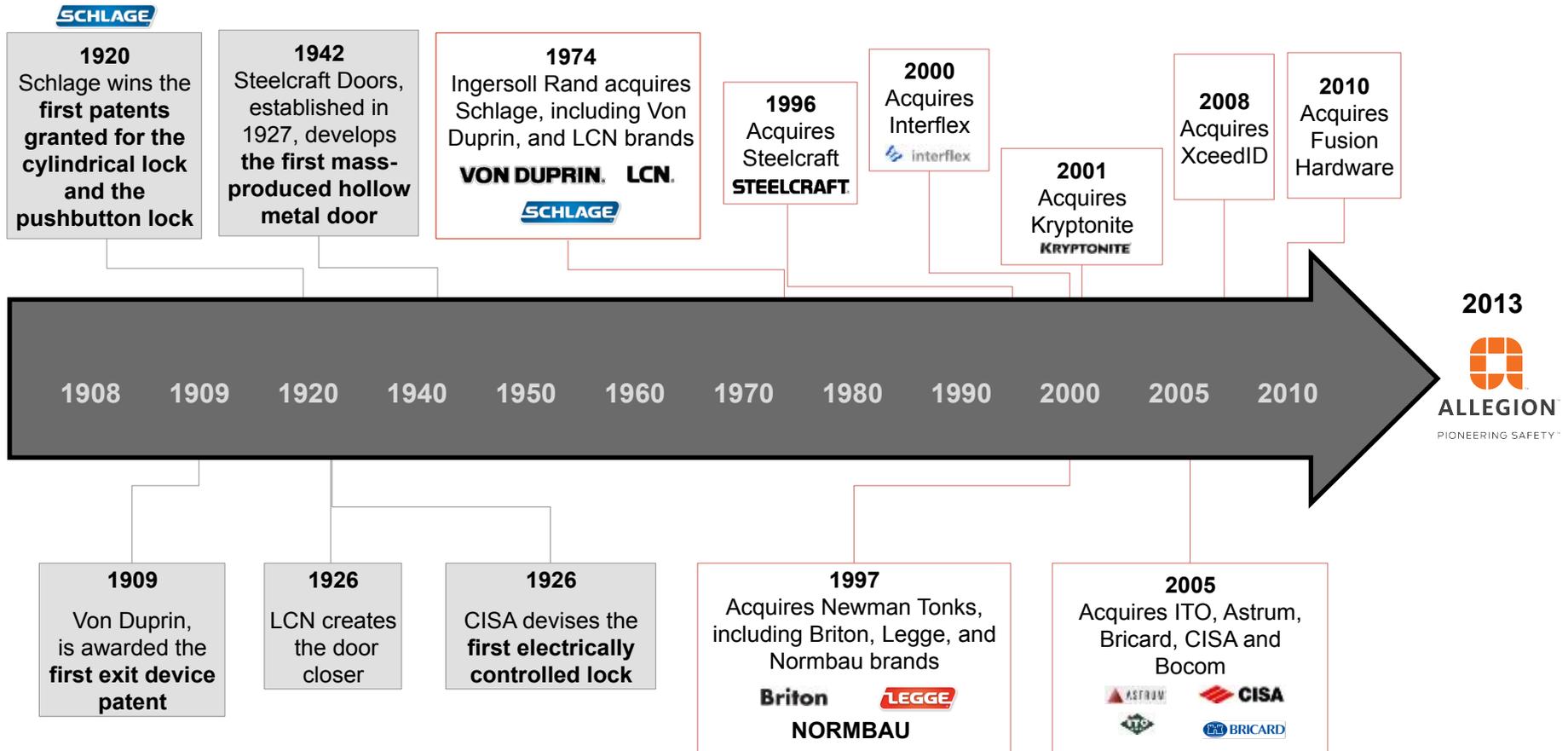
				
				
				
				
				



ALLEGION™

PIONEERING SAFETY™

A legacy of innovation and leadership



Introduction

Why Schlage?



Our mission

Mission Pillars

OUR MISSION

To create the strongest and most technologically-advanced products to help consumers secure and monitor their homes

OUR
ORGANIZATION

OUR
PRODUCTS

CHANNEL
PARTNERS

CONSUMERS



Strong has a name. It's who we are; it's what we do. And for more than 90 years, Schlage has brought uncommon strength to everything we design, build and test to keep you safe, sound and secure.

[schlage.com](https://www.schlage.com)

SCHLAGE

STRONG HAS A NAME.™



**THE LOCK.
LOADED.**

SCHLAGE.COM/IBS



Product categories

Hang the Door

- Hinges

Secure the Door

- Locks
- Handlesets
- Deadbolts
- Home Automation

Protect the Door

- Kick Plates
- Lock Guards
- Edge Guards

Style the Door

- House Numbers
- Door Knockers
- Mail Slots



STRONG consumer ratings – June 2014



Ranked #1 in Electronic Connected Locks

- Schlage Touchscreen Deadbolt with Alarm (BE469)



