Beat the Knowledge Management Challenge

How to build a business case for a knowledge management initiative in your contact center

Welcome

Greg
DeVore
CEO + Co-founder,
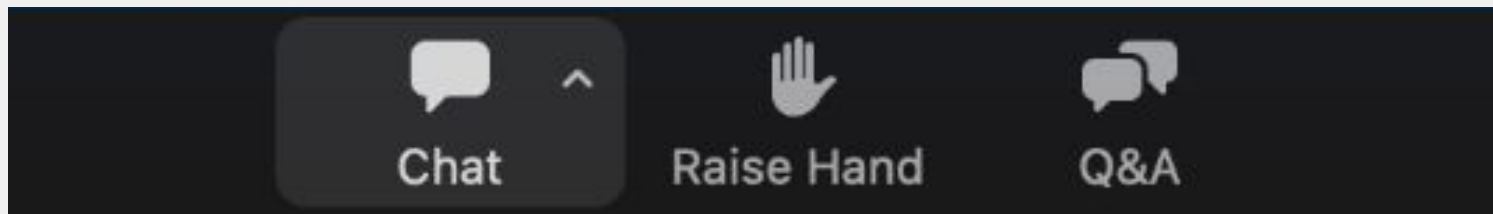ScreenSteps

Vicki
Brackett
Chief Knowledge Officer, Knowledgely

Chat with us...

...or ask us questions

Chat

Raise Hand

Q&A

Identify the knowledge management challenges

> Employees are overwhelmed during training
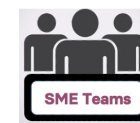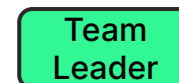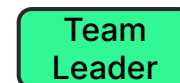
> Supervisors are swamped handling escalations

> You have to create complex structures just to answer customer questions

> Where does AI fit in knowledge operations?

Costly Workarounds

Tier 3

Support

Tier 2

Tier 1

Extra Re-Training

Ops Manager

Extended Nesting

| QA Team | Team Leader | Team Leader | Team Leader | Team Leader |

SME Teams · SME Teams · SME Teams · SME Teams · SME Teams

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Costly Workarounds

Your BPO(s) have the same challenges
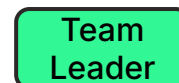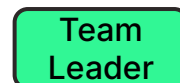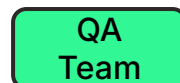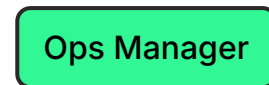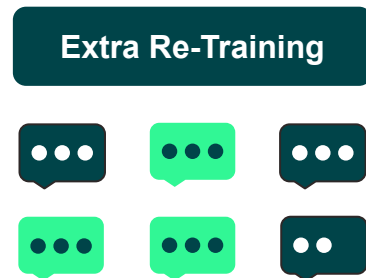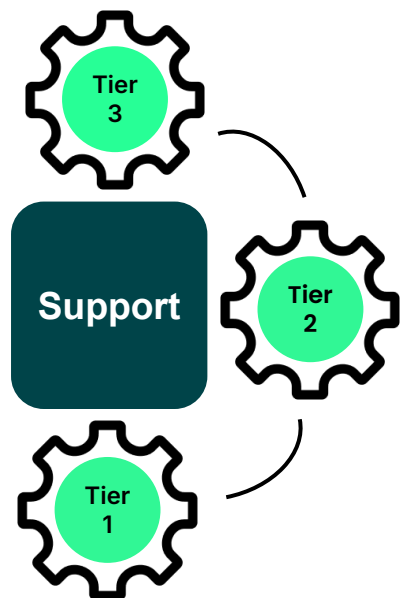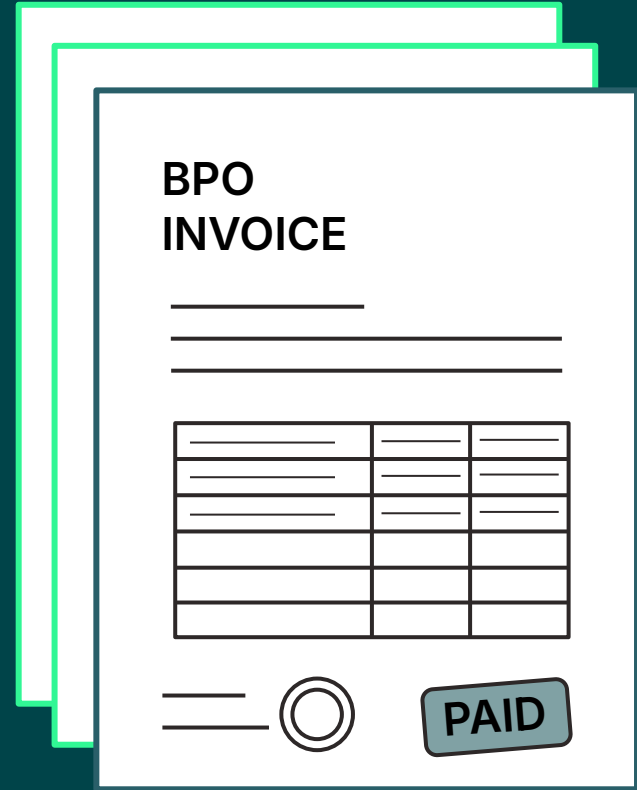
How does this impact AI?

