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KNOWLEDGE IS A SERVICE, PLACE, OR TOOL!

PREAMBLE

In grade school, you tapped into a wealth of knowledge that you're still able to instantly and effortlessly access.

Two times two equals four. How a bill becomes a law. Paul Revere's midnight ride.

This is essential, schoolhouse knowledge management.

In your contact center, **knowledge management** (KM) is instant gratification for customers along their journey. KM is an always-accessible, consolidated framework of all the information your customers need, whether they are in the midst of a purchase decision, troubleshooting an issue, or anywhere in between.

This stockpile of knowledge content is accessible on any channel customers or agents might need. These channels include knowledge within the product, chatbot, website, mobile app, **customer relationship management** (CRM) tools like Salesforce, and even on unowned properties like Google. This has the power to span the entire customer journey and deeply impact a customer's effort—and in turn, their experience.

After all, your business isn't a schoolhouse, and your customers aren't recalling basic arithmetic. They want easy access to answers that solve their complex needs.

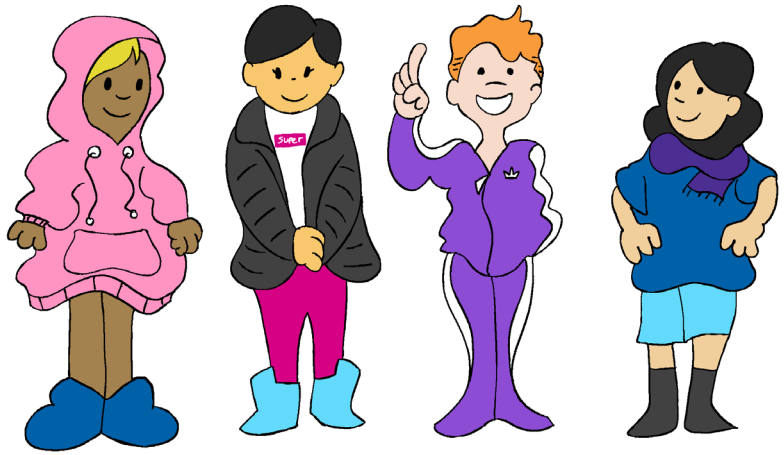
And that's where knowledge comes in.

KNOWLEDGE IS POWER!

When managed properly, knowledge works to surface fast answers to your customers' needs. Knowledge supports the customer journey at every touchpoint, from research and purchase to support and advocacy.

Today, when a customer need arises or they are looking for information, they'll most likely turn to Google first—whether to identify the actual issue, troubleshoot, or make an informed decision. When your website article answers their question, or it appears as the top search result and they can easily resolve their issue without additional help, that's knowledge at work. The article is a part of your *knowledge base* (KB). You putting it there is called *knowledge management* (KM), which is a crucial element of outstanding CX.

AS YOUR BODY OF KNOWLEDGE GROWS BIGGER, AND IS READY AT ANY HOUR, YOU'LL FIND IT WORKS, 'CAUSE KNOWLEDGE IS POWER!



KNOWLEDGE BASE VS. KNOWLEDGE MANAGEMENT

KNOWLEDGE BASE /`nä-lij `bās/

noun
An organized self-service repository that users can access through basic browse and search functions. It houses various FAQs, manuals, and other articles and is a solution for any sized organization due to its low investment costs.

Incorporating a knowledge base is essential, but often falls short for customers and agents who need help. Because basic knowledge bases are limited in capabilities needed for easy content management and findability, a robust knowledge management solution has a far greater impact on the customer and employee experience.

KNOWLEDGE MANAGEMENT /`nä-lij `ma-nij-mənt/

noun
The process of creating, centralizing, and sharing organizational knowledge; this overcomes the limitations of a standard knowledge base.