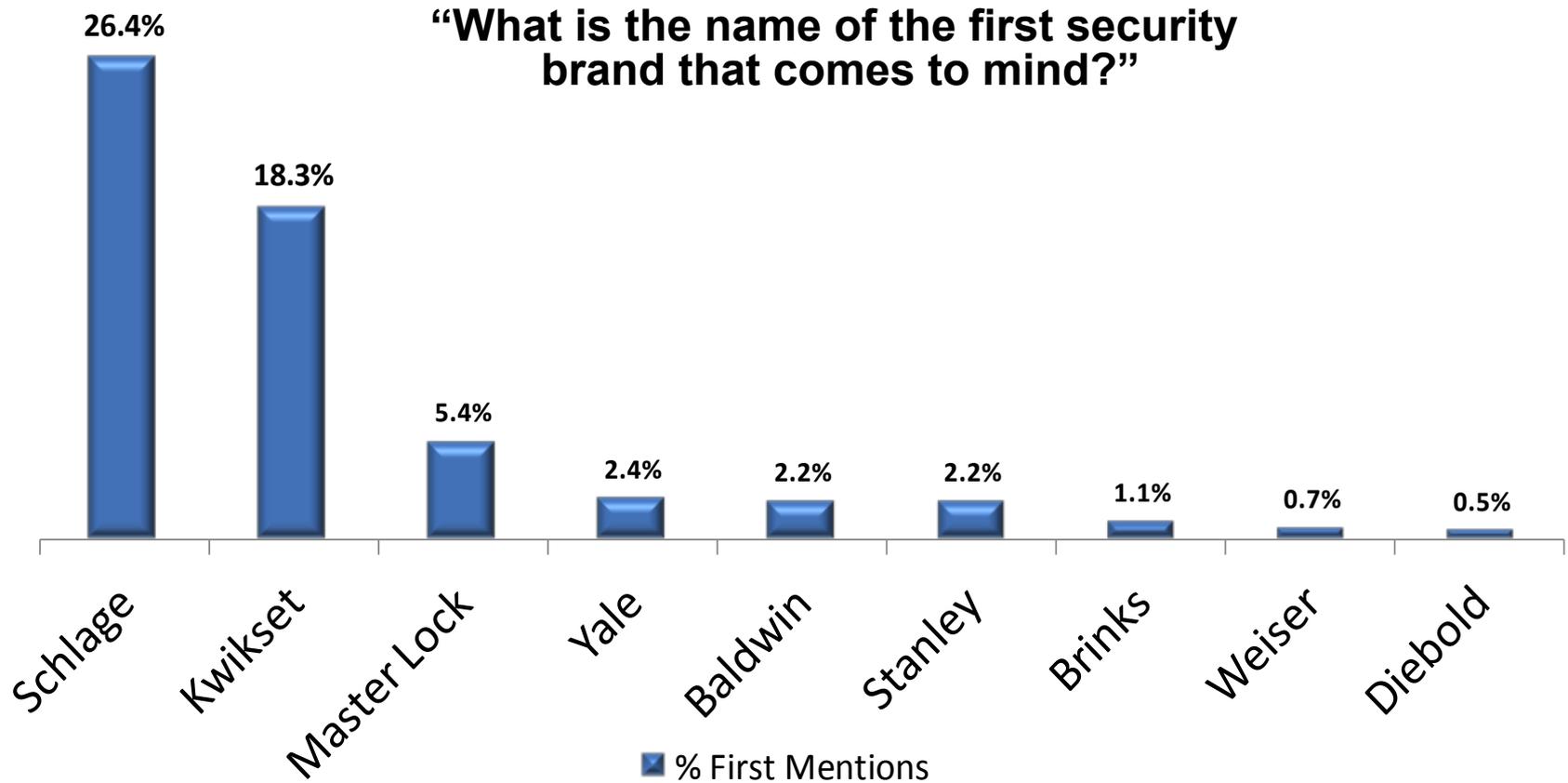
Ranked #1 in Electronic Locks

- Schlage Keypad Deadbolt (BE365)

* June 2014 Consumer Reports – Best electronic door locks,

STRONG brand awareness

Ranked #1 in top-of-mind brand awareness



* Top-of-Mind Brand Awareness Study – March 2013

STRONG brand preference

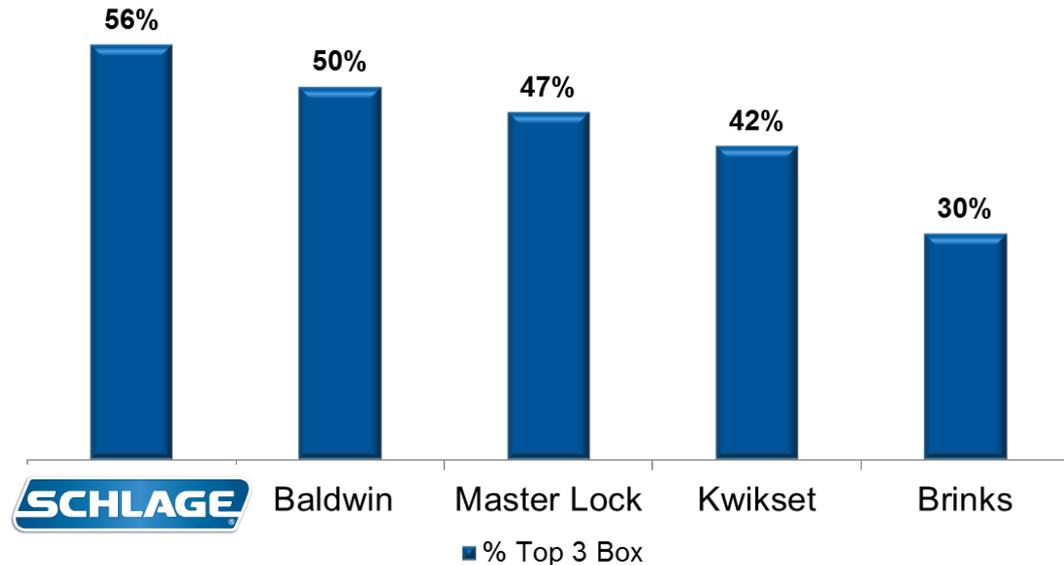
Ranked #1 preferred lock brand by Homeowners***

Ranked #1 most preferred lock brand by Builders**

Makes best all-around products available*

Ranked #1
by consumers for:

- ✓ Quality*
- ✓ Durability*
- ✓ Security*
- ✓ Trust*



*** NOORO, Company Sponsored 2012

** Builder Magazine 1998—2013

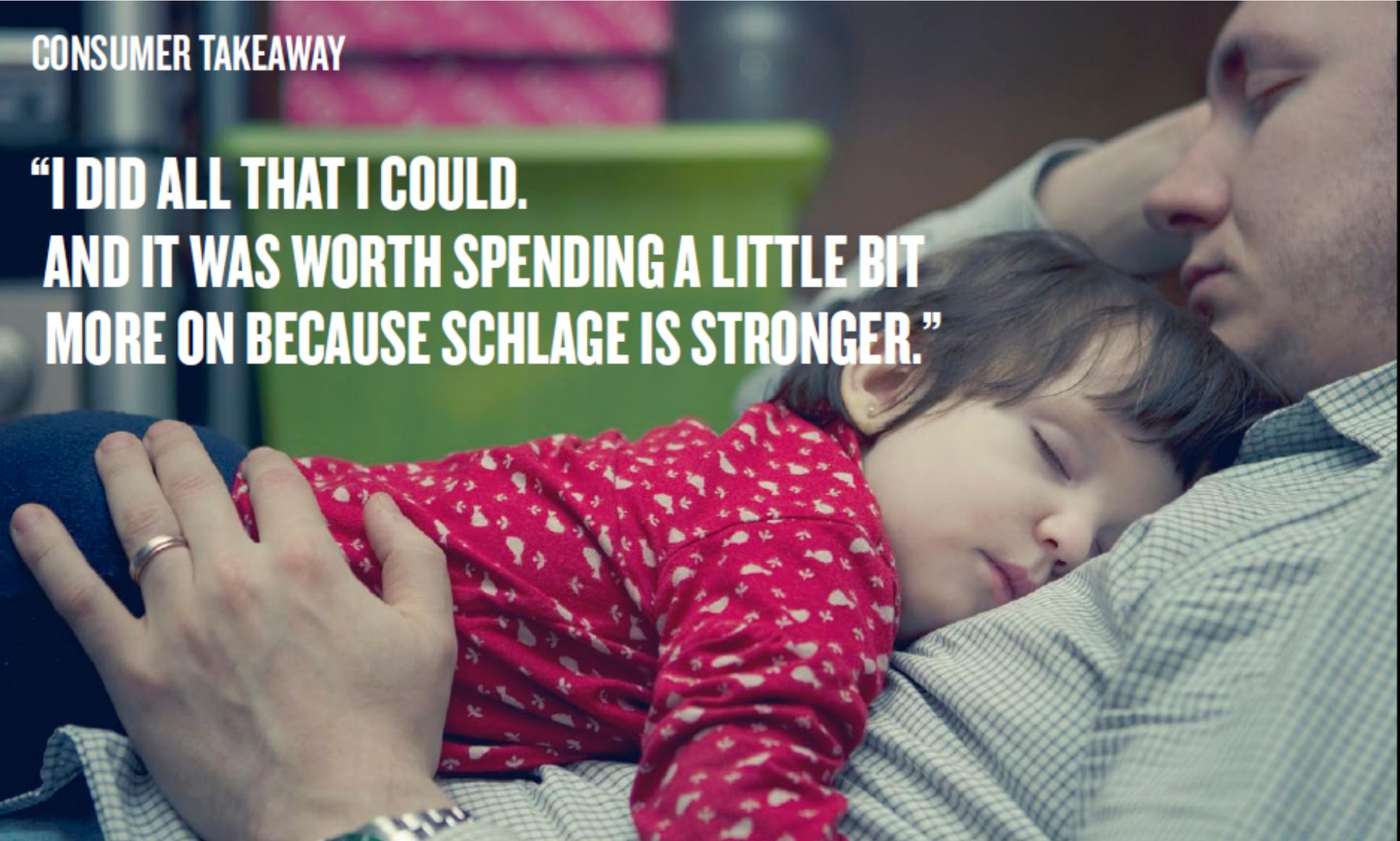
* Homeowner Survey, Company Sponsored 2013



