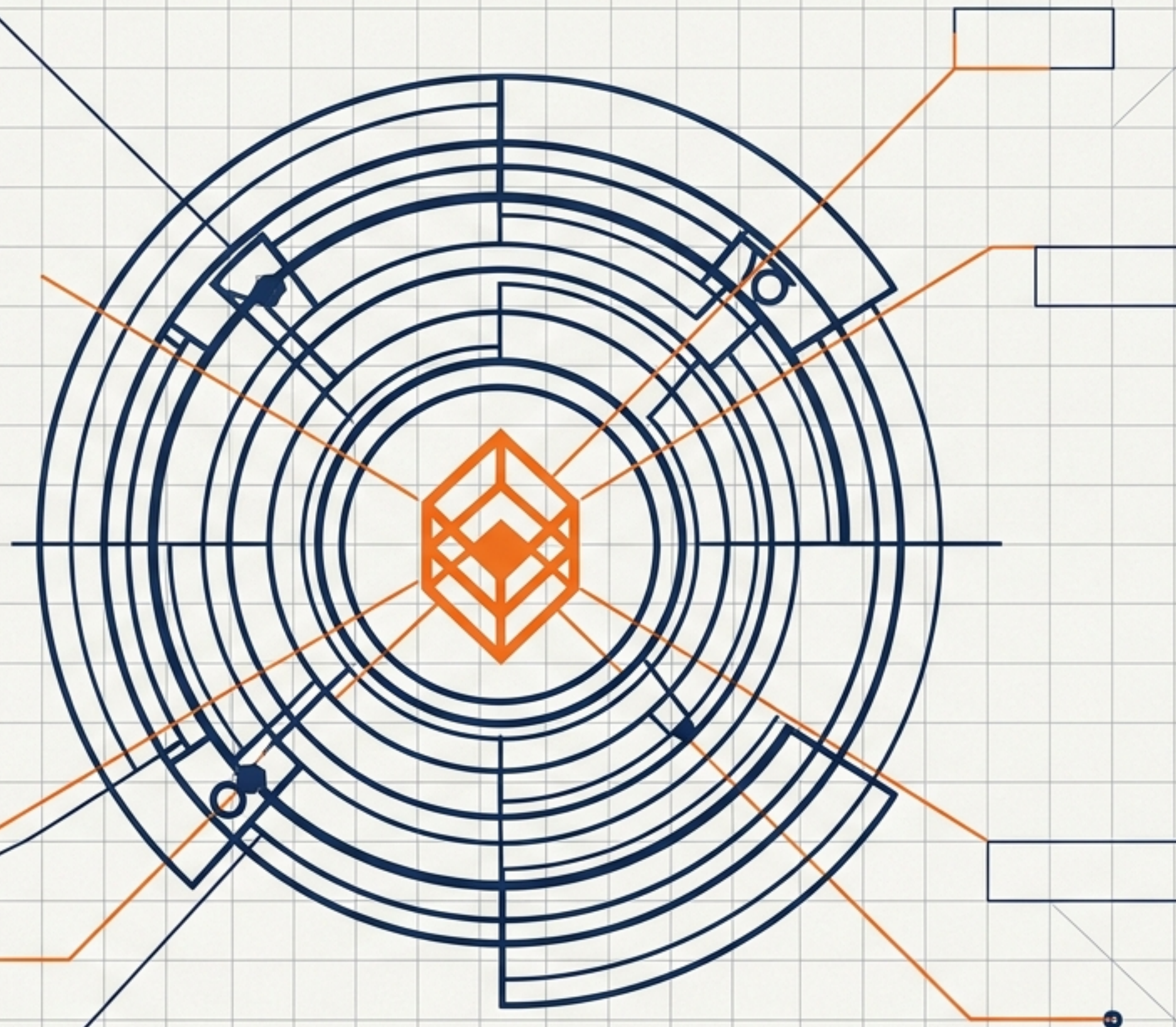
