Knowledge Management

Business Justification Toolkit

Everything you & Your Manager Need to Know about KM

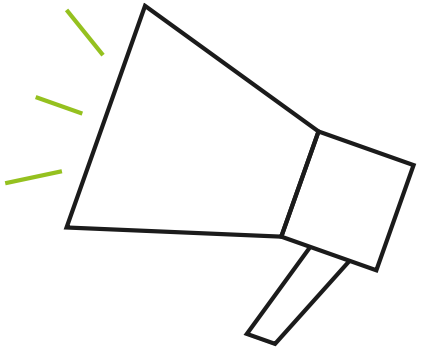
Thousands of companies are investing in knowledge management to lay the foundation for future growth and additional channels in their contact centers.

From Salesforce and ServiceNow to Genesys, NICE inContact or Avaya – all major contact center technology providers see added value in KM and are enhancing their existing platforms with incorporated or best-of-breed knowledge management (KM) solutions.

Many companies struggle with homegrown tools, SharePoint or ad-hoc solutions because KM wasn't a priority in the past. However, successful implementation is crucial for your ensuring an excellent customer experience in the future across multiple channels!

The purpose of this toolkit is to provide additional insights on the value of KM and how it saves companies money while better enhancing the customer journey.

It provides concrete ROI numbers and reasons why KM should be on your top 3 technologies list.



Overview

01 Business Problems Solved by KM

02 Efficiency Gains & Return on Investment

03 Estimated Spend & Investment

04 Best of Breed Approach

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1. Business Problems Solved by KM

Business Problems Solved by Knowledge Management

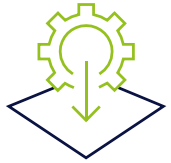
Customer Service Challenges

- Information silos
- Customer complaints about getting inconsistent information
- Agents have difficulty finding the right answers
- Call volume too high for current workforce
- High agent turnover

Corporate Challenges

- Falling CSAT
- Nontransparent communication and knowledge transfer between departments
- Decreasing NPS
- Missed upsell and revenue opportunities
- Loss of customers

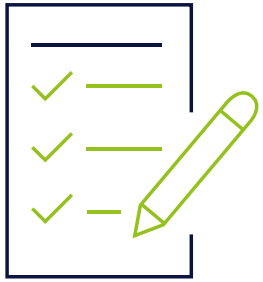
Technology Challenges



- Major vendors do not provide best-in-class tech across all their components/products
- Existing vendor relationships not providing expected support
- Technology choices have been driven by IT and not business needs

2. Efficiency Gains & ROI

Efficiency Gains



Knowledge Management targets efficiency gains within a company on multiple levels. Usually, companies start their KM efforts in customer service because it delivers the fastest ROI to justify further investments throughout the organization.

- Reduce internal documentation and duplication
- Lower editorial effort
- Agents always have the latest information
- Shorter average handling time
- Boost your first contact resolution rate
- Central knowledge administration in one system
- Increase knowledge transfer among employees
- Consistent and reliable document quality
- Transparent reporting
- Shorter onboarding time for new agents