STRONG HAS A NAME.™

CONSUMER TAKEAWAY

**“I DID ALL THAT I COULD.
AND IT WAS WORTH SPENDING A LITTLE BIT
MORE ON BECAUSE SCHLAGE IS STRONGER.”**



Introduction

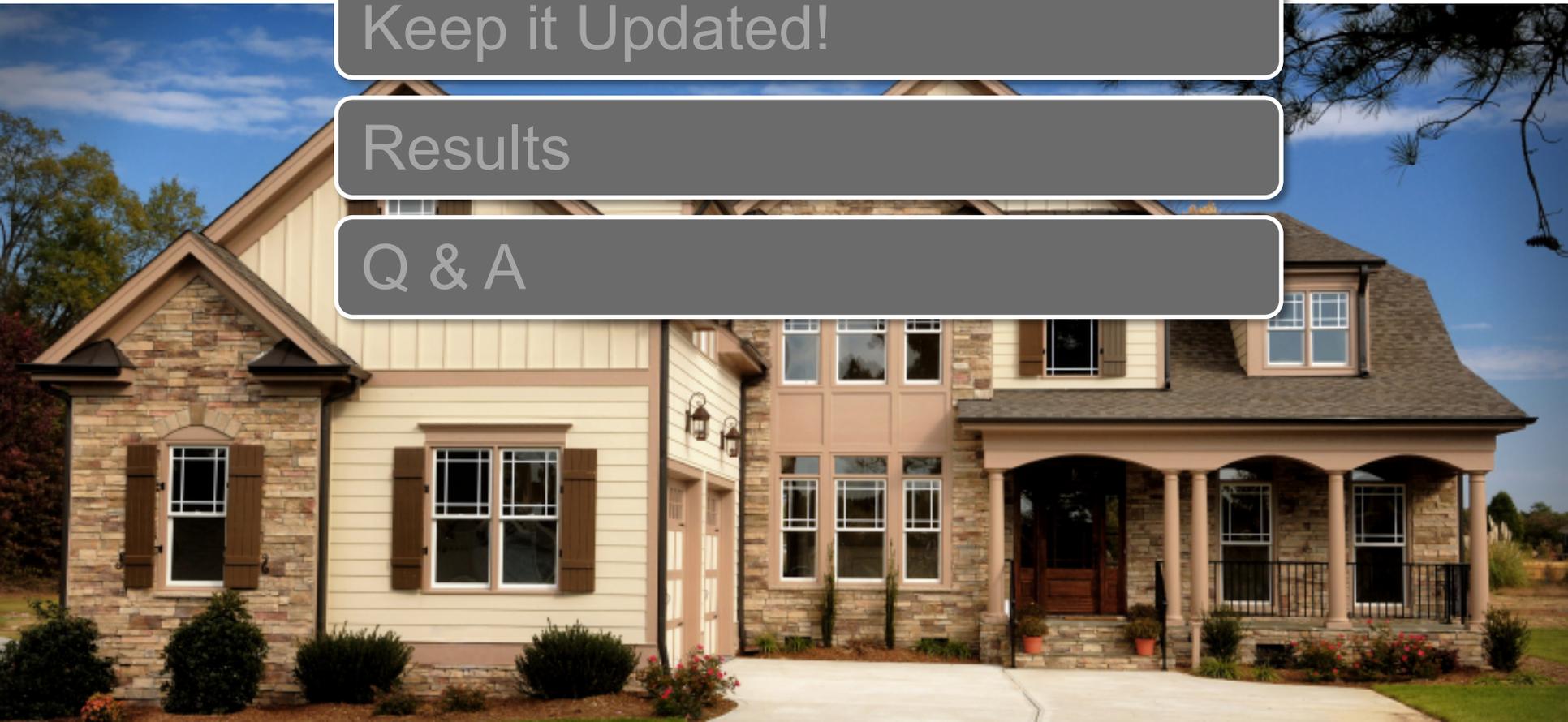
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Challenges

- 1 Significant Staff Increase
- 2 Quickly Changing Information
- 3 Improve Customer Experience with Consistency across all Customer Touch points
- 4 What about the Future?

DOIN' IT FOR THEMSELVES

A recent consumer survey commissioned by Nuance Enterprise found that a majority of respondents thought positively about self-service.



75%

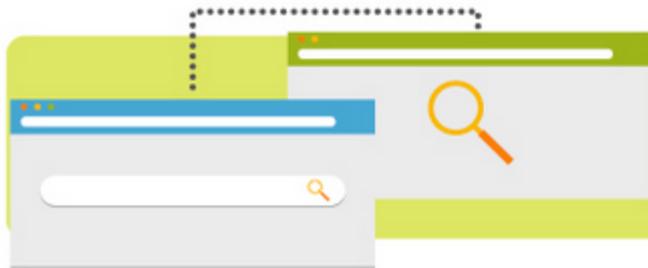
of survey respondents said self-service is a convenient way to address customer service issues.

67%

of respondents said they preferred self-service over speaking to a company representative.



TREND TO WATCH



An analysis by Gartner predicts **50%** of online customer self-service search activities will happen through a virtual assistant for at least 1,500 large enterprises.

Customers are ready and eager for self-service, but they are also making it clear this method must be effortless and perform seamlessly. To stay competitive, brands must optimize their search capabilities and invest in a self-service portal.

Solutions

Integrated
Inbenta Natural
Language
Search
inbenta



Fully integrated
Inbenta search
at Schlage.com

Replaced
"Contact Us"
Page & Added
Inbenta Widget

Implemented
Knowledge
Tool with
Zendesk



Improved Customer Experience & Employee Engagement!

Integrated
Inbenta at
us.Allegion.com



ALLEGION™

Transferred
existing
Commercial
knowledge
center to
Inbenta

COMING SOON!
Fully integrated
Inbenta search at
kryptonite.com

KRYPTONITE®

At Schlage, we know customer support is important,
that's why we give customers options that fit their lifestyle.

