



»» Welcome to 'Know How' From David's Desk

Welcome to Hindin's first official newsletter. Special thanks to Nick Taylor, our new Marketing Co-ordinator, for putting the content together and prodding me to get this introduction done. The purpose of the newsletter is to keep you better informed on what we are up to and what's coming up in the future.

Throughout 2006 there have been some quite dramatic changes here at Hindin Communications. Most of the changes have involved the company investing in additional staff. The market strategy project that Greg Jack undertook as part of his MBA studies was the groundwork for most of the changes. Greg's report succinctly identified the growth options for KnowledgeBase in the future. We have extended his contract to finalise the business cases for the growth options.

Additional staff: As part of our ongoing relationship with University of Canterbury, we took on two part-time testers at the start of the year to nurture and grow our future share of talent. Tian Lin will finish his studies this month and will then join us as a permanent staff member at the start of next year. Stephen Fitchett is continuing his studies next year but we are thrilled with the work he has achieved for us. Full time developer Brian Kim joined us in July and is working well on specific project items and product development.

Emerging from the marketing strategy recommendations were two new positions: Marketing Co-ordinator and Manager – Central Region.

Nick Taylor is our Marketing Co-ordinator and joins us from a similar position at Canterbury University. He is already making his mark by creating this newsletter, updating our collateral and organising multiple conference attendances. Nick is a keen croquet player and threatens us daily with his mallet!

Kumar Swaminathan is our newly appointed Manager – Central Region. Kumar is based in Wellington and will work initially from his home office. Having a Hindin presence in Wellington to service our Wellington and Palmerston North/lower North Island clients is a real boon for us. Kumar will be working very closely with Steve Pankhurst, Mark English and I as he comes up to speed. Kumar emigrated to NZ with his family from California in recent years and was responsible for setting up business development for NetKraft. If Kumar has not met with you already, I'm sure he will in the near future.

I'd like to pass on a warm welcome to two new clients. The Kapiti Coast District Council based at Paraparaumu on the Kapiti Coast is the latest Council to take advantage of KnowledgeBase to improve their service to constituents. Jude Wadsworth is the Customer Service Manager and is ably assisted by Adrian Turner and Linda Turner. Adrian and Linda recently attended the administrator training.

NZAID is the New Zealand Government's agency for International Development. Earlier in the year we responded to an RFI issued by NZAID and in June, NZAID confirmed KnowledgeBase as the solution for their Contract Management.

Using the new forms and advanced Workflow functions within KnowledgeBase, NZAID have been able to replicate their contract management processes and forms flows. The outcome for the organisation is to manage service level turnaround within the Contracts group, improve the service to the Regional Development Managers, and measure compliance within their tendering and contracting framework. Mark English has been spending time in Wellington assisting NZAID with the modelling of their processes. Mark has really enjoyed working with all of the team at NZAID.

Enjoy the rest of the newsletter and feel free to contact us to find out about anything we mention that may be of interest to your organisation.

David Johnstone, General Manager

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Moving up in the World!

After more than 30 years at 90-94 Fitzgerald Ave we have finally outgrown the building and are moving up in the world.

From 1 December Hindin will be located on the fourth floor of the Mike Pero building, 186 Hereford St.

The new office puts us in the heart of the CBD (closer to the good lunch spots). As part of the new office, a large investment is being made into creating a state of the art training suite. Look out for pictures of our new office in the next issue of 'Know How'.

For more information please email: info@knowledgebase.co.nz or visit our website: www.knowledgebase.co.nz

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Getting to know the Hindin team

Carin van Bolderen, Documentation Analyst

In this issue of "Know How" we profile a new addition to the Hindin marketing and training team, documentation analyst Carin van Bolderen. Carin has joined Hindin after four years working as a senior technical writer for Allied Telesis Laboratories.

Carin has taken over the documentation and training from Andrea, who has headed back to Canada with her family. Carin will also be analysing what users of KnowledgeBase require in the way of online Help resources while using the software, and the best delivery method for achieving this.

Carin will take on responsibility for training KnowledgeBase users once she is fully up to speed.

Carin trained as a technical writer at CPIT and since then has worked for several local high-tech companies in that role.

