

10 signs you need Knowledge Management

... and 5 ways a Knowledge Base can help



Dennis Fois, Director Northern Europe

17th November 2011

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10 Signs

- ❖ Different answers from different CSAs
- ❖ Increasing call volumes
- ❖ CSAs need to use multiple information sources
- ❖ Significant performance gap between best CSAs and average
- ❖ More CSAs need to become more effective
- ❖ Avoidable errors lead to second call
- ❖ Concern over long wait time & wrap-up time
- ❖ Best practices not followed by some of the top CSAs
- ❖ Need for more training to improve customer satisfaction
- ❖ Planned growth, consolidation or high rate of new product introduction



Different answers from different CSAs

Increasing call volume



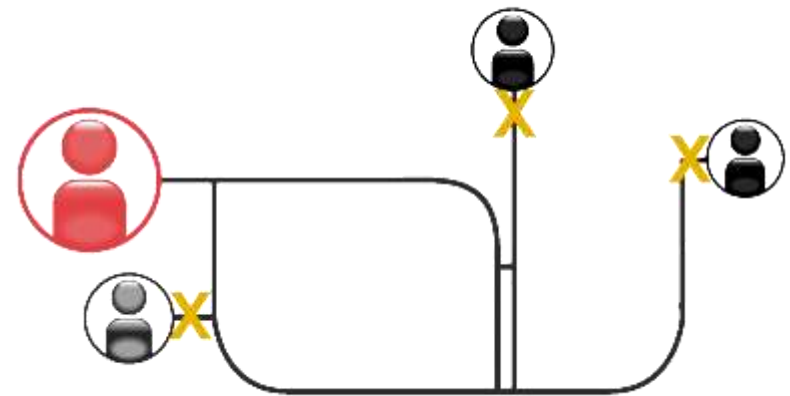
CSAs need to use multiple info sources

Significant performance gap between best CSA and average



More than 3 months to become fully effective

Avoidable escalations to second line



Concern over hold time & wrap time

Best practice not followed by significant numbers of CSAs



Need for multi-skilling to improve operational flexibility

Planned growth, consolidation or high rate of new product introduction



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Which Knowledge Tool do I need?



How to make it work

- **Perception**

- **Disconnect**
- **“Email isn’t working”**
- **Best practice**
 - **problem perception**
 - **problem diagnosis**
 - **subsequent resolution**
- **Reduce the end to end handling time**
- **Reducing the number of repeat calls.**



Findability

- **Not same as 'search'**
- **Find information more quickly**
- **Using terms and phrases that mean something**
- **Agents see rapid improvement**
- **Boosts confidence in the overall project**



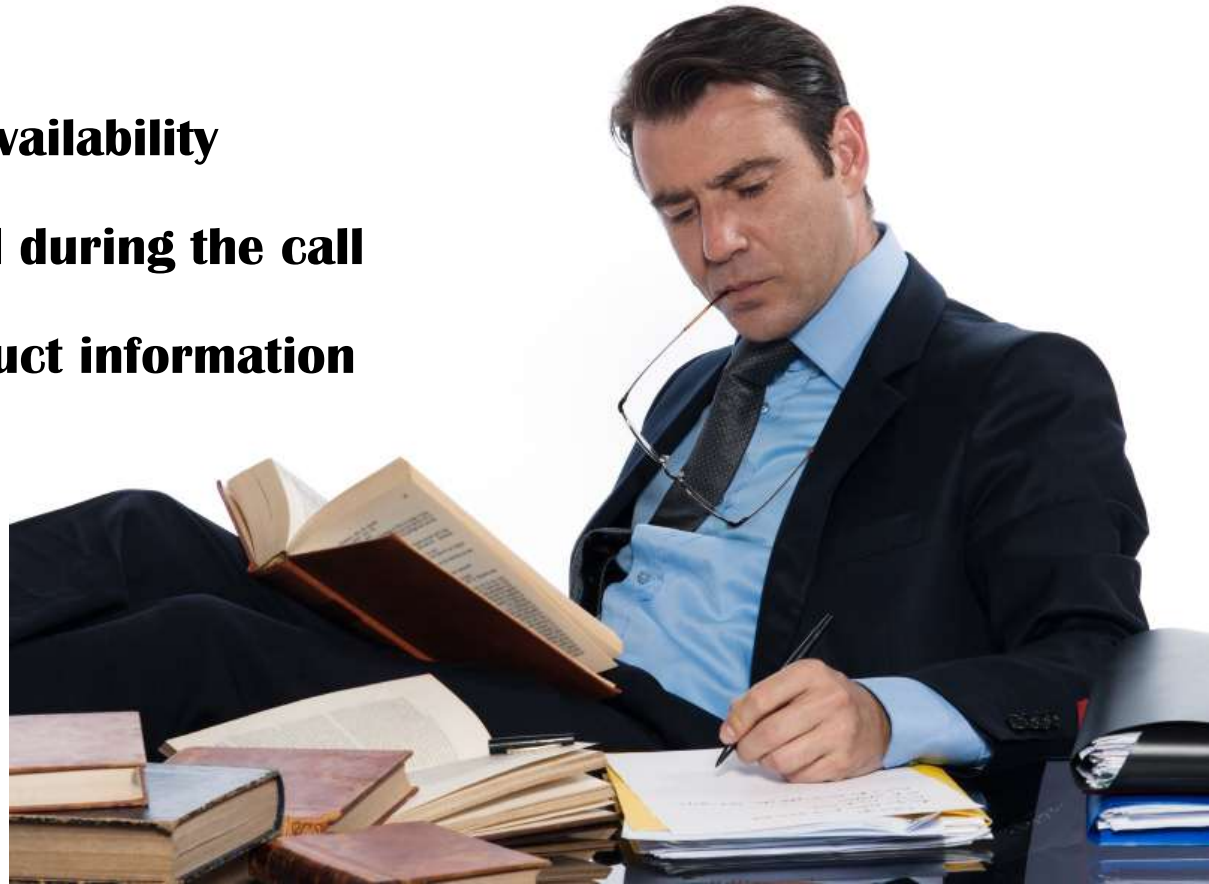
Consistency / Best Practice

- **Best practice**
- **Single knowledge base allows for calls to be handled consistently and better**
- **Add to customer satisfaction**
- **Increase first time fix**
- **Reduce repeat calls and directly affect your NPS**



Just in Time Knowledge

- **Support your agents at the point at which they need it**
- **Knowledge base can work in background**
 - **eg check service availability**
- **Critical info presented during the call**
- **Streamlines new product information**
- **Right info, right time**



Maximise ROI

- **Be pragmatic**
- **Understand where the KB can be of the greatest value**
 - **80:20 rule**
- **Get buy in from the agent teams**
- **Deliver in a phased approach**
- **release it in phases with quick wins**
- **Ensure that it is kept up to date**
- **Cost of maintaining KB is small compared to the ROI**



Positive outcome

*"It improves
the service I
can give".*

*"I feel more
confident in
myself when
I use KB".*

*"It's easy and I
can do my job
better".*

Positive outcome

“Knowledge has, in fact, enabled us to broaden their skill sets. Instead of supporting one product, they are supporting four and even five products.”

“Before the implementation, overall satisfaction with the help desk hovered around 89%. In the last survey conducted it was around 97%.”





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