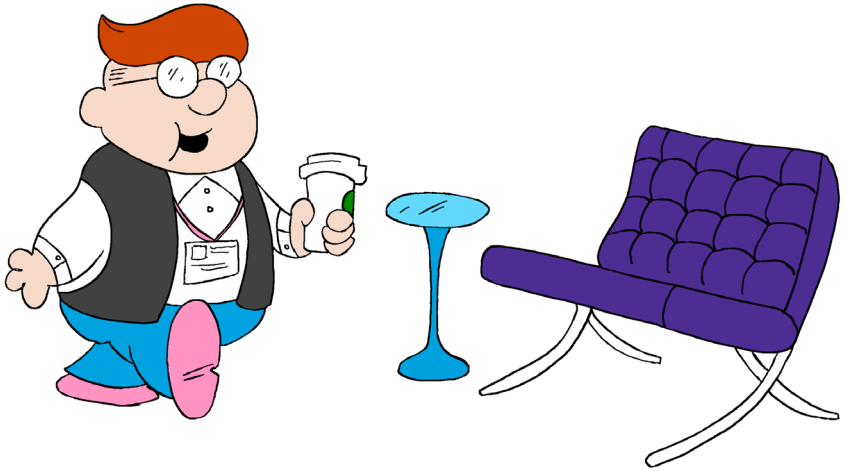
Knowledge management platforms integrate seamlessly with CRMs and contact centers tools to support faster access to needed resources, while enabling access to a wider range of customer channels, including self-service portals, search engines, chatbots, and more.

WHAT'S ITS FUNCTION?

Knowledge is the junction for the entire customer journey, but it's also a powerful employee tool. It starts at the search engine, where most customers begin their journeys. When they arrive at the next stop (be it a product page, troubleshooting guide, or other), your knowledge content leads them in the right direction. Modern knowledge systems, integrated into a unified experience platform, will surface results where they're most needed: Search results, chatbot interactions, or the agent desktop.

Your knowledge management solution houses your content in a searchable, optimized, and continuously updated platform. Within this platform, a robust KM solution offers multiple features and capabilities that help effectively create, capture, distribute, and share organizational knowledge.

For example, your agents require access to the right information that enables them to quickly deliver the best solution to the customer. This could be within their CRM integration, an internal-only knowledge base, or some combination thereof.



KNOWLEDGE CONSUMPTION, WHAT'S ITS FUNCTION?

AI-powered knowledge management systems function as:

- Customer self-service portals
- Agent-assistance tools
- Centralized databases
- Language translators
- Gatekeepers to public or permissioned users
- Optimized partners to search engines
- Integrated networks to every channel and your CRM

WHY KNOWLEDGE MANAGEMENT?

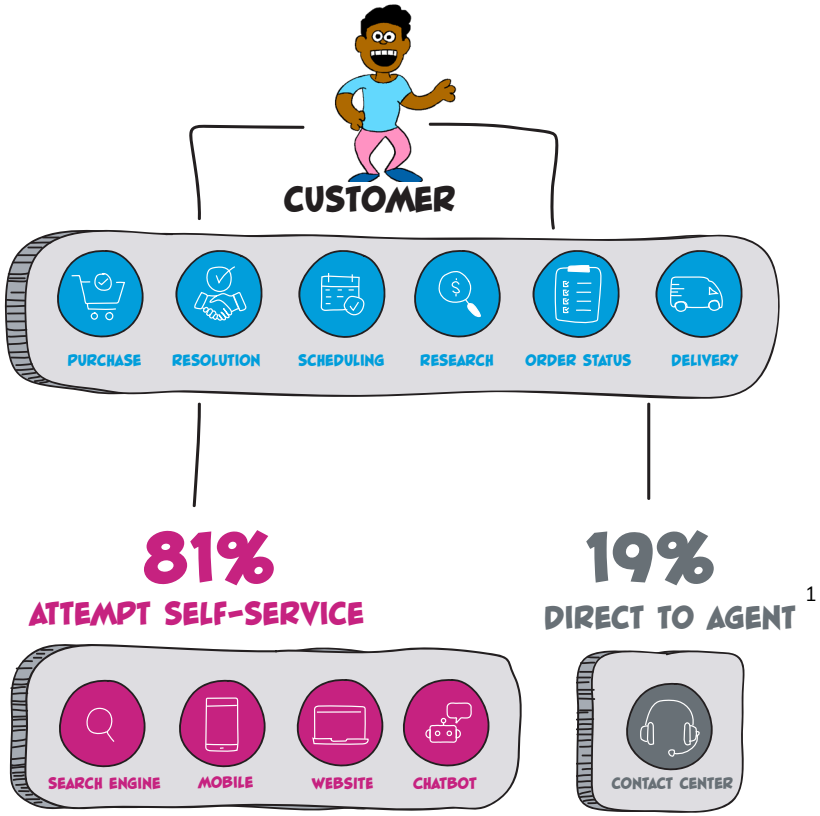
Why knowledge management? Because it provides quicker help to customers within their preferred channels. And that preference is not usually the phone. In fact, to find the response they need, **81% of customers** will try self-service first, via:

