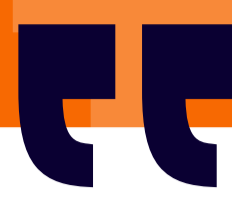


# Why Knowledge Management Needs Analytics?



Knowledge management will never work until corporations realize it's not about how you capture knowledge but how you create and leverage it.

-Etienne Wenger



Effective knowledge management can improve productivity by up to **25%**. That's where World's first ML and Agentic AI-fueled Knowledge Management Solution empowering employees to create, review, and share knowledge, within their workflows, enters the picture.

Nowbler's analytics provide real-time insights into content health and standards, enabling organizations to optimize their knowledge management processes.

## Key Analytics Features:



Analytics Feature	What it is?	Importance
Support Effectiveness	Monitors metrics like the total number of cases closed and the contribution of agent-generated content in resolving them.	Helps identify how effectively agents are utilizing knowledge articles to resolve cases, enabling organizations to measure and optimize agent workflow performance.
Contributor Analytics	Highlights individual agent contributions, including the number of articles published, revised, and their impact on reducing Time to Resolution (TTR).	Recognizes top-performing agents and provides insights into their contributions, encouraging best practices and guiding other employees to better contribute to the knowledge management initiative.
Low Impact KB Articles	Identifies articles with zero to very low impact on case resolution, measured by share count.	Allows organizations to take corrective actions on underperforming articles, ensuring the knowledge base remains effective and relevant.
Content Health	Evaluates the quality of knowledge articles based on parameters like uniqueness, completeness, title relevancy, link validity, and metadata accuracy, providing a content standard score on a scale of 10.	Ensures that the knowledge base maintains high-quality standards, leading to more effective and efficient knowledge management.
Agent Activity Overview	Presents an overview of agents' activities, including the number of articles published, revised, articles in backlog, and the days taken to complete the publishing or revision process.	Provides insights into agent productivity and the efficiency of the knowledge creation and revision process, helping to identify areas for improvement.

## How Analytics Help?

### Proactive Support

Real-time analytics enable support teams to anticipate issues and update knowledge bases proactively, leading to higher customer satisfaction.

### Improved Collaboration

By monitoring content health and agent contributions, teams can foster a culture of continuous improvement and shared responsibility.

### Knowledge Gap Identification

Helps support teams spot recurring issues by analyzing case patterns and content gaps. It then recommends new articles to proactively resolve similar future cases.

### Enhanced Efficiency

Access to relevant analytics allows agents to quickly identify and address knowledge gaps, reducing resolution times.

### Improves ROI & Growth

KM analytics helps boost ROI by optimizing case resolutions and reducing support costs. It fosters knowledge sharing by recognizing top contributors and enhancing efficiency.

## Outcomes For Customer Support

