



CUSTOMER SERVICE PEER GROUP MEETING

Knowledge Management in the Contact Center

October 20, 2010

The goal of the meeting was to share approaches and tools being employed by UWEBC member companies to make enterprise knowledge more easily accessible to both CS agents and customers. *Key Takeaways are culled from member comments communicated during discussion and on paper.*

Resources

Kohler Company

Todd Brinkman, Manager B2C Customer Care Center

Harley-Davidson

Rusty Dwyer, Manager Customer Service; Randee Napp, Tech Writer

Attendees' Key Takeaways

- √ **"Focus your training on using the KM tool rather than memorizing product specifics."** Relevance and clarity trump exhaustive knowledge. It's more important for agents to know how to find quickly what the customer wants than to have memorized copious details about items the customer isn't interested in.
- √ **"Use your communications team when developing the content."** Doing KM successfully requires both left-brained and right-brained people. Accurate product data is not enough; it must be communicated skillfully. Clear writing and attractive design are important elements of giving users a pleasing experience. The data becomes useful information only if communicated well.
- √ **"Multipurpose your KM tool for both internal and external audiences."** KM isn't just for employees. Aim content to both audiences for maximum efficiency and effectiveness.
- √ **"Launch incrementally—don't try to cover everything at once."** Build your KM tool over time. Approach your roll-out and add-ons Google-style—incrementally, early, and often.
- √ **"Track article usage carefully."** What are customers asking about? What they click is what they seek. That's good information not only for your KM team but also for your entire customer service enterprise.