"Knowing first hand what it is like to learn a new system, or refer to the manual for specific issues makes it much easier for me to ensure that the material I write is easily understood by the trainers and staff who will be using it on a regular basis,"

- Carin van Bolderen, Documentation Analyst

Not just a skilled writer, Carin started her career in the world of technology at Tait Electronics, interned as a radio installer and moved into installation of radio telephone communications systems. Her hands-on experience with the technical side of the business provides a valuable insight to what the front line requirements are for the documentation she prepares.

For her employers at Hindin Communications, the unique experience Carin brings to the table is also of great value.

"We appreciate Carin's insights to the requirements our clients have of the written materials we provide to support our software, and we believe she adds tremendous value to our service to clients," said Hindin's general manager, David Johnstone.

Carin worked for Hindin briefly a few years ago, and left to gain experience working with a more global company.

"The experience at Allied Telesis has been invaluable and I now eagerly return to Hindin with an enhanced skill set that will help me take their documentation to the next level," Carin commented.

In her spare time, Carin enjoys the outdoors, including mountain and road cycling, tramping, gardening, holidaying in Golden Bay, and exploring her abilities as an artist. She is married with two children and is a former holder of NZ and Australasian women's bodybuilding titles.



Carin Van Bolderen, Hindin's new document analyst is also a keen road cyclist in her spare time

Motorists Get Better Info With KnowledgeBase

KnowledgeBase was installed at Land Transport NZ's Transport Registry Centre in November 2005, giving their Customer Service Representatives the ability to provide fast, accurate and consistent information.

The Transport Registry Centre, or TRC, is a division of Land Transport NZ, and serves as the source for information regarding the Motor Vehicle and Driver Licence Registers. With 120,000 enquiries coming into the TRC every month via phone and email, it is vital to have a centralised system that's easy for their 120 Customer Service Representatives (CSRs) to use.

Before KnowledgeBase (known in-house as GOTCHA) was implemented, CSRs at TRC could access information from multiple sources, leading to potential conflicts in information, longer response times and a lack of confidence in the system.





LTNZ staff celebrating Gotchas first birthday (from left to right) Christina Winitana, Denise MacPherson, Scott Andrew, Michelle Charlton and Susan Hutchins

On the one-year anniversary of the installation, Hindin staff celebrated with the TRC team – including a bright green birthday cake personally delivered by Kumar Swaminathan, and reviewed how things are going since KnowledgeBase arrived on the scene.

According to Michelle Charlton, Call Centre Manager at Land Transport NZ, since going live 12 months ago, the GOTCHA system is now being used by 143 staff members in the Call Centre, and 274 users throughout the organisation.

“Implementation of the GOTCHA system has coincided with an improvement in the quality results since November last year, which we believe is at least partially attributable to the new system,” she said.

“Generally our staff are very pleased with GOTCHA, and are always coming up with new suggestions and ideas as to how it can be used.”

She says the biggest benefits are being able to provide the public with consistent information and staff only needing to go into one application which is linked to various information sources. The organisation is currently averaging 10,000 searches on GOTCHA per week in response to queries from the public.

KnowledgeBase software is designed to standardise business workflow and processes. Using the system, customer service information becomes transparent and easily accessible to the entire organisation, rather than relying on the memory of individual staff members.

Proposed KnowledgeBase Enhancement Allows Customers to Answer Some of Their Own Questions!

As the result of a market research project undertaken by Hindin this year, the area of Self-Service was identified as the area with the biggest growth opportunity for our customers.

The development team at Hindin are currently working on a new module for KnowledgeBase that will enable customers who would normally contact call centres to answer some of their own questions online.

The new KnowledgeBase Self-Service module is best suited to organisations providing public administration and safety; health care and social assistance; education and training; and admin and support services, according to head developer Matt Smith.

“Most customers are now very familiar with the idea of FAQs or Frequently Asked Questions. The new module will allow customers to interact with an online FAQ system and register service requests themselves over the Web,” Matt said.

At this stage Hindin are working on version 1.0 of the product, however future versions are envisaged which will bring in additional functionality and make the software applicable to a wider range of organisations, including online businesses offering a high level of customer service.

Some of the undoubted benefits of Self-Service include 24/7 availability of customer services; giving customers a better, faster, more consistent experience; alleviating boredom and increasing staff satisfaction by removing the most straightforward and repetitive service requests, and decreased service and support costs.