- **Search engines:** Search engines are the fastest path to relevant results based on actual user search language
- **Company website:** Marketing and product pages, even support documentation and help, can be accessed through a company's website
- **Mobile app:** On-the-go knowledge is available anytime, anywhere, on any supported device
- **Chatbot:** Once they're already on the site, customers can engage with a chatbot to help locate content, retrieve information, and answer questions

Customers are seeking instant and personalized user experiences throughout their journeys—whether they start with self-service or go straight to an agent. A strong focus on knowledge is where organizations find their competitive edge—and in turn, satisfy their customers' needs.

For the 19% of customers who do prefer agent assistance, make it easy for agents by extending your most important knowledge content into their workspace, including:

- Contextual search based on ticket information
- CRM integration to maximize productivity without jumping between screens
- Customer context, including articles they've already viewed
- Articles that have helped solve similar cases in the past



[1] Harvard Business Review: Kick-Ass Customer Service (2017)

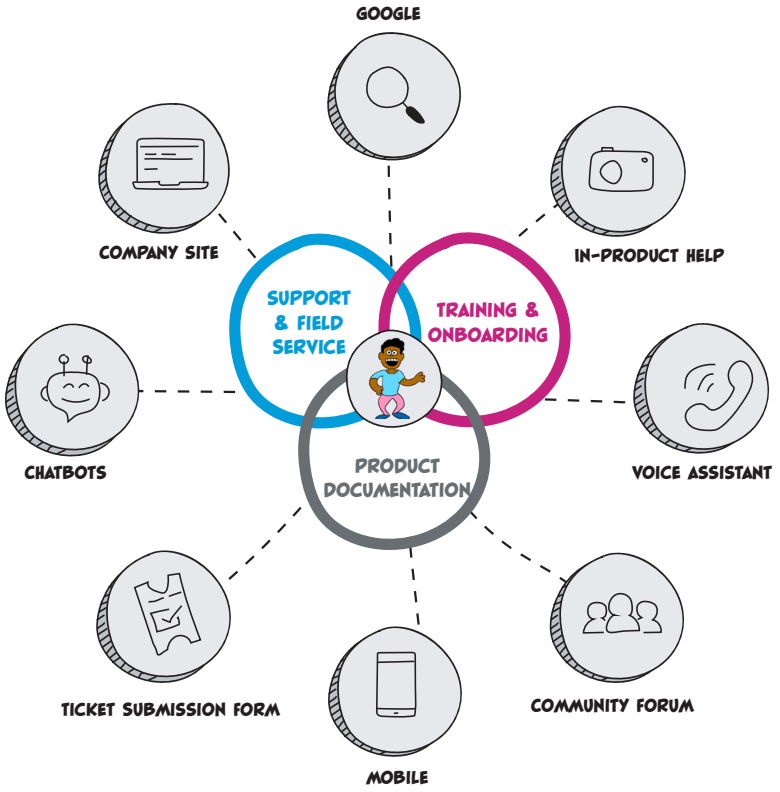
Knowledge Management Software "A Single Source of Truth"

Knowledge management serves as the one source of truth empowering all sides of sides of your business:

Training and onboarding: Knowledge management enables more efficient agent learning, which results in faster case resolution

Product documentation: Break down siloed knowledge to deliver where it's needed—such as community forums, mobile, and ticket-submission forms—by providing one source of truth

Support and field service: Omnichannel ticket support, chatbots, and web properties give your customers the opportunity to seek help in the manner they prefer



5 BENEFITS OF KNOWLEDGE MANAGEMENT

The importance of offering this single source of truth cannot be overstated. In the contact center, knowledge management extends to a full range of benefits:

1. Knowledge is available 24/7 and is translated into all the languages your customers use
2. Optimized content supports findability across all channels, including web search
3. Improved containment of lower-cost self-service, limiting the number of interactions that escalate to agents
4. Personalized results specific to customer or agent profiles
5. Proactively guiding customers and agents to organization-approved content, so they don't find unclear or misleading information elsewhere

