Why a knowledge base for call centers?

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Hootline Contact Solutions isn't real, but its challenges are. This KnowledgeOwl demo shows how a contact center can run every client, every agent and every policy from one knowledge base.

The problems we hear about

1. Agents leave, and new ones need to ramp up fast

In Verint's 2026 State of Agent Experience report, 31% of agents planned to leave within six months, and replacing one costs about $20,000. Average annual turnover is around 38%.

In this demo: the New hire academy, with a nesting checklist and practice scenarios.

2. Customers wait while agents search

The same report found agents search for knowledge while the customer waits on 45% of calls, for about 2.7 minutes each time.

In this demo: every playbook article starts with the answer, like Crunchbox: top 10 call reasons.

3. Agents and self-service say different things

When the help center says one thing and the agent says another, customers lose trust.

In this demo: one snippet powers both the public Refunds and credits article and the agent credit matrix.

4. Many clients, many rulebooks

Outsourced contact centers juggle different policies for every client, and agents must never mix them up.

In this demo: separate playbooks for Crunchbox, Pawsure and Brightdial, each visible only to its team.

5. Compliance can't be left to memory

PCI rules for card payments, recording disclosures and do-not-call requests need the same correct handling on every call.

In this demo: the PCI, recording and do-not-call articles, with required reading and version history behind them.

KnowledgeOwl features at work here

Feature	How Hootline uses it
Reader groups	Each client team sees only its own playbook; supervisors see everything; customers see the public help center. Try the **View as** buttons on the homepage.
Snippets	The known issues banner and the credit matrix are written once and used everywhere
Required reading	Agents confirm policy changes, like the November refund update
Search and AI chatbot	Answers in seconds, mid-call
Subscriptions	Agents get an email when the known issues page changes
Contextual help widget	The knowledge base can sit inside the agent desktop or a client's app
Search analytics	Shows what agents searched for and didn't find, so gaps get filled



Everything in this demo is fictional and simplified. It's not legal or compliance advice.

Sources

- CXM: 31% of contact centre agents plan to quit within six months (April 2026)
- CX Today: Verint agent retention crisis (April 2026)
- CMSWire: The true cost of contact center turnover (March 2025)
- PCI SSC FAQ: audio recordings and sensitive authentication data
- KnowledgeOwl for call centers