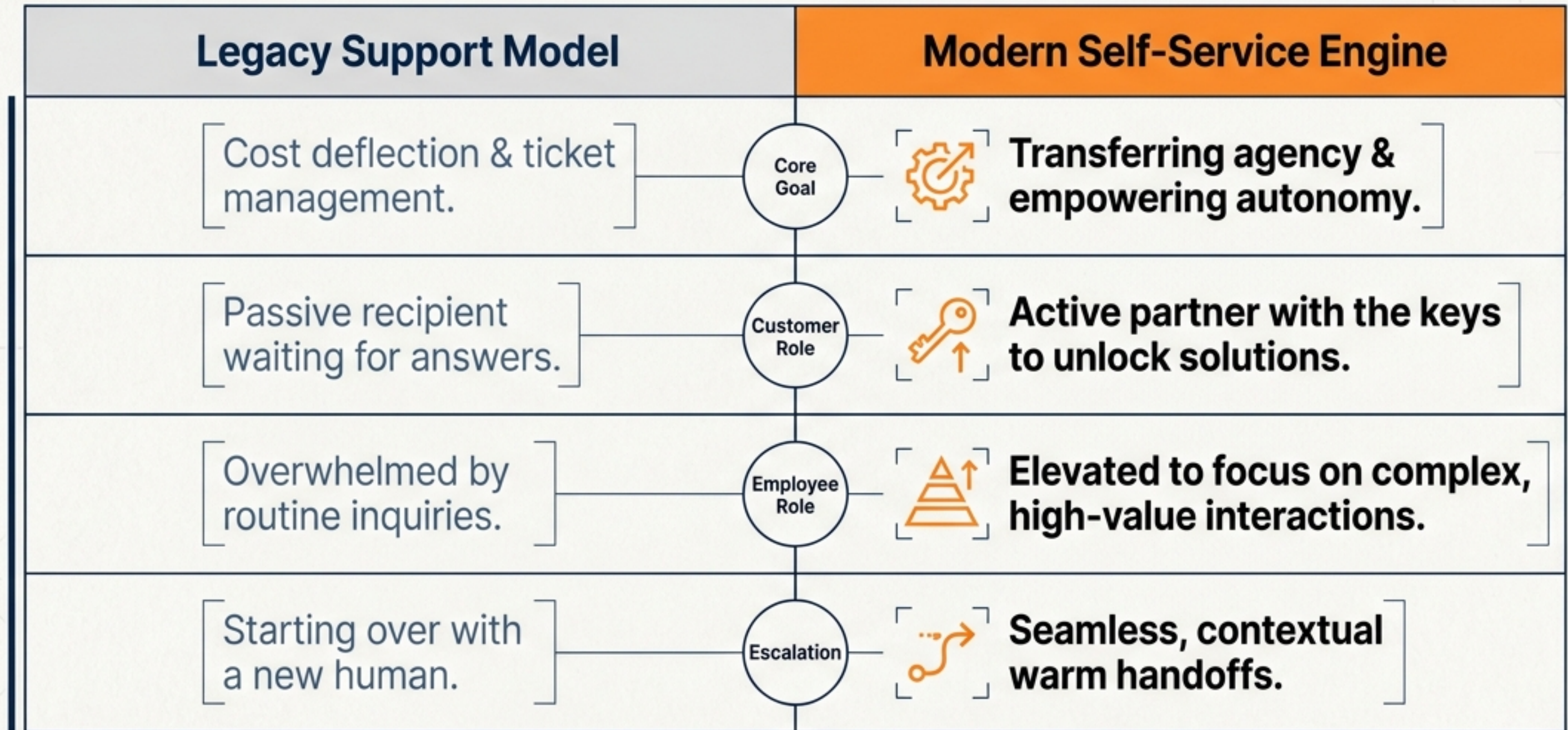