> It has promises that don't match reality. Your AI needs domain knowledge to run.

> You can't just give AI your junk drawer of knowledge and say, "Figure it out."

> AI without qualified knowledge is like a super helpful employee who doesn't know anything.

You don't need just a
knowledge management tool

You need a
knowledge operations system

What does a system consist of?

- **>** Owner

- **>** A tool

- **>** And a process

What questions will leadership ask?
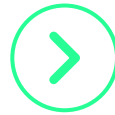
> How many FTEs will this require?

> What is the implementation plan and its cost?

> What is time to value?

How many FTE will this cost me?

Repurposing existing FTEs as Knowledge Champions

You may have a tool?

> Speed

> Complexity

What makes a KM initiative a success?

> **Implementation**

> **Time to value instead of time to "complete"**

> **You don't need everything to launch**
> - Start with 25, then move to 200
> - What are the customer drivers?

How do you make the business case for moving up the model?

Workarounds cost labor dollars

Hourly Rate of Pay

+

Burden

- Social Security
- Workers Comp
- Vacation Pay
- Holiday Pay
- Incentives

17% - 25%

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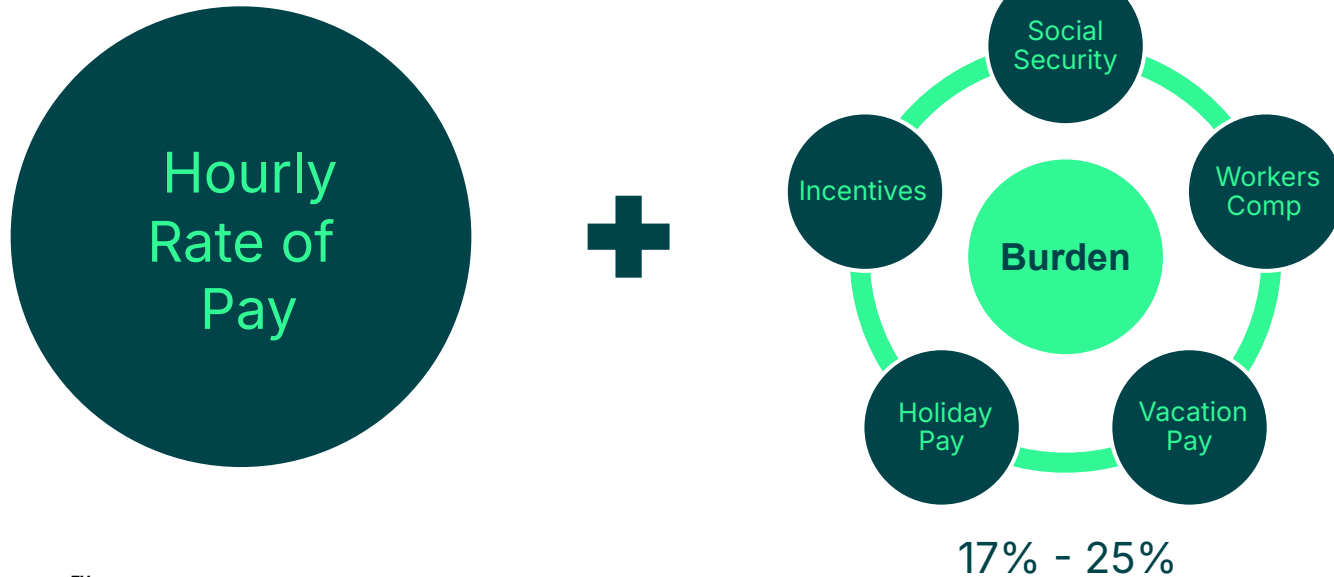
Assumption: 17% Burden
Agent and SME Paid the Same