Introduction

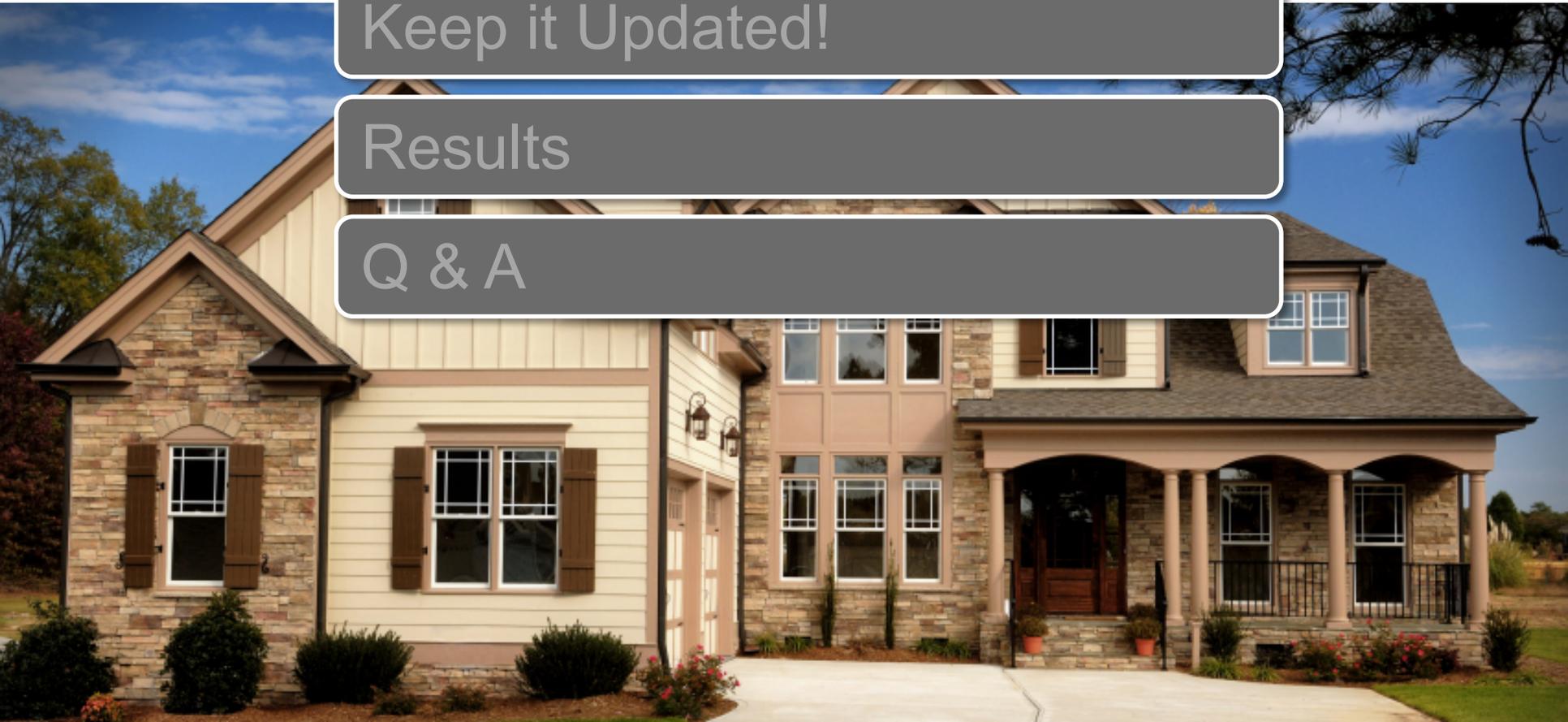
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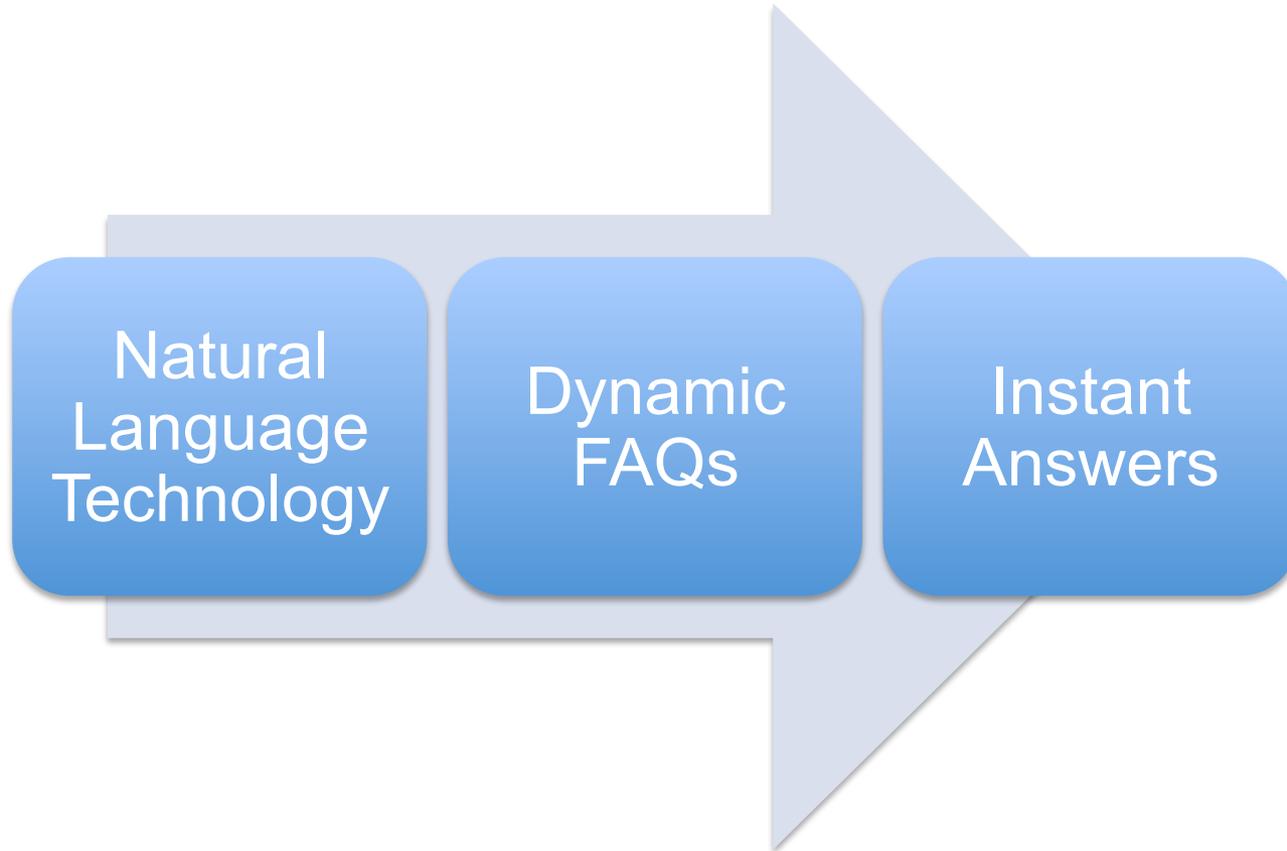
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Implementing Virtual Assistants

- Apply search analytics to call center IVR
- Leverage knowledge database collaboration space with partners and vendors
- Applying natural language search technology for end users and agents



Innovative Knowledge Management



PRODUCTS ▾

STYLE ▾

ELECTRONICS ▾

SUPPORT ▾

TRADE PROFESSIONALS ▾

[Home](#) > [Contact Us](#)

Running short on time?