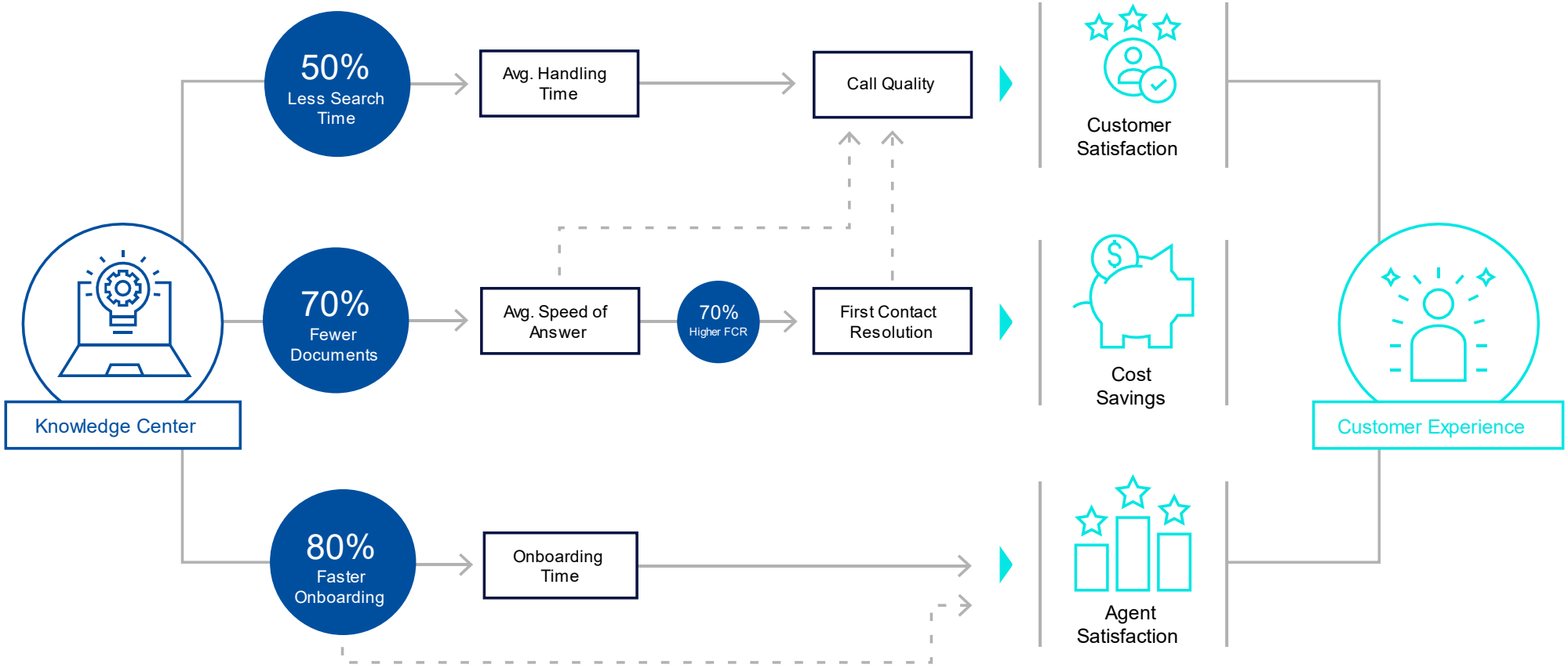
Return on Investment

The benefits extend beyond employees including service agents and knowledge contributors, to your customers. When it comes to ROI of knowledge management, our experience shows that prioritizing KM delivers both short-term hard ROI which pays for itself and long-term “soft” ROI, i.e. factors that are non-measurable within the first few months after implementation.

Hard ROI
Shorter onboarding times
Higher productivity in contact centers
Lower AHT
Higher FCR
Increased CSAT & NPS
Lower software costs through reduced duplication

Soft ROI
Easier onboarding and training
More employee collaboration
Improved brand image
Increased customer satisfaction
Increased agent satisfaction
Improved competitive position

Knowledge Management Delivers a Cascade Effect of KPI Improvements



ROI Overview

50%
Reduction in Onboarding time

30%
Higher FCR

10%
Handling Time Reduction

$3,415,500 million
Savings for an enterprise contact center

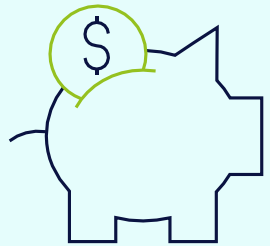
2x
More productive editorial processes

ROI Overview

	Enterprise	Mid-size	Small
Current situation			
No. of seats	1,000	200	50
Cost per agent per year	$23,000	$35,000	$32,000
Calls per year	6,400,000	1,455,000	500,000
Reoccurring calls	960,000	169,785	50,000
Turnover	10%	15%	5%
Onboarding time (weeks)	8	3	4
Efficiency gains			
AHT Reduction	10%	5%	10%
FCR Increase	30%	10%	30%
Onboarding reduction	50%	10%	50%
ROI			
AHT Reduction	$2,300,000	$344,750	$160,000
FCR Increase	$931,500	$76,420	$43,200
Onboarding reduction	$184,000	$16,548	$6,400
Total 1st Year Savings	$3,415,500	$437,718	$209,600

