

KM MODERNIZATION

FROM CONTENT REPOSITORY TO DECISION-SUPPORT SYSTEM
ENABLED BY METADATA & BUILT FOR AI AT SCALE

Strategic Case Study

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EXECUTIVE SUMMARY

- **THE CHALLENGE**

Managing operational efficiency in a high-volume loyalty ecosystem where fragmented knowledge compromised AHT targets and customer satisfaction.

- **THE PIVOT**

Shifting focus from content creation to information architecture and taxonomy.

- **THE OUTCOME**

Secured leadership buy-in via a high-impact pilot, establishing a roadmap for full-scale modernization to unlock faster decisions and a scalable \$100K+ annual impact.

THE LANDSCAPE (SITUATION)

- **THE SCALE**

High-pressure omni-channel hub supporting millions of loyalty program members.

- **THE Operational Scope**

Complex, cross-system inquiries spanning Retail, Travel, Dining, and Finance partners.

- **THE BACKBONE**

The KM as the core engine driving real-time frontline decisions - housing the critical information and step-by-step processes required to resolve complex inquiries across all channels.

THE BREAKING POINT (PROBLEM)

THE SYMPTOM

KM could no longer keep pace with the compounding speed, systemic complexity, and volume of customer inquiries.

THE FRICTION

Information was trapped in team **silos** on a **legacy platform**, forcing agents to guess, backtrack and manually patch knowledge together mid-call while toggling between tools.

THE BUSINESS COST

- **Degraded KPIs**
Inflated Average Handle Time (AHT)
Declining First Call Resolution (FCR)
- **Operational Risk**
High agent cognitive load
Avoidable errors
- **Ecosystem Impact**
Fractured customer experience
Lost system trust

THE STRATEGIC PIVOT – MY ROLE

THE REALIZATION

The core issue was not poor content, but **misaligned information structure**.

THE STRATEGY

Shifting the fix from a superficial content rewrite to a **foundational structural overhaul**.

**CONTENT
REWRITE**



**CONTENT
RESTRUCTURING**

THE PILLARS OF FOCUS

- Information Hierarchies
- Universal Categorization & Taxonomy
- Enhanced Metadata & Standardized Labelling

THE GOAL

Prove that **fixing the architecture would directly unlock agent speed and accuracy**.

THE TACTICAL EXECUTION

Launched a **targeted Proof-of-Concept** (Pilot) in our most punishing operational environment to validate the new structure before scaling.

PROVING THE IMPACT

HIGH-STRESS VALIDATION

Pilot proven by a 16 agents team navigating the most complex, high-pressure scenarios.

IMMEDIATE ROI

Recovered ~50 seconds per topic,
~14 minutes per agent daily and
~22,500 hours annually.

FRONTLINE IMPACT

Noticeably dropped cognitive load
while driving **positive trajectories** for
AHT and FCR.

THE COMPOUNDING EFFECT

Proved that a 1-click reduction scales
to **>\$100K in annual savings** for a
135 - agent floor.

THE HORIZON

Secured full leadership funding;
established a multi-quarter rollout
roadmap for all verticals.

STRATEGIC VALUE DELIVERED

STRATEGIC VISION

Shifting organizational focus from "content volume" to high-impact "Information Architecture."

FINANCIAL ACUMEN

Scaling micro-level friction reductions into macro-level fiscal savings (>\$100K annually).

STAKEHOLDER INFLUENCE

De-risking large-scale overhauls by using low-risk, pressure-tested pilots to win unanimous leadership buy-in.

FUTURE-PROOF ENGINEERING

Designing robust, scalable taxonomy and clean metadata models ready to fuel enterprise AI and automation.

FROM KNOWLEDGE ACCESS TO DECISION INTELLIGENCE

Enabled by Metadata and Built for AI at Scale

Thank you!
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