Q *Ask Us Your Question*

Press enter

Top Asked Questions

- [Customer Service phone number](#)
- [Keypad Programming Guide](#)
- [Warranty Information for replacement.](#)
- [Video: How to Program Keypad Lock](#)
- [Installing BE469 Touchscreen Deadbolt with Alarm](#)
- [Reset Keypad to factory settings - Video and instructions](#)
- [F Series Latches available](#)
- [Keypad Locks User Guide](#)
- [Hardware & Accessories](#)

Where To Buy

Enter your zip code to find the Schlage retailer closest to you.

Find a Retailer:

Find a Schlage Retailer



Introduction

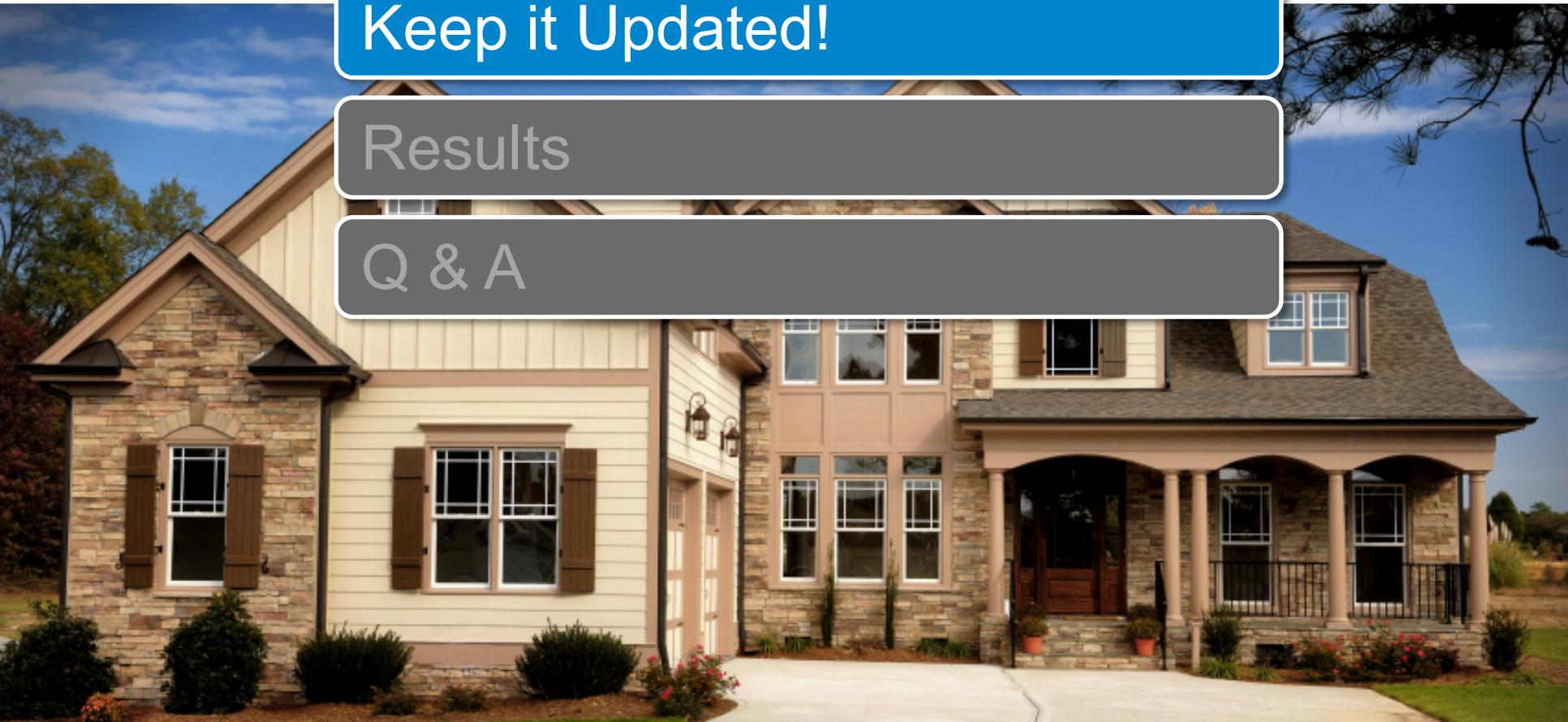
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Help is on the way!

- What questions are customers asking that cannot be found?
- What questions are customers asking but result in the wrong answer?

