Appliance leader Electrolux delivers outstanding customer experiences by automating knowledge management

“The great thing about BMC Helix Knowledge Management by ComAround is that it’s easy to learn and easy to use. It’s also easy for new employees to start within Electrolux because we have all the information in one place.”

Evelina Westerfur | Customer Services | Electrolux

Business Challenge

Electrolux, a leading global appliance company with over 50,000 employees, has shaped living for the better for more than 100 years. The company sells approximately 60 million household products in 120 markets every year.

In 2016, the Electrolux business model became focused on consumer experience and the company began its digital transformation, with goals to meet increased competition from other brands and increase online sales. In 2018, Electrolux turned to knowledge management as a key building block for the future.

Electrolux previously had spent a lot of time and money translating knowledge articles into several languages for all its markets and uploading them to its different knowledge databases. The company wanted to create a better customer journey and reduce the time spent publishing self-service, web-based knowledge articles with a unified knowledge tool that could be integrated into the overall IT infrastructure.

“BMC Helix Knowledge Management by ComAround has this beautiful twist in their tool, a machine translation functionality that is a huge cost saving and time saving for us.”

Lena Stormvinge | Former Head of Digital Services | Electrolux
**BMC Solution**

In 2019, Electrolux chose BMC Helix Knowledge Management by ComAround as the perfect fit for its business needs. The solution is KCS v6 Verified, which means that it is aligned with the best-practice methodology Knowledge-Centered Service (KCS®), which Electrolux also used. This was important for Electrolux as they have chosen KCS as their way of working with knowledge.

During the implementation, Electrolux involved both contact centers and service technicians, and in just two months, managed to implement one customized, self-service knowledge base with content in 34 languages.

BMC Helix Knowledge Management by ComAround has a machine translation functionality, which means that an article in one language can be instantly translated into any other language, reducing the costs and minimizing the time required for Electrolux to translate and publish knowledge articles.

The solution is fully integrated into over 80 Electrolux websites, and the company now has one knowledge base for all 30 worldwide locations.

---

**Business Impact**

Today, knowledge management is a key driver in improving the Electrolux customer experience, both with enhanced organizational learning and process improvements, and shortened turnaround time for structured feedback to research and development (R&D).

By adding knowledge management as a separate function with the authority to impact tools, processes, and resources, great results have been achieved:

- The Contact Center’s Net Promoter Score (NPS) has increased by 206 percent, validating the organization’s ability to deliver better information, faster, to its customers.
- Self-service website traffic has increased by 130 percent in one year.
- Service call rates declined significantly as more customers took advantage of available knowledge.
- Self-service article usage has increased by 10,488 percent, demonstrating the customer experience enhancement and resulting loyalty to this service experience.
- Time for publication of self-service articles has decreased from 40 days to 90 minutes thanks to the solution’s automation capabilities.

“BMC/ComAround is a vendor who understood our needs and made it so easy to collaborate with, in a project with very tight deadlines and multiple stakeholders. It has been a real partnership!”

Carmen Wrona | Head of Digital Services | Electrolux

**Learn more:**

Visit the BMC Helix Knowledge Management by ComAround web page