3 Steps to Knowledge Management

Understanding the relationship between knowledge and the customer journey is crucial, but the correct application is even more so. As you begin to incorporate knowledge in your contact center, the following steps will help ensure you get it right:

Step 1: Determine the content that solves the users' need

- Analyze and assess your existing content
- Determine common questions and pain points
- Isolate the content to ensure it meets its objectives
- **Gather interaction data** and **customer feedback** to optimize your content for simplicity and accessibility

Step 2: Extend the content

Create, extend, and optimize knowledge in real time so it's immediately available to customers, agents, and self-service bots:

- Structure and tag your content to optimize site speed and performance for improved SEO rankings
- Provide one source of truth for agents and customers on your CRM and all of your sites, brands, locales, languages, and product lines
- Embed content for contact center agents to efficiently assist their customers
- Personalize using customer and agent profiles, so only the right answers appear

Step 3: Capture metrics and improve

Capture metrics at each point of the journey:

- Understand how your knowledge is performing
- Identify content gaps, inform product improvements, and map your KM objectives to KPIs and other business outcomes

Whether your customers are happy, or sad, or excited, or glad, knowledge makes the situation rad! Wow!

KNOWLEDGE CREATES LOYAL CUSTOMERS

Knowledge management doesn't simply make customer journeys easier and more individualized, it also has the power to impact business KPIs. These metrics—which KM has a direct tie to—indicate long-term customer loyalty and willingness to recommend your brand to others:

Net Promoter Score® (NPS), which measures the extent to which a customer is prepared to put their personal reputation on the line by recommending a business to others. Successful KM supports and supplies product enthusiasts and partners with comprehensive product information and documentation that helps foster brand advocacy.

Customer Effort Score (CES), which measures how easy it was for customers to find what they were looking for, or to resolve an issue. This includes finding self-service content in all the digital channels they use and contacting support with ease.

Customer Satisfaction (CSAT), which measures the support experience after cases are closed and satisfaction with the service delivery. Knowledge management keeps customers from repeating themselves and empowers agents to quickly find the documentation they need to quickly reach a resolution.

WHEN YOUR CUSTOMERS NEED AID GIVE THEM HELP THAT'S READY-MADE.

Pop Quiz!

What's the total cost of turnover (per contact center employee)?

(ANSWER: $30,000+)[2]

KNOWLEDGE EMPOWERS AGENTS

Similarly, KM relieves pressure from agents. The calls that are often deflected by self-service content and chatbots—like iterations of, "have you tried turning it off and then back on again?"—free up agents to focus on more complex and meaningful interactions.

Agent satisfaction is critical, as it leads to reduced turnover. By automating repeat tier-one cases, satisfaction increases and turnover decreases.

A few more ways KM fosters a better work experience include:

- **Agent assistance,** which ensures agents have the right information on hand
- **Knowledge-centered service (KCS),** which enables subject matter experts across the organization to contribute knowledge content and formalizes the process of sharing expertise
- **Internal documentation repositories**, which assist employees by housing helpful organizational knowledge such as human resources (HR) documentation, compliance materials, and troubleshooting guides

[2] Contact Center World: The Economics of Call Center Turnover

DELIVER THE RIGHT ANSWERS FASTER

Smart knowledge management begins at the customer's first point of need and makes the right answers quick and easy to find. **NICE CXone Expert** does just that by unifying the content your customers need into one self-service experience extended to agents and any preferred channel, on any device, at any time, and in any language.