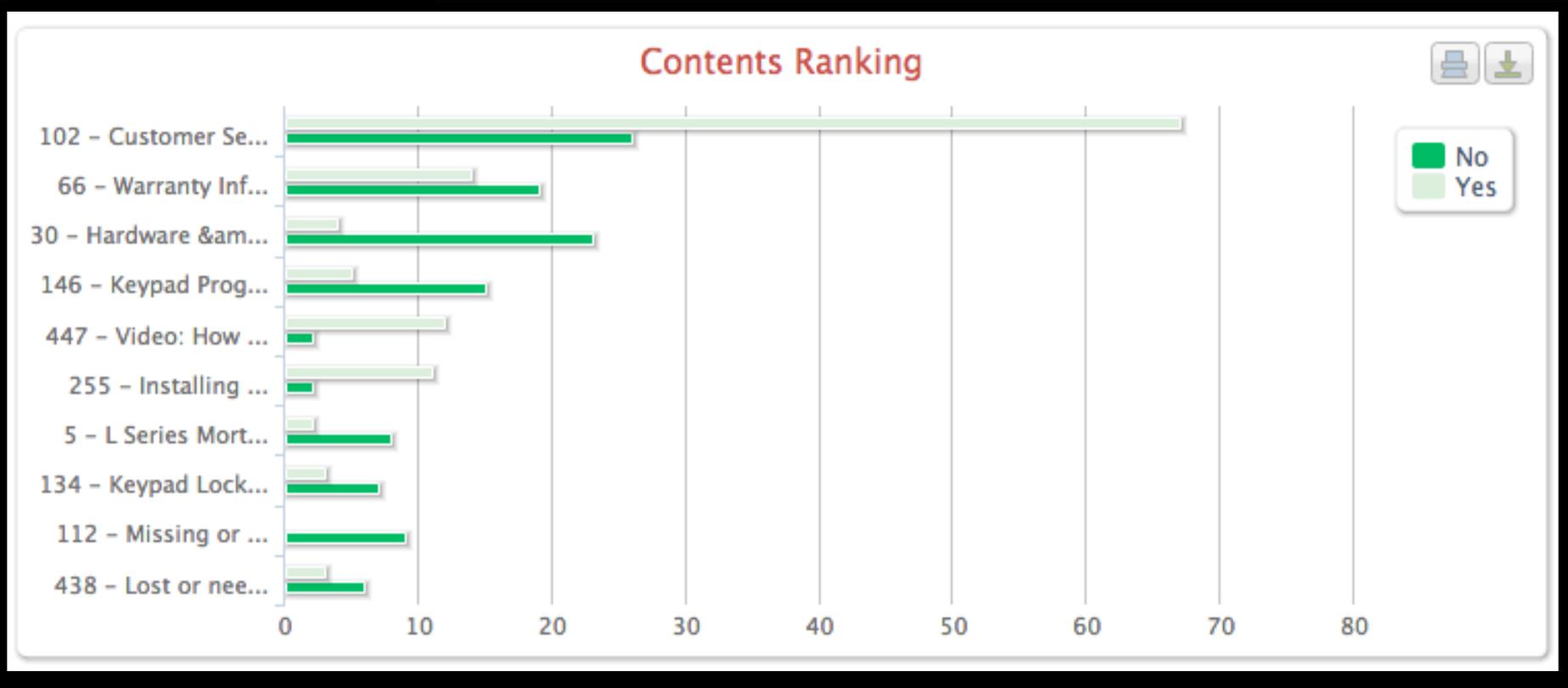
Inbenta backstage

Date	Question	Rating
19:11:50 09/09/2014	<u>I'm interested in buying BE469NX CAM 622 black finish. Where can I buy in Quebec, Canada?</u>	No
09:37:28 09/09/2014	<u>door knobs peeling and faded</u>	No
09:25:27 09/09/2014	<u>half the keypad stopped working</u>	No
07:27:41 09/09/2014	<u>WHERE TO FIND SERIAL NUMBER</u>	No
07:16:41 09/09/2014	<u>My electronic locks are on exterior doors, they have a key pad and an old fashioned ibutton which has not been working correctly, is there a way to get the keypad to work with a code? Thanks! JamieHollis@towneproperties.com</u>	No
07:04:53 09/09/2014	<u>Ask Us Your Question</u>	No
16:18:22 08/09/2014	<u>what is vacation mode</u>	No
12:05:41 08/09/2014	<u>I could not find contact information for your legal department, but I wanted to let you know that there is a company using your Kryptonite trademark, I assume without authorization. The company's website is http://kryptonitetanks.com/</u>	Yes
09:13:07 08/09/2014	<u>I have schlage locks at my home. Do you sell "lock bumping" kits to install on my schlage locks ?</u>	No
05:53:41 08/09/2014	<u>can't lock or unlock manually</u>	No

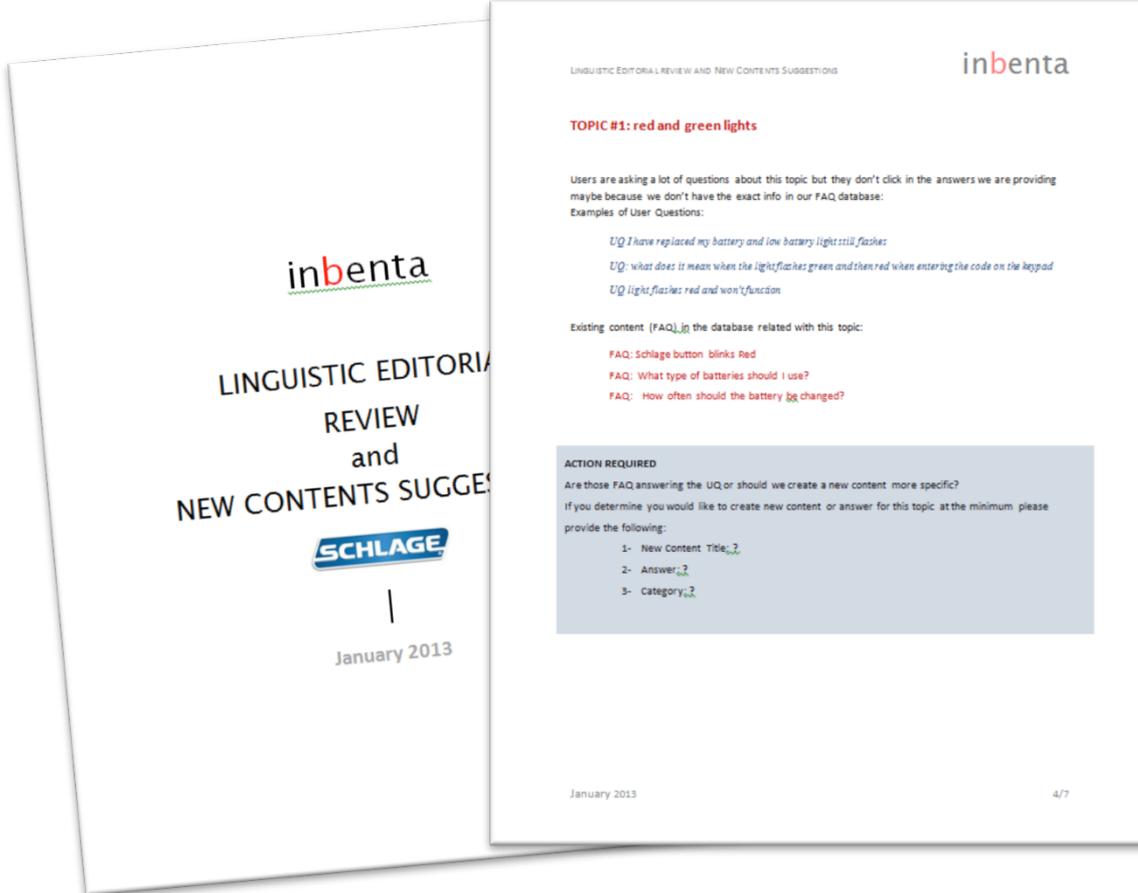
Constantly Improving

Did this answer your question?

Inbenta backstage



I can't find it!



- Unaware that there were many questions (which then translated into 'tickets/emails' about 'bike locks').
- Before Inbenta, our agents would continue to answer this 'frequently' over and over.
- Inbenta Virtual Assistance/ NLP Search technology quickly called this to our attention and an answer was created.

