

# 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:

69%

greater annual increase in customer lifetime value

35%

greater customer retention rate

24%

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.