

Future-Proofing Your Knowledge Management Strategy

An effective knowledge management strategy is critical to delivering consistent, compliant and efficient service. This Good Practice Guide provides contact centre leaders with practical approaches to building people-centred knowledge management strategies while incorporating rapidly-evolving technology opportunities to ensure future readiness.

Knowledge management (KM) has long been the quiet engine behind contact centre performance. But as technology, customer expectations and workforce models evolve, it's fast become one of the most vital strategic enablers of customer experience and operational excellence.

82% of organisations now see knowledge management as a core part of their customer experience strategy, yet McKinsey reports¹ that less than one-third of companies report following standard knowledge management practices. Research has also found that 54% use more than five platforms to document and share information.²

In a hybrid, AI-enhanced environment, where employees and customers expect instant, accurate answers, the value of knowledge has shifted from being a static reference library to a dynamic ecosystem that fuels efficiency, consistency and trust.

Why Future-Proofing Matters Now

The pace of change in customer operations is accelerating. Generative AI, automation and digital self-service are reshaping how information is accessed, shared and used. Contact centres are no longer simply handling interactions - they are becoming intelligent hubs of organisational knowledge.

The cost of poor knowledge management is significant. Studies suggest³ that employees spend up to 2.5 hours a day searching for information they need to do their jobs. In contact centres, that can equate to lost productivity, inconsistent answers and higher error rates - all of which directly impact customer satisfaction and trust.

Knowledge management strategy means designing for adaptability. It's about creating systems and cultures that can flex with changing technologies, regulations and customer behaviours, ensuring that your knowledge assets stay relevant, reliable and ready to scale.

Creating a Single Source of Truth

One of the most common knowledge management challenges remains the fragmentation of information across multiple systems. Advisors may have to search intranets, shared drives and legacy databases to find the right guidance - often under time pressure.

Establishing a single source of truth is critical. This means consolidating knowledge into a centralised, easily searchable

platform, underpinned by governance to ensure accuracy and consistency. Modern KM platforms can use AI-powered search and natural language processing to deliver the right answer faster.

A unified approach strengthens employee confidence and customer trust by ensuring everyone works from the same information. But technology is only part of the solution.

Governance - defining who owns, validates and updates content - is equally vital.

Empowering Your People

When information is easy to find and trust, it boosts confidence, reduces cognitive load and improves decision-making - especially for new recruits or hybrid teams.

Research has found that employees are more likely to stay with an organisation that makes knowledge and learning easily accessible.⁴ In the contact centre, where onboarding and retention are critical challenges, accessible knowledge can directly support wellbeing and performance.

Future-proofing means treating knowledge as a people strategy as much as a technology strategy. Upskilling advisors to contribute to and maintain knowledge keeps it relevant while fostering a culture of shared ownership and continuous improvement.

The Rise of Intelligent Knowledge

AI is redefining what's possible for knowledge management. Advanced tools can now surface contextually relevant content in real time, analyse sentiment to predict what knowledge users will need next, and even generate draft responses for review.

Instead of long, static articles, organisations are moving toward using AI in the KM base to better manage or proactively push alerts on topics such as duplicates, inconsistencies and information that has not been updated for a long time.

However, organisations should view AI as an amplifier of human expertise, not a replacement. Human validation remains essential for accuracy, compliance and tone of voice. The most successful KM strategies integrate



AI to handle scale and speed while retaining human oversight to maintain empathy and nuance.

Measuring the Impact

You can't future-proof what you can't measure. Traditional KM metrics - such as article views or search counts - provide limited insight. Forward-thinking contact centres are adopting more sophisticated measures tied to customer and employee outcomes.

Examples include:

- **Time to knowledge** - how long it takes an advisor to find and apply information.
- **Knowledge quality** - user feedback scores on clarity and usefulness.
- **Deflection rate** - how often accurate self-service knowledge prevents inbound contact.
- **Knowledge freshness** - percentage of content reviewed or updated within the last quarter.
- **Adoption rate** - usage of the knowledge tool across teams.
- **AHT and CSAT impacts** - whether knowledge improvements correlate with handle time reductions and satisfaction increases.

When combined, these metrics paint a holistic picture of how knowledge supports performance, enabling continuous optimisation. Ultimately, the goal is not to manage knowledge - it's to make knowledge work for people.

Building a Resilient Knowledge Culture

Success in knowledge management means embedding it into the contact centre's DNA, making knowledge part of every meeting, every change and every training session. Leading organisations create 'knowledge champions' within teams to share ownership and encourage feedback. Others integrate KM updates into daily huddles to ensure that new insights or policy changes are captured immediately.

Knowledge must also move beyond the contact centre. Collaboration with marketing, compliance and product teams ensures consistent information across all channels. Ultimately, a resilient KM culture is one that recognises knowledge as a strategic asset - not a back-office function.

A Knowledge Management Roadmap

The future of knowledge management is adaptive, intelligent and human-centred. To build resilience and relevance, contact centre leaders should focus on **five key steps**:

1. **Audit your current knowledge ecosystem.** Identify duplication, outdated content and gaps across systems. Benchmark how long it takes advisors to find accurate information.
2. **Create a unified knowledge platform.** Consolidate information into a central, searchable system with defined governance for ownership and updates.
3. **Embed AI intelligently.** Use automation to streamline retrieval and insight generation, but maintain human validation to ensure accuracy and empathy.
4. **Empower employees as knowledge contributors.** Encourage frontline colleagues to flag gaps, suggest updates and share best practice. Recognise and reward participation.
5. **Measure and refine continuously.** Track impact using advanced metrics like time to knowledge, quality ratings and deflection rates. Treat KM as a living, evolving capability.

By combining technology with human insight (and oversight), contact centres can transform knowledge management from a static archive into a strategic engine for adaptability, consistency and growth.

Tomorrow's most successful contact centres will be those that place data and KM at the heart of their strategy, cultivate trust and transparency, and enable humans and AI to collaborate intelligently.

¹ McKinsey (2025). The State of AI. <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai>

² ProcedureFlow (2024). Toward Greater Visibility in Today's Knowledge World: 2024 Survey on Information Sharing and Transparency. <https://solutions.procedureflow.com/toward-greater-visibility-in-todays-knowledge-world>

³ Cottrill (2024). Workers Spend Too Much Time Searching for Information. <https://cottrillresearch.com/various-survey-statistics-workers-spend-too-much-time-searching-for-information/>

⁴ Salesforce (2024). Salesforce Report: UK Teams Tap AI and Data to Drive Revenue as Service Expectations Rise. <https://www.salesforce.com/uk/news/stories/customer-service-statistics-2024>