According to TUANZ stats, service requests handled on the phone average a cost of \$4.50 per enquiry, while the same requests can be managed online for just 0.65c each.

One of the biggest benefits to existing KnowledgeBase users of Hindin Self-Service will be the synchronization of KnowledgeBase data with their own websites. Often there is duplication of information between FAQs on customer sites, and the KnowledgeBase data. The new module will remove this issue, plus add interactivity to the FAQ section.

A prototype of the Self-Service module is up and running and version 1.0 is expected for release early 2007.

KnowledgeBase

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»» Tips and Tricks

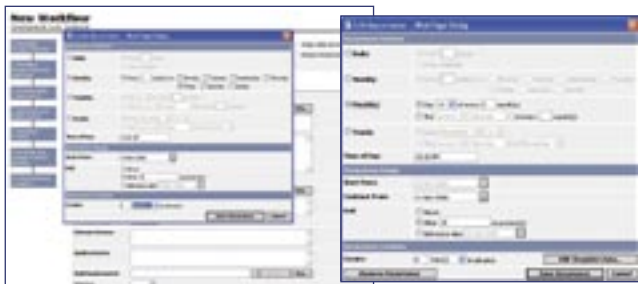
In this section of "Know How" we bring you additions and enhancements to the KnowledgeBase software that make it even easier to use, or creative add-ons that have been developed in response to specific client requirements.

This time we introduce you to something that we think is a great little enhancement to KnowledgeBase – the ability to schedule future start dates for workflows. This function is ideal for anyone scheduling regular "events", including service level reviews, and managing contract milestones with key performance dates.

What does that mean?

Users can schedule in a future start date for workflows and requests for service. The service level measurement for this event doesn't start counting down until the specified start date.

The workflow sits in the background, and when it becomes active (at whatever point in advance of an event you specify) users are notified and it is added to their current jobs list. Of course, if anything to do with the event changes, you can view and modify scheduled workflows by looking at "My jobs, scheduled workflows".



What else can it do?

The enhancement works for one-off events, but also allows you to schedule regularly recurring workflows – which can be triggered to reoccur daily, weekly, monthly, yearly etc. They can continue to run for "x" number of occurrences, or to end after a certain date/time. You can create all the occurrences at the same time (so they are listed in the jobs list and can be edited) or have them created when the workflow begins.

Who will get the most benefit from this feature?

KnowledgeBase product manager Matt Smith sees it as being of particular assistance to managers and team members dealing with contracts, but says any KnowledgeBase user who has regular events that involve other staff, and where reminders and "to do" items need to be completed in advance, will find this a valuable tool.

NZAID, the Government's international aid and development agency, is responsible for delivering New Zealand's \$333M Official Development Assistance. They are successfully utilising the scheduled and recurring workflows for contract development and during the contract lifecycle.

»» About Hindin

Most "Know How" readers will be familiar with Hindin Communications, what we do and perhaps some of our history, but for those who are not, here's a brief introduction.

Based in Christchurch, and founded by David Hindin (now Chairman of the Board of Directors), Hindin Communications has been enabling organisations to optimise their customer service and productivity for more than 10 years.

The powerful database and customer service system, KnowledgeBase, is Hindin's flagship product, which has been developed into the preferred customer service remedy for large government departments, local authorities, and tertiary education providers throughout New Zealand.

Hindin's solutions for customer service, knowledge management, and business process management have enabled the company to become the dominant provider of customer service and support software within the New Zealand public sector.

"Success for Hindin has been largely based on our ability to provide powerful and effective software solutions to the everyday requirements of our clients. Because we are a New Zealand company and our solutions were developed here, for New Zealand conditions, client organisations are not subjected to the need for expensive international consultants trying to customise offshore solutions to meet their needs."

"Our team of developers are within easy reach, the support is accessible and the company is committed to continually evolving our products to ensure they meet the requirements of our customers," says general manager, David Johnstone.

"Our customers understand that we are always only a call away. Our staff are highly capable, conscientious, and committed to truly understanding your needs. In essence, we shorten the distance between client and developer - ensuring everything we do is a perfect fit."

Hindin is proud to see client organisations moving from success to success in their own enterprises, and would like to think that at least a portion of that success is due to the involvement of Hindin personnel and products in helping to meet the needs of the organisation and their customers.

»» Information

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