

Modernizing the knowledge base at the center of the *service desk*



AI-Powered Experiences Thrive On Trust

Emerging technologies will dramatically change the world of knowledge management and the service desk. But for this transformation to have a real impact on employee experiences, people need to trust the technology. Both service desk agents and the colleagues they support must be confident they're getting the right knowledge and advice.

Whether organizations are modernizing legacy support or building a next-generation employee experience from scratch, the AI-powered service desk begins with creating a streamlined, dynamic knowledge base.

With trusted information at the heart of every interaction – self-service, speaking to a human agent, or interacting with a bot – organizations can build a truly effective service desk.

In this guide, we'll explore why the knowledge base is the most important