

How to Use Contextual Knowledge to Improve Agent Productivity and CSAT

A panel of subject matter experts and industry leaders – Sarah Hatter, founder of CoSupport, Rick Nucci, CEO of Guru, Mercer Smith-Looper, support leader at Trello and Mahesh Ram founding CEO of Solvvy – came together in a webinar produced by [Solvvy](#). They discussed the merits of contextual knowledge, data driven approach to curating useful content, ways of improving agent productivity, an AI-driven self-service approach and more.



Author, speaker, entrepreneur, coach, and a huge proponent of “self-service for support”, Sarah Hatter moderated the lively hour long discussion.

Mahesh Ram noted that in the customer service domain, probably every question has been asked before and every question has been answered before. Using that existing knowledge presents both a challenge and an opportunity. He believes that the secret sauce lies in harnessing that knowledge using sophisticated technologies to replicate great customer experiences, at a size and scale, unimaginable before.

“Technologies like artificial intelligence, machine learning and natural language processing can help humans consume and take advantage of the knowledge already out there in the world.”

Mahesh Ram, Solvvy

It is equally important to learn from data, identify patterns and see how your consumers are interacting with knowledge. This can help in finding gaps, plugging them and keeping the content fresh and up-to-date that gives your end-users both power and speed. And if the knowledge you create is relevant and accurate, it has the potential to travel beyond your help centers – across different channels and mediums.

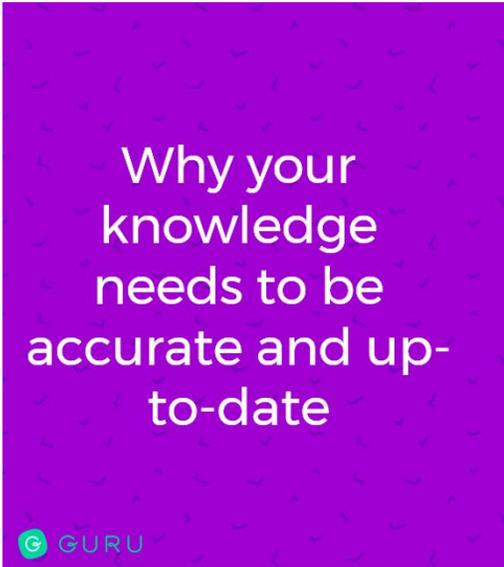
Rick Nucci elaborated on a data driven approach on the agents' side. Agent productivity goes up by evolving content based on demand and usage, and looping in subject matter experts to bring in accurate support knowledge directly into their workflows. It's imperative to constantly build knowledge while shipping out new features.

Furthermore, Nucci also urged folks to separate hype from reality by not getting carried away by buzzwords but rather understanding and quantifying them to ascertain how they are improving the end user experience or key support metrics. He added that the notion that AI will replace humans is a myth.

“My belief is AI makes humans more productive in their jobs and enables them to focus on more critical things.”

Rick Nucci, Guru

Mercer Smith-Looper is all for having accurate and up-to-date knowledge. Having worked the frontlines from paper binders to leading the support function in this age of automation, Looper thinks it is great to have shared knowledge that evolves over time. It translates to better customer experiences, lesser traffic to your inbox and a more productive support team that can focus on higher value items.



- Products and processes change all the time
- Instilling trust and accuracy in your knowledge is paramount
- If your knowledge is inaccurate or out-of-date, your customer experience will be poor

“The real benefit of having up-to-date knowledge is that it sets your customers for success.”

Mercer Smith-Looper, Trello

Tune into the webinar replay to learn more and get tips on improving agent productivity and CSAT scores by using contextual knowledge.

[Webinar Replay](#)