

# THREE STEPS TO INCORPORATE KNOWLEDGE MANAGEMENT IN THE CONTACT CENTER

→ According to a [recent study](#) by Aberdeen Group, contact centers incur substantial unnecessary costs due to sub-par processes that agents must use to find and access content they need to do their jobs. The good news is that use of a knowledge management system helps companies reduce such costs while boosting agent productivity and customer satisfaction. We recommend using the below three steps for companies looking to invest (or nurture) knowledge management in the contact center.

<input type="checkbox"/>	<p><b>Design an agent-centric knowledge management program.</b> Don't forget that it's your agents who drive that outcome. As such, implement an employee survey to ask agents what type of content they lack to do their jobs. Use the most common ones to prioritize when building and managing your content library. Use this process to also determine how agents access relevant content, and identify any bottlenecks to work with your IT team to ensure that they can access content through a single screen via the agent desktop.</p>
<input type="checkbox"/>	<p><b>Regularly gauge the effectiveness of your content library.</b> Building a content library and making it available through the knowledge management system is only the first step. You must then build processes that will ensure that agents always have access to relevant insights they need to their jobs. If you don't know how content in your knowledgebase influences your KPIs, we recommend using analytical tools such as business intelligence to track the impact of each piece of content on metrics, such as average handle time and agent productivity.</p>
<input type="checkbox"/>	<p><b>Get proactive.</b> As agents start interacting with a client they can often view notes about the account if it's an existing client. They can even access insights on non-clients through the information customers share via their selections in an interactive voice response (IVR) system. Don't wait for agents to seek relevant articles to address client issues. Build a library of specific keywords indicative of known issues, and use text analytics to analyze agent notes and account data to deliver contextually relevant content through the agent desktop – without the agents searching for it. This will help minimize average handle times while also improving the agent experience.</p>



→ [Read the full report: Knowledge Management in the Contact Center: Guide your Agents to Smarter Customer Interactions](#)