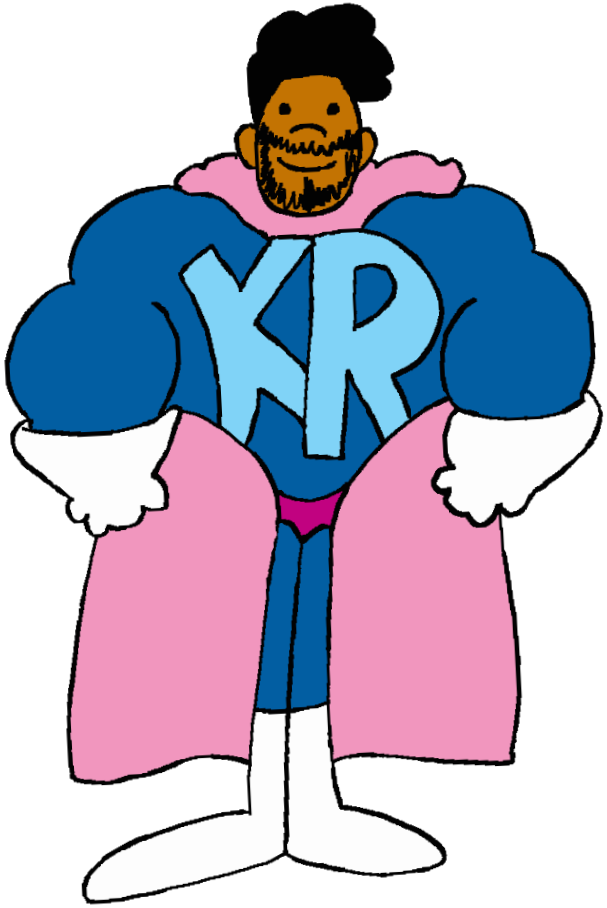
While your customers get the instant gratification they want, you'll reap the benefits you want. CXone Expert can reduce costs through ticket deflection, boost self-service success rates, and improve first-contact resolution and average handle time.

What sets CXone Expert apart?

- **Global**: Get one source of content for all of your sites, brands, locales, languages, and product lines
- **Personalized**: Tailor your content to your customers' products, locations, and devices
- **Always available**: Provide 24/7 self-service support, even in the event of power outages, closures, or other business continuity threats
- **Scalable**: Build an enterprise-grade platform that is secure, dependable, and specific to your company's size or needs
- **Insightful**: Continuously improve your content based on real-time, actionable analytics

See how CXone Expert can automate your knowledge management to deliver agents and customers faster and better support.

Watch video



KNOWLEDGE MANAGEMENT GLOSSARY

Knowledge Base:
A self-serve repository of organized information that users can access through browse and search functions.

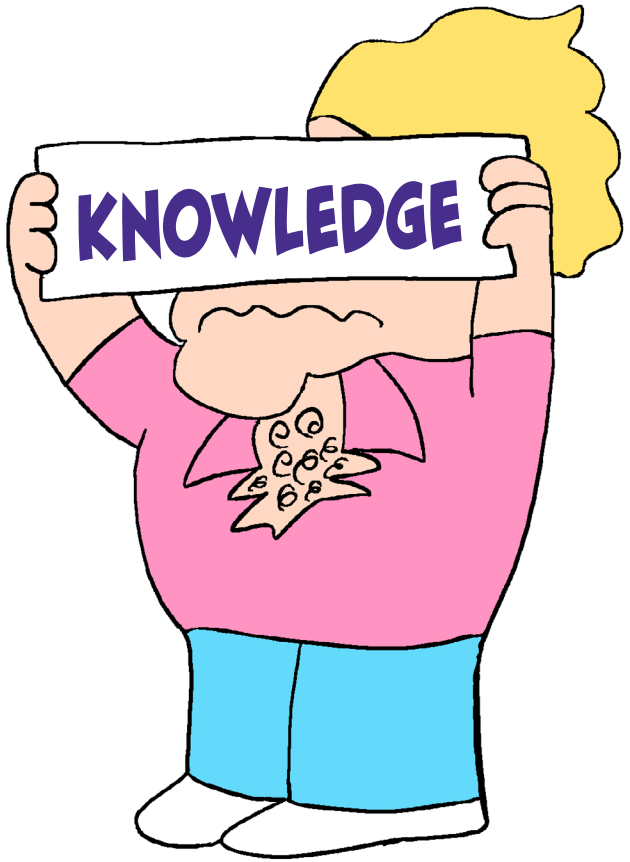
Knowledge Management:
The process of creating, centralizing, and sharing enterprise information assets.

Knowledge-centered Service (KCS):
A centralized platform that allows agents and subject matter experts to contribute their own expertise from individual customer interactions and improve knowledge content on an ongoing basis.

Knowledge Management System (KMS):
A subset of an organization's content management software that operates exclusively to the way knowledge information is stored and accessed.

Electronic Document Management System (EDMS):
A system that stores and manages an organization's knowledge documents and files.

Search Engine Optimization (SEO):
The process of improving the quality and quantity of website traffic from search engines to websites.



With NICE, it's never been easier for organizations of all sized around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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