We're happy to provide a custom ROI calculation. Please provide the following:

- Number of agents
- Average cost per agent per year
- Number of incoming calls per year
- Recurring calls per year
- Agent turnover per year
- Onboarding time in weeks
- Number of existing documents (if applicable)



3. Estimated Spend & Investment

ROI Overview

	Tier 1 | enterprise (>1,000 agents)	Tier 2 | mid-size (50–200 agents)	Tier 3 | small (<50 agents)
Investment starting at	$350,000	$87,044	$43,016
Accumulated savings	$3,415,500	$437,718	$209,600
Implementation in months	6 months (50%) | $1,707,750	3 months (75%) | $328,288	1 month (90%) | $188,640
ROI in 1st year	$1,357,750	$241,244	$145,624

4. Best of Breed Approach

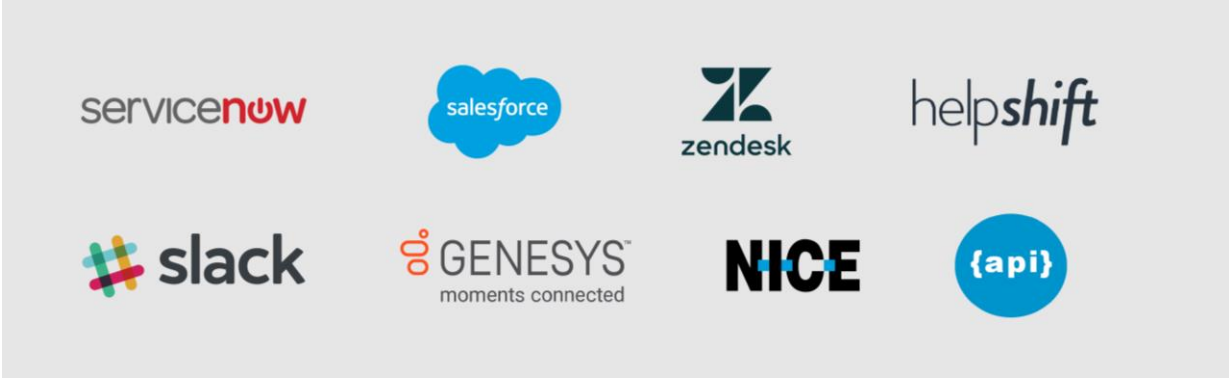
Best of Breed Approach

When starting a knowledge management discussion, executives may argue that an existing platform already offers a knowledge base.