Building the Empowerment Engine

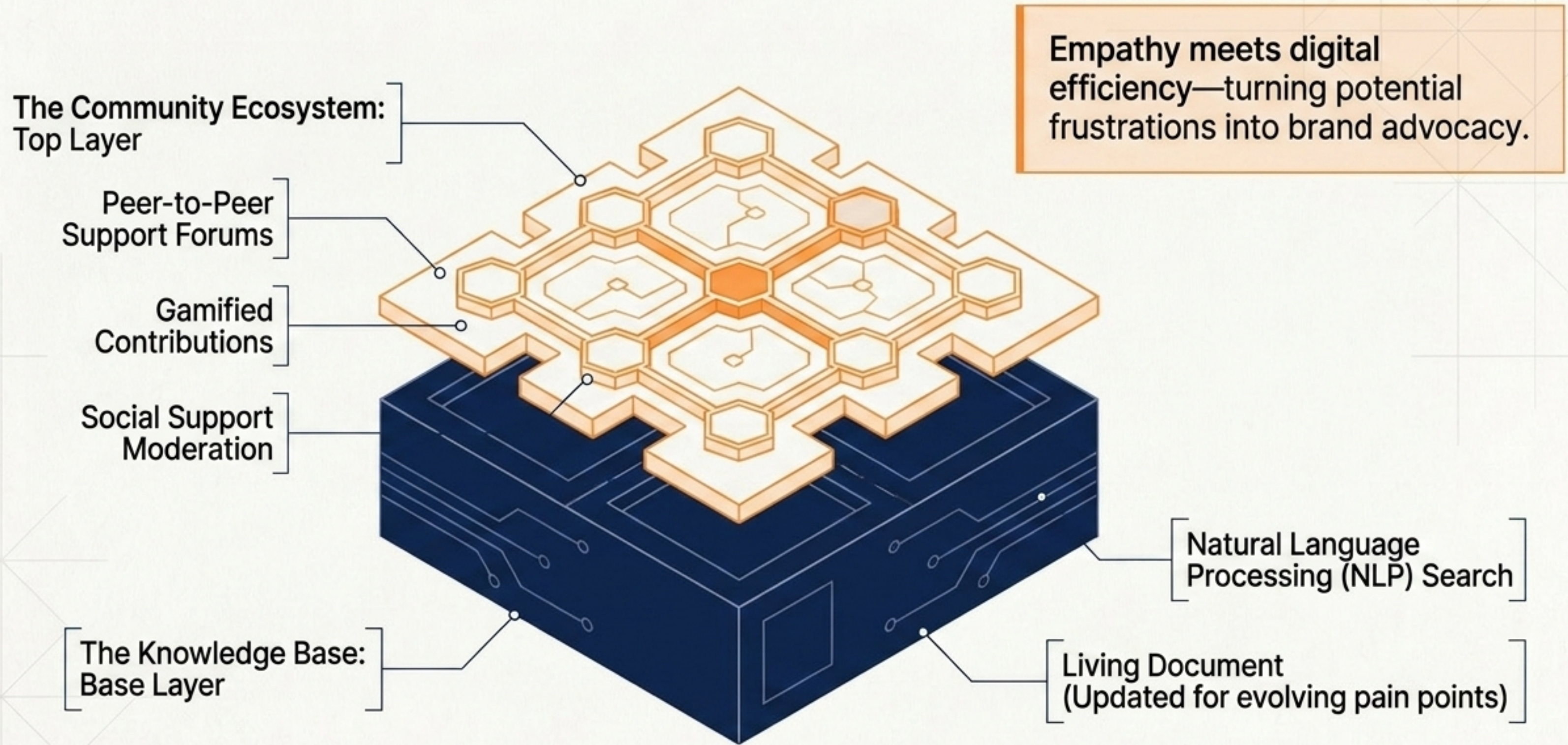
A strategic blueprint for maximizing customer success through self-service technology.