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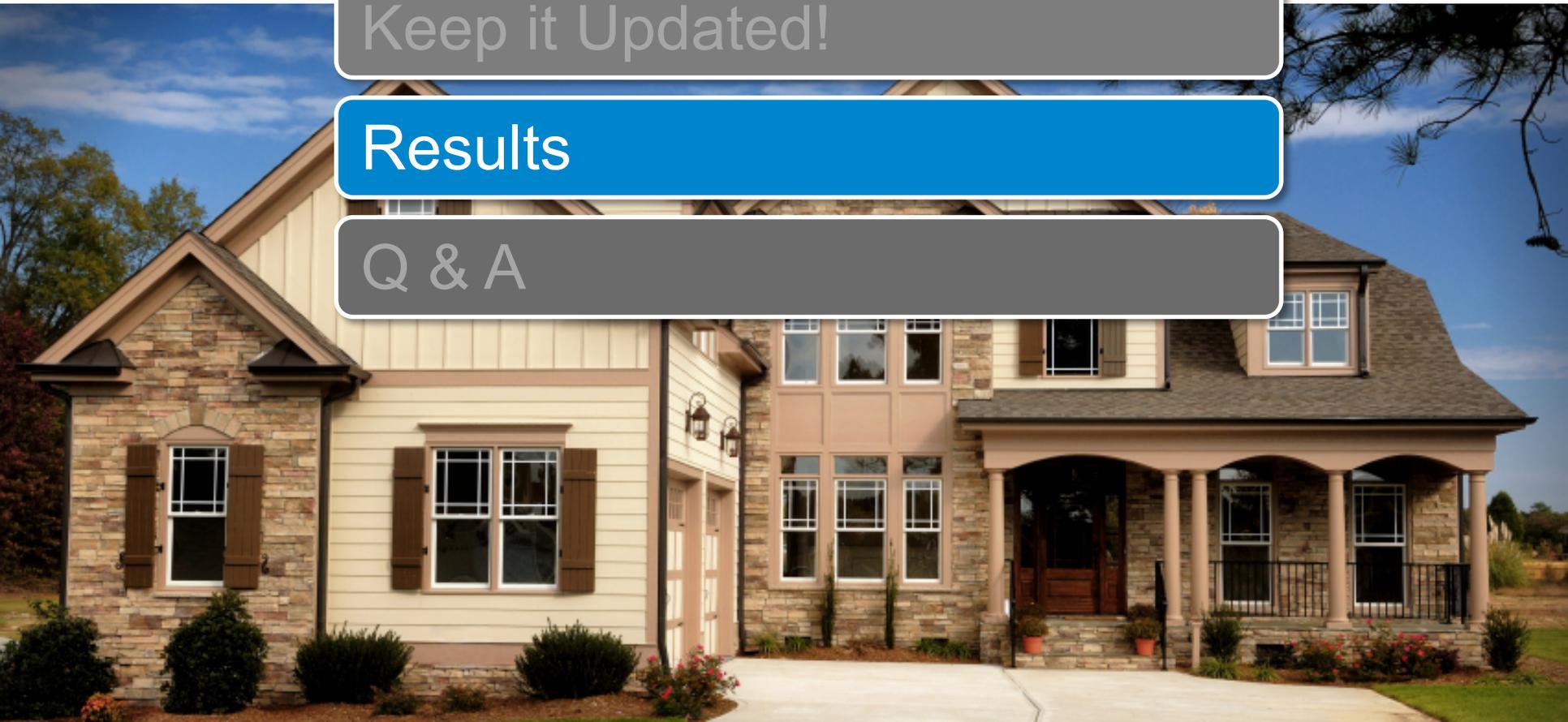
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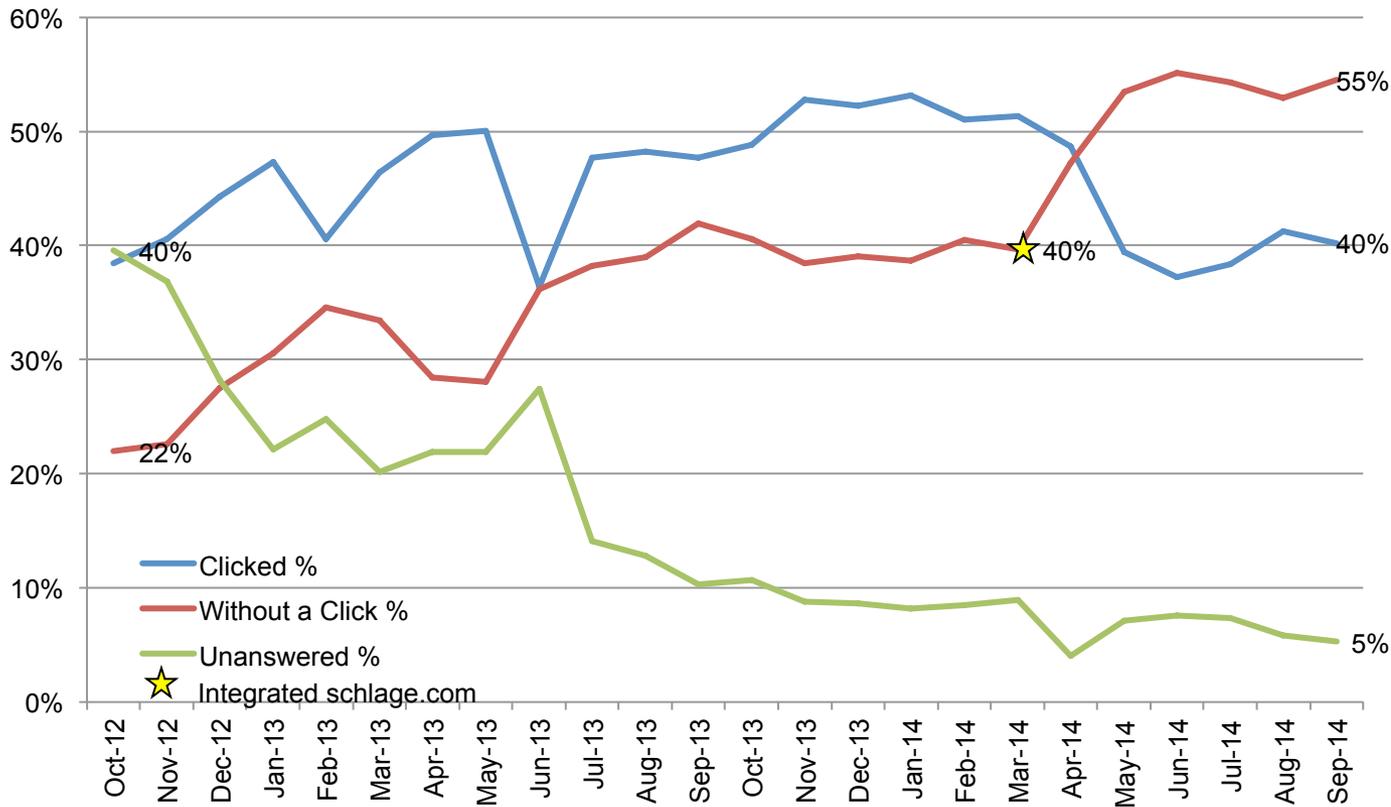
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Schlage Answers – Unlock Your Solution