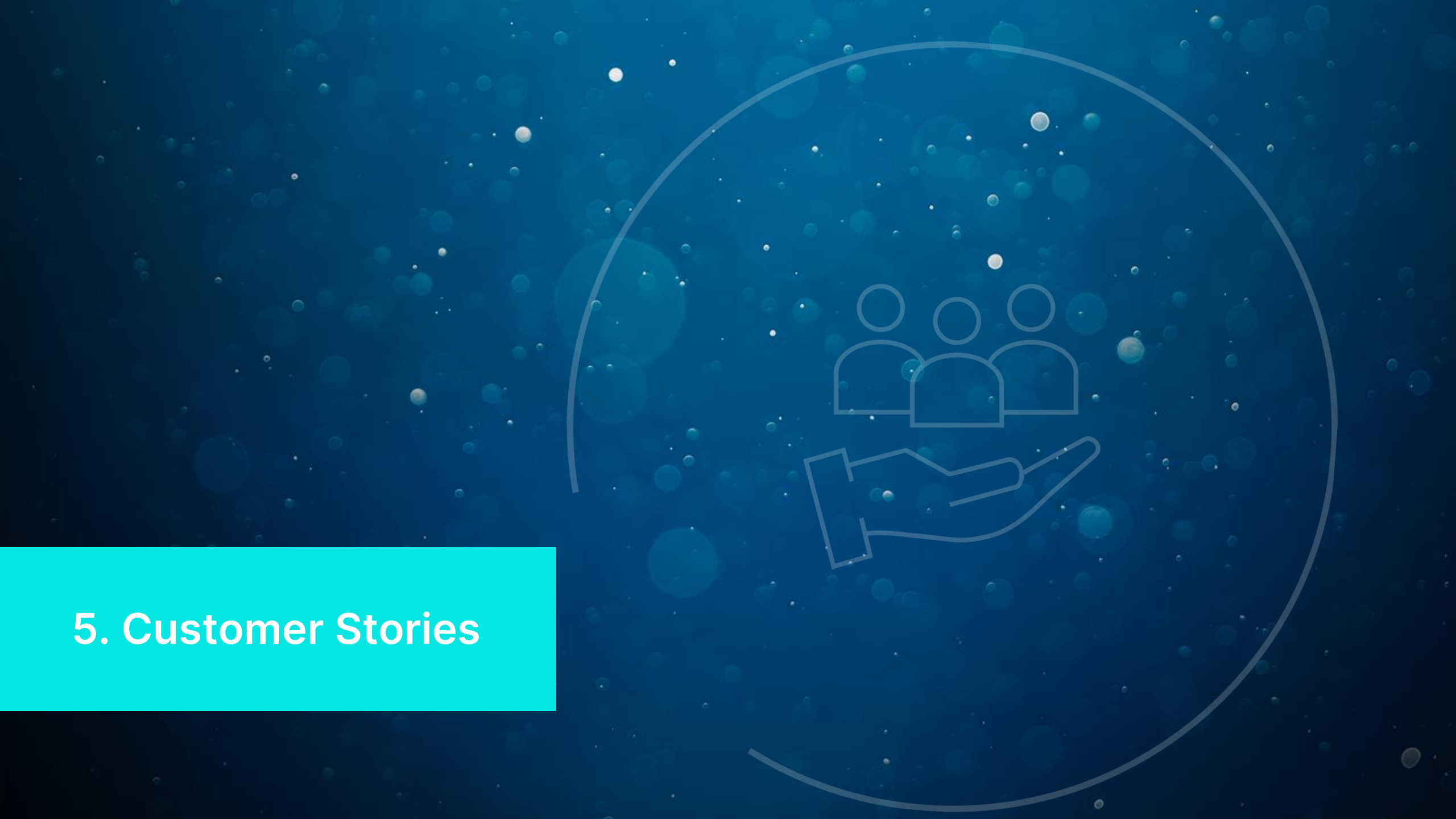
Most major platforms in the contact space offer knowledge management capabilities in the form of limited add-on modules. While they offer the basics for other departments, they provide almost none of the features required for customer service use cases.

KM providers follow a best-of-breed approach to deliver state-of-the-art and leading knowledge management technology within your existing platform as a point solution.

We've done best-of-breed projects with all major players including ServiceNow, Zendesk, Salesforce, Genesys or NICE inContact.



Our published REST API allows of to integrate our platform into existing environments to deliver the best agent experience into one single desktop application.



5. Customer Stories

Personalized Global Roadside Assistance

Challenge

- Provide customer vehicle and location-based support worldwide for all customers of VW group

Solution

- Vehicle data is combined with Salesforce CRM data and passed to Knowledge Center
- An automated troubleshooting process is initiated, giving the agent the solution within seconds of the customer pushing the button

- Automotive industry
- Currently 650 users
- 13 countries live
- 44 countries planned
- 34 languages
- 2,600 decision tree solutions