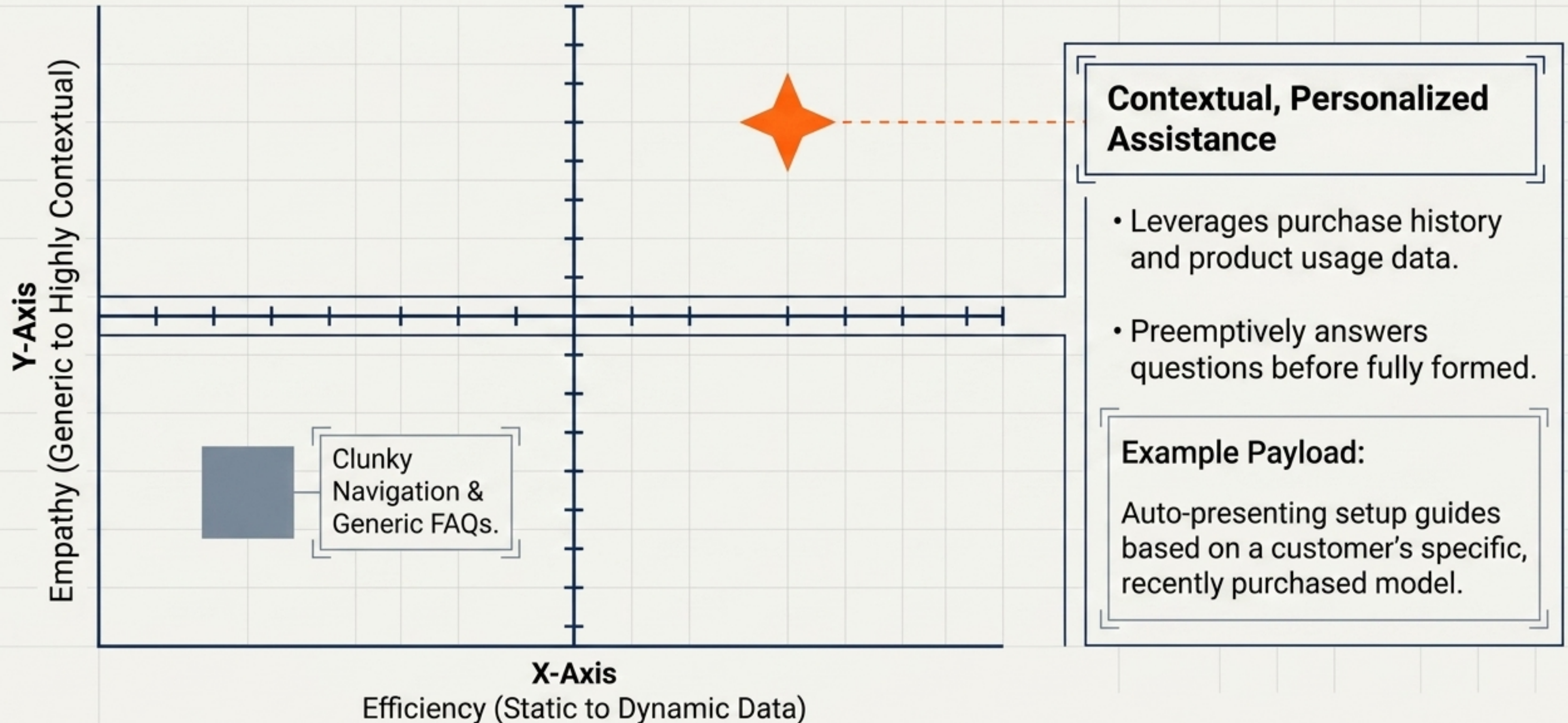
The Paradigm Shift: From Deflection to Agency



