

USU Listed as Representative Vendor in the 2025 Gartner® Market Guide for Customer Service Knowledge Management Systems

MöGLINGEN, GERMANY, July 31, 2025 /EINPresswire.com/ -- USU was recognized as a Representative Vendor in the 2025 Gartner Market Guide for Customer Service Knowledge Management Systems for the 3rd time in a row. A total of 15 vendors are named in the latest Market Guide for Customer Service Knowledge Management Systems (CS-KMS).

Gartner states that “This research helps customer service and support technology leaders to identify KM innovations that enable the transformation of service operations and customer experience.”¹

Growing Importance of AI in Customer Service Knowledge Management

According to the latest Gartner report “By 2028, 40% of large enterprises will adopt AI-powered customer service knowledge automation solutions, up from less than 5% in 2025.”^[1]

The Gartner report shows how “AI-powered taxonomy automation, knowledge capture, creation and curation are rendering conventional KM practices obsolete.”^[1]

Three CS-KMS Capability Categories

According to the report, “CS-KMS solutions are composed of three capability categories:

1. End-user engagement ranks and presents the most relevant answers to a specific query or ingests a single relevant actionable insight to a moment in a user journey and additionally gives a user the ability to navigate a corpus of content.
2. Curation and contextualization supports the discovery and/or retrieval, sorting, and clustering of content assets for delivery at relevant moments in the user journey, including metadata, search, and monitoring, reporting and/or analyzing performance.
3. Knowledge life cycle management captures, assesses, authors and/or creates, reviews, edits, publishes, controls, and retires knowledge assets.”¹

Johannes Biesing, Vice President, Product Management at USU, says: “We are delighted to be recognized once again in the 2025 Gartner Market Guide for Customer Service Knowledge Management Systems. We believe the continued recognition is a sign for us that we’re on the

right path with our AI-powered CS-KMS. Current projects show that AI-powered knowledge management solutions gain momentum in modern customer service strategies. Our USU Customer Service Knowledge Management solutions cover functionalities in all the three categories and our focus still remains on innovating and evolving our products to meet the rising expectations of modern customer service—empowering both people and machines with smarter knowledge.”

The Gartner report Market Guide for Customer Service Knowledge Management Systems, published on June 18, 2025, by analysts Pri Rathnayake, Drew Kraus and Jennifer MacIntosh, complimentary copy is available at www.usu.com.

This press release is available at <https://www.usu.com/en-us/>

[1] Gartner®, Market Guide for Customer Service Knowledge Management Systems 18 June 2025, Pri Rathnayake, Drew Kraus, Jennifer MacIntosh

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USU GmbH

As a leading provider of software and service solutions for IT and customer service management, USU helps customers optimize IT resources in the cloud and AI era. Organizations worldwide rely on USU to modernize their IT infrastructure, minimize cloud costs, and enhance service excellence.

USU technologies provide comprehensive transparency and control over hybrid IT environments—from on-premises data centers to cloud-based services and hardware assets. Additionally, USU's AI-powered platform serves as a central knowledge base, delivering consistent information across all communication channels and customer services.

More information: <https://www.usu.com/en-us/>

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