Rate Per Hour	Total with Burden
$18.00	$43,952.00
$20.00	$48,835.00
$22.00	$53,719.00
$25.00	$61,044.75

Team Leader	Total with Burden
$50,000 Annually	$58,500.00

Ops Manager	Total with Burden
$65,000 Annually	$76,050

Organizational Assumptions

Ratios
15 agents to 1 Team Leader
.5 FTE - SME per Team
.33 FTE - QA per team (1 QA per 3 Teams)
1 Ops Manager for up to 1000 agents

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Assumptions: $18.00/hour Agent and SME and 17% Burden

Supporting 100 Agents

3 SMEs
No Team Leader
No QA
No Ops Manager

SME Team Cost
$131,856.66
Annually

Supporting 300 Agents

10 SMEs
1 Team Leader
No QA
No Ops Manager

SME Team Cost
$498,022.20
Annually

Supporting 500 Agents

17 SMEs
1 Team Leader
No QA
No Ops Manager

SME Team Cost
$805,687.74
Annually

Supporting 1000 Agents

34 SMEs
2 Team Leaders
12 QAs
1 Ops Manager

SME Team Cost
$2,214,852.12
Annually

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What does it cost to have a Knowledge System powered by AI?

What is the ROI?

$8 - $35 month per license

Supporting 100 Agents

3 SMEs
No Team Leader
No QA
No Ops Manager

SME Team Cost
$131,856.66
Annually

$10,848 to
$47,460
KM Annual Licenses

Supporting 300 Agents

10 SMEs
1 Team Leader
No QA
No Ops Manager

SME Team Cost
$498,022.20
Annually

$31,584 to
$138,180
KM Annual Licenses

Supporting 500 Agents

17 SMEs
1 Team Leader
No QA
No Ops Manager

SME Team Cost
$805,687.74
Annually

$52,416 to
$229,320
KM Annual Licenses

Supporting 1000 Agents

34 SMEs
2 Team Leaders
12 QAs
1 Ops Manager

SME Team Cost
$2,214,852.12
Annually

$104,832 to
$458,640
KM Annual Licenses

Other Cost Savings

Reduced Escalations and Transfers

Reduced AHT

8-minute AHT
Reduced by 1 minute

450 agents
Savings: $850,000

Reduced New Hire Training Days/Weeks

3 Weeks to 1 Week

Savings: $33,696
1 class of 20
+ Trainer Costs

Increased First Call Resolution

Less Call Backs

Faster Speed to Competency

$

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Results

12 Months
Onboarding
Time until a CSR was largely working independently on most tasks

16 Weeks
Operational Impact
Formal classroom time commitment and then continued on-the-job learning

80%
Escalations
Estimated contacts who need supervisor action or approval

17%
Retention at 1 Year
Class prior to the change only had 1 person out of 6 still with us at the 1 year mark

8-10 Weeks
Onboarding
New hires now able to do tasks at the 6 week mark that previously took 1-2 years of experience to learn

3 Weeks
Operational Impact
New hires able to start contributing by week 3

10%
Escalations
Estimated contacts who need supervisor action or approval

83%
Retention at 1 Year
3 new hire classes in the year after the change showed much stronger retention

Poor knowledge operations is the root cause of most of your challenges

Submit your questions

Contact Us

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✉ greg@screensteps.com

Contact Vicki

For an assessment and help building the business case for a knowledge management system

Contact Greg

If you want to learn about the Knowledge Operations Platform or the Find & Follow Framework

Q & A