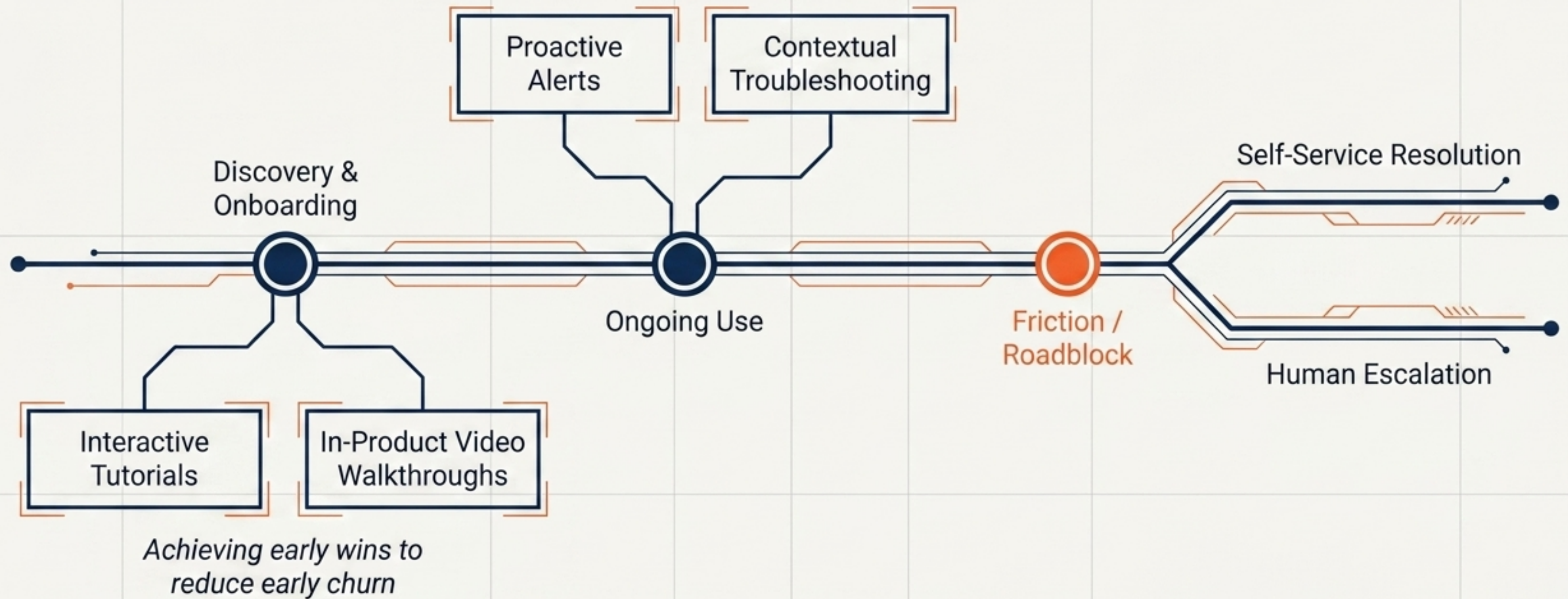
The Structural Foundation



Designing the User Interface

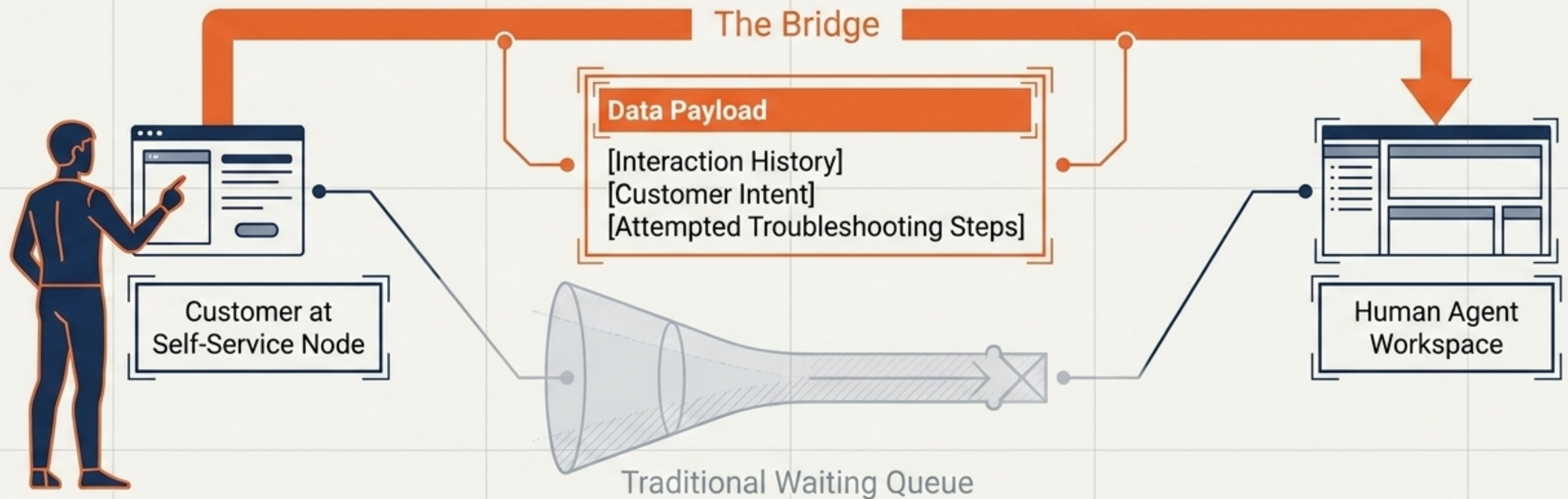


Self-Service Journey Integration



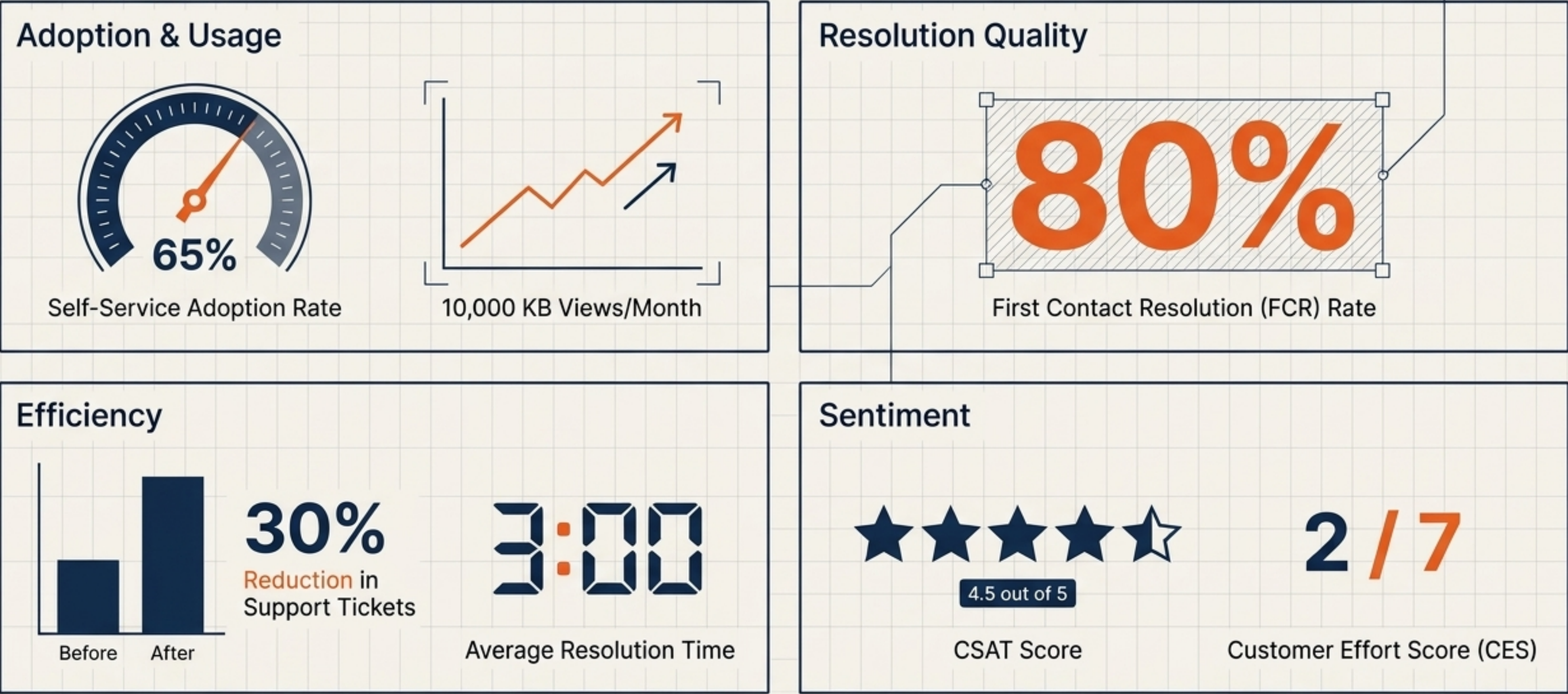
The Seamless Escalation Pathway

The Warm Handoff Bridge



The self-service system provides the agent with full context instantly, preventing the frustration of re-explaining the issue.

Measuring System Performance



Usage analytics reveal content gaps—identifying missing resources based on dead-end searches to drive continuous iteration.

The Virtuous Cycle



Technology is merely the conduit. The true output of this engine is a cultural shift where customers become active partners in problem-solving, and support evolves from a cost center into an engine for loyalty and advocacy.