



Increasing Engagement With Knowledge Management

For years, contact centers have relied on solutions such as workforce management, performance management, quality management, elearning and coaching to measure and improve the effectiveness of their business. Many—if not most—have implemented workforce optimization (WFO) solutions to bring this functionality together to work synergistically.

But as the market evolves, so do the tools and tactics necessary to succeed. Contact center managers are starting to place less emphasis on internal metrics, such as handle time, and focus more on customer engagement and satisfaction. Increasingly, they need tools to help them truly engage with customers and provide the level of service they demand. Let's explore some of these change drivers and examine how WFO can be enhanced to meet new challenges.

MANAGING CUSTOMERS' ISSUE COMPLEXITIES

Perhaps the most noticeable shift in customer service over the last few years is the complexity of issues. In fact, in many industries, customer service issues have become so complex that it is nearly impossible to train agents on all of the necessary information to resolve them. If agents have difficulty finding the answer to a customer's questions, they are more likely to focus their attention on the systems they're using, rather than engaging with the individual.

While training, coaching and elearning are still an effective means to improve the quality of interactions, they are not as well suited to impart the necessary product or service information. Likewise, it is no longer cost effective to schedule expensive resources with years of expertise on each subject matter area. Instead, organizations are asking less experienced employees to do this work—and they don't always have all that information memorized.

SHIFTING TOWARD SELF-SERVICE

A second change has occurred among customers and employees themselves. As our own lives become more digital-centric, our expectations have changed. Many employees are no longer willing to spend weeks memorizing information during extensive training courses. They have grown up using search engines and the Internet, and therefore expect the same in the workplace.

Likewise, as customers, we've become accustomed to instant results, and we expect them, even if our requests are incredibly complex. Today's consumers are seeking companies that value their time and show they truly understand them as individuals. Both customers and employees have expectations for better outcomes with less effort, and are looking to truly engage, rather than simply transact. But organizations often lack the tools to make this expectation a reality.

LEVERAGING WFO WITH KNOWLEDGE MANAGEMENT

So how can contact centers evolve to see continued success in a customer-first environment? Existing WFO solutions—such as quality management, elearning and coaching—remain critical for spotting performance issues and improving soft skills, empathy and communication. What is often lacking is a means for employees to improve their performance and efficiency in solving customer issues in real time. To effectively do that, employees need a way to access information across a wide variety of topics at the speed of conversation, so they can provide efficient, high-quality help and advice.

Knowledge management offers a solution by providing employees with a single repository to search and browse for targeted answers to customer questions. They can focus on engaging with customers, while answers are pushed to them based on the context of the customers and their issues.



Adding knowledge management to workforce optimization can help contact centers more effectively balance customer expectations with operational requirements.

Unlike “tribal knowledge,” information can be trusted as it is vetted through an approval workflow and consistent for employees across all channels.

With knowledge management, employees no longer need to worry about remembering the answers to complicated questions. They can instead focus on helping the customer. When used in concert with WFO, solutions such as Verint® Knowledge Management™ can help contact centers improve handle time, reduce errors, decrease training time and improve customer satisfaction. They are the “next big thing” that can help your organization make a critical step forward in aligning customer care with consumer expectations.

Contact Verint today or visit www.verint.com/km to learn more. ■

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