1 Driver presses roadside assistance button

2 Car data sent to Salesforce CRM & ticket created

3 Customer + car data sent to USU KM & solution delivered via automated decision tree

4 Agent opens ticket, answer already there

5 Customer receives solution

Colony Brands Levels up its service

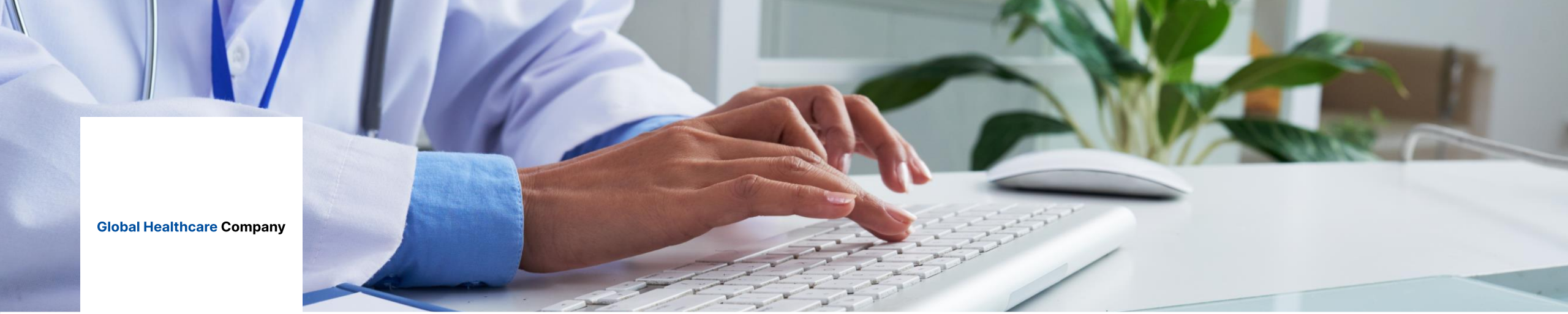
Challenge

- Weak search function with no error tolerance or auto suggest
- 75% of business is incoming calls
- Homegrown system with many documents incl. duplicates
- Inconsistent answers among agents

Solution

- Conduct a knowledge audit
- Merge related articles into conditional documents
- Create custom editorial workflows
- Reduced overall documents by 59%!

- Retail industry
- 2,400 agents
- 4 Call Centers



Global Healthcare Company

Dream Team: Salesforce & Knowledge Center

Challenge

- Contribution knowledge required an expensive “Knowledge Author” license
- Unable to easily create customer editorial workflows
- Search functionality was limited

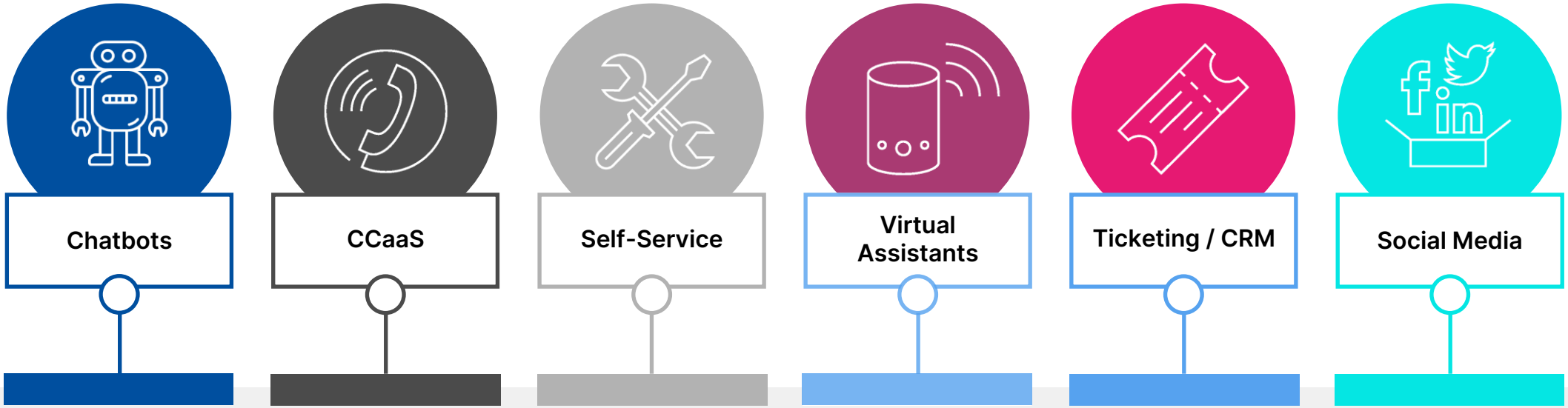
Solution

- Migration of Salesforce Knowledge content to new system
- Easy to use and configure with flexible licensing
- Ability for all users to contribute to the knowledge base
- Incorporating – learning and tests