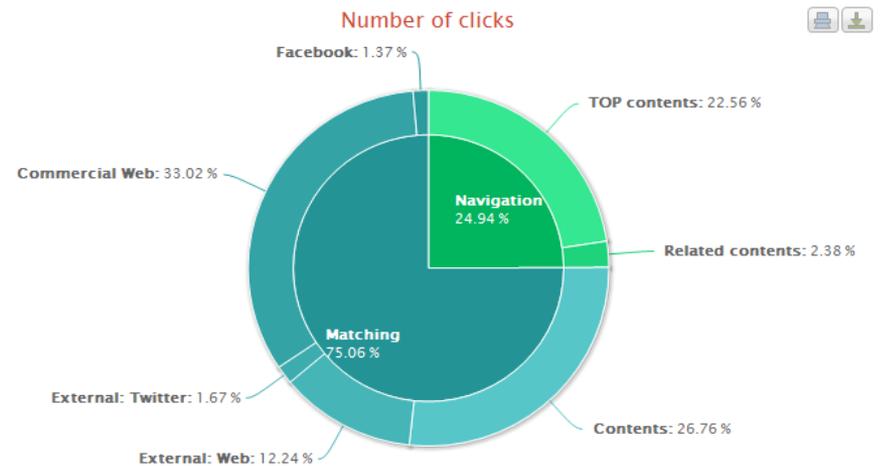
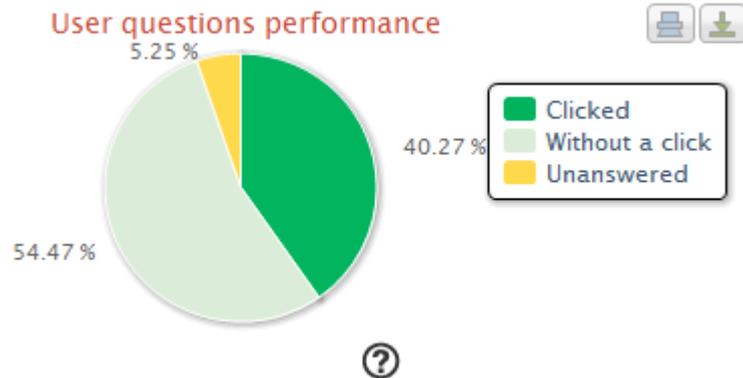
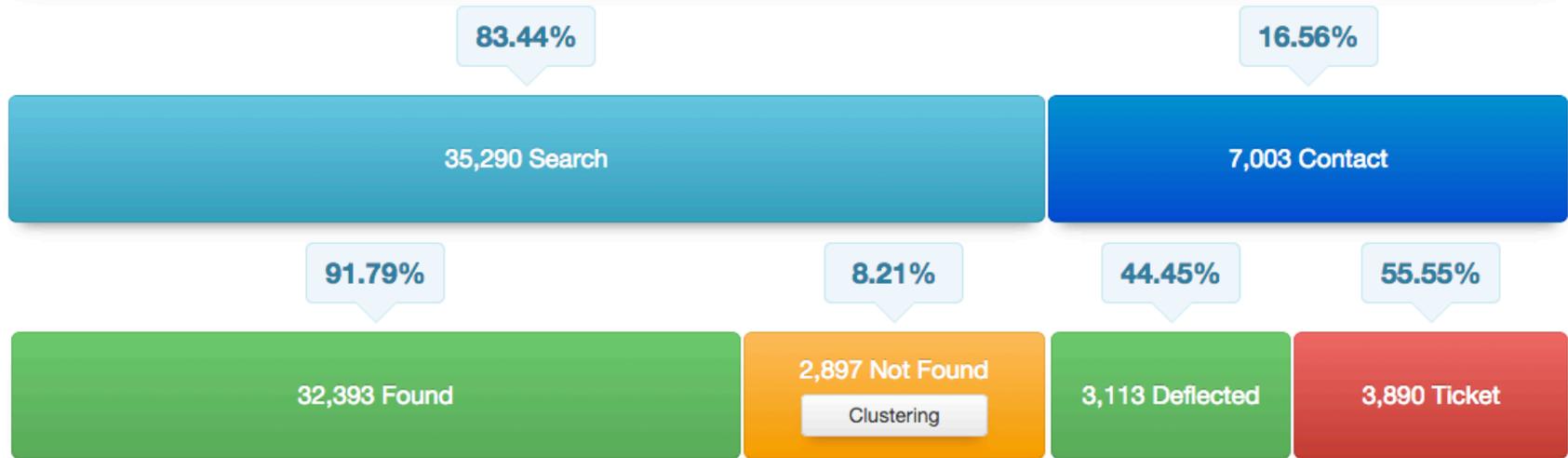
Using natural language technology; **our customers get the precise answer when they need it!**



Why do it? Improved Customer Satisfaction and Employee Engagement

Real-Time Information

42,293 Sessions
Self-service rate: 90.8% ?



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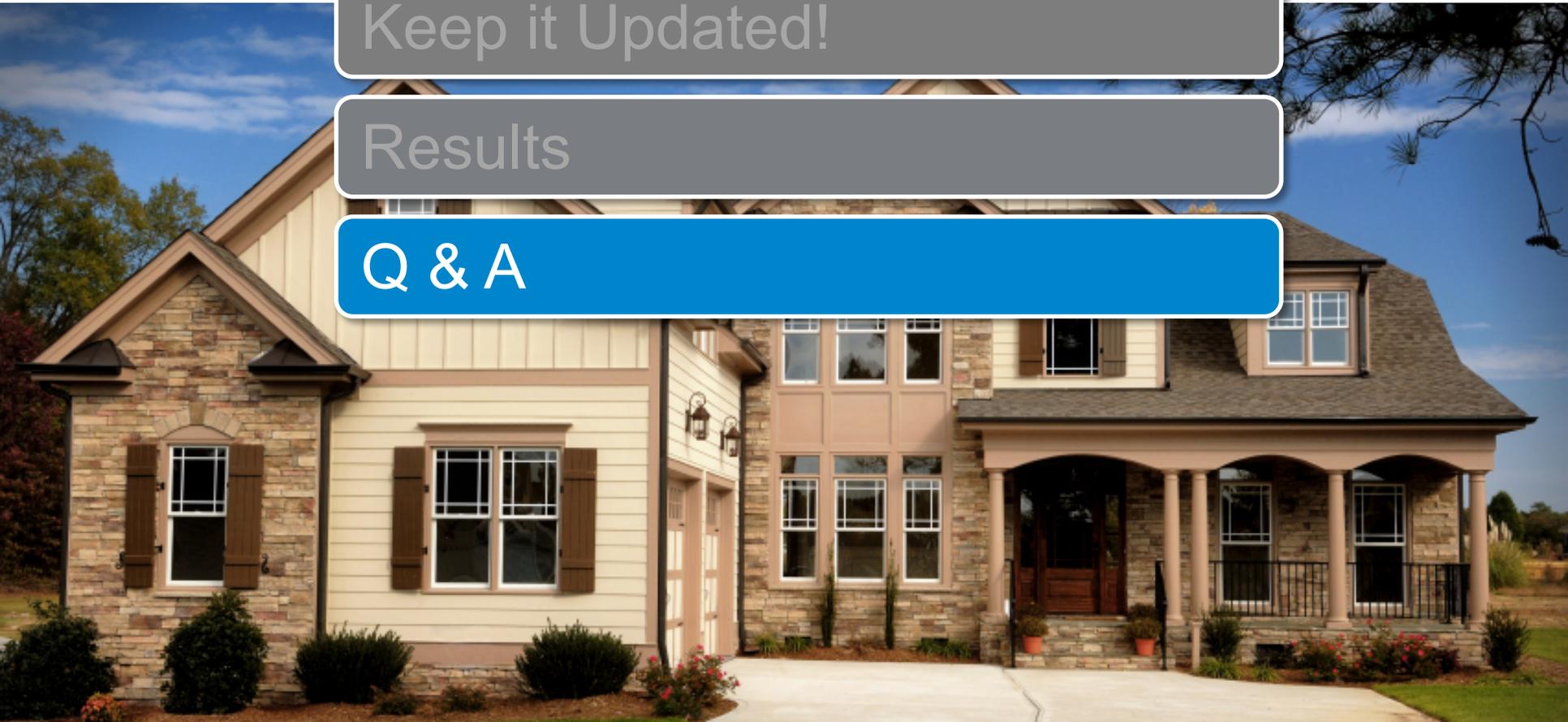
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