HOW DO YOU FARE IN USING KNOWLEDGE TO BOOST CONTACT CENTER RESULTS?

The contact center is the nerve center of many businesses. To function, this nerve center needs knowledge - of the right and timely kind. Below are five performance metrics where contact centers investing in knowledge management systems excel in accomplishing this goal, compared to their peers.



Contact centers with a knowledge management system enjoy:



35% greater customer retention rate

- 240/0 greater first contact resolution rate
- 7.5x greater year-over-year increase in customer satisfaction rates
- 2.2x greater year-over-year increase in annual company revenue

as compared to All Others.



Read the full report: Knowledge Management in the Contact Center: Guide your Agents to Smarter Customer Interactions, November 2015, Aberdeen Group

The bottom line: Do your agents have the right content at their fingertips to do their jobs? For many contact centers the answer is no. Agents need a wealth of insights to handle the variety of customer and product issues they need to address on a daily basis. We recommend using a knowledge management system to enable your agents to access relevant and timely content to address evolving client issues.



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