- Healthcare industry
- 4 countries Live
- 7,500+ employees
- 150 users

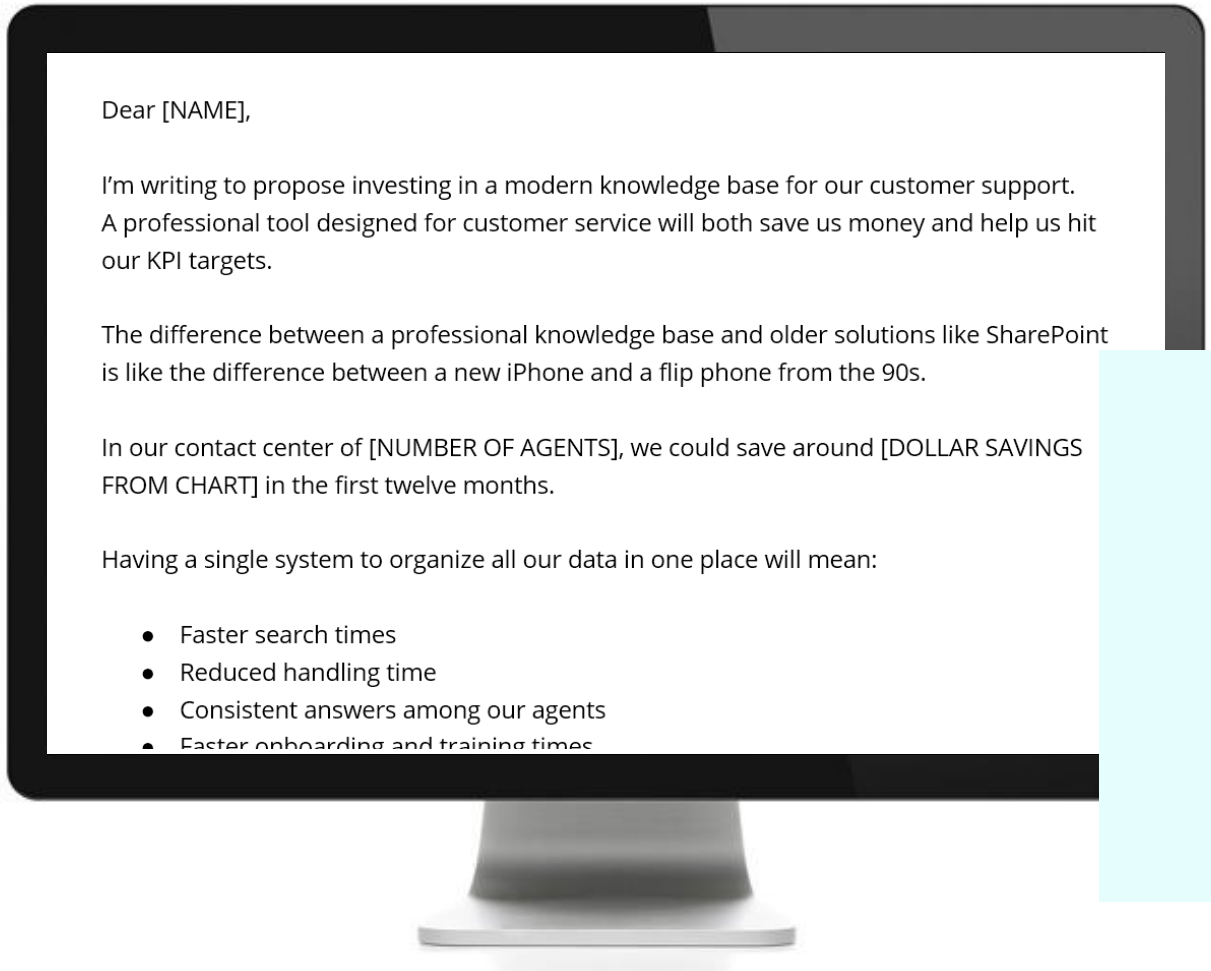
Centralize on one Platform – Deliver Everywhere

Deliver support information in all channels from one centralized source



6. Additional Resources

Justification Letter Template



Click to get the template.

Download

Additional Resources

Knowledge Management for Customer Service

Using Decision Trees in Customer Service

CCW Special Report: The Future of Remote Work, Productive Agents, and Knowledge Management