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Ten Reasons to Fast-Track Your Knowledge Management Program

Knowledge management has been used in customer service for decades, but the changing demands of today's contact center have only heightened the need. Following are 10 reasons knowledge management is a crucial component in today's customer service environments:

1. Channel Proliferation – As customers communicate with organizations on a growing number of channels, it's critical to supply a single source of the truth, so employees can provide consistent answers to customer questions across phone, email, chat, SMS and social media. Having a central knowledge base accessible across channels eliminates silos of information that can lead to different answers for the same question.

2. Self-Service – The majority of customers prefer to find answers to questions on their own. Since there is no employee involved in these transactions to provide answers, an easy-to-navigate knowledge base is essential to give customers a place to search for answers on their computers or mobile devices.

3. Issue Complexity – One side effect of the popularity of self-service is that the issues that do arrive in the contact center tend to be the most difficult and complex. Because of this, agents are unlikely to know the answers and will rely heavily on a knowledge base to find information. A knowledge base can contain literally millions of articles, across a wide variety of topics. Even if an agent has never taken a certain type of call, he/she can resolve the issue with confidence.

4. Trusted Content – Social content from forums and online communities can be a plentiful source of useful information, but customers can never be sure if the information is accurate. By promoting social content into a structured knowledge base, customers can trust that the information is accurate and up to date.

5. Millennial Workforce – As the contact center workforce is increasingly composed of millennials, the tools and tactics to make them successful must also evolve. This younger workforce is accustomed to looking



up information rather than memorizing, and will rely heavily on a knowledge base to find answers for customers.

6. Pace of Change – When issues arise, up-to-date information is paramount. Weather issues, communication outages and software bugs can all generate an influx of calls demanding answers with the very latest information. A knowledge base gives employees a place to find the most current information on a frequently changing situation.

7. Speed of Answer – Everyone is looking for shorter handle time. Customers are happy to get answers quickly, and organizations get the cost savings they require. However, shorter handle times are only valuable when the call is still resolved with complete, accurate information. A knowledge base provides a quick way to get reliable answers to even the most complex questions.

8. Any Agent, Any Call – Specialized agents can cause frustration and inefficiency as customers get transferred from employee to employee to get an answer. When each agent can access the full breadth of information in a central knowledge base, there is less need to specialize agents for tier one calls. Transfers can be reduced, resulting in happier customers and a more efficient contact center.

9. Employee Engagement – It's important to provide the tools for employees

to feel engaged, do their jobs well, and feel confident and motivated in their work. A comprehensive knowledge base is a very useful tool that empowers employees and enables them to answer a broad range of customer questions, even on topics they may not have encountered before.

10. Employee Turnover – Employee turnover can be extremely costly. Each time a new employee is onboarded, weeks of time are spent training him/her on the vast array of information required to help customers. A knowledge base that contains the information needed to answer customer questions can significantly reduce training time, allowing trainers to focus on soft skills and customer engagement.

Providing top-notch customer service isn't easy, but with a tool such as knowledge management, you can empower your customers and employees with the information they need, when they need it. Since customer service issues will only grow in both number and complexity, *now* is the time to ensure your customer service operation is equipped with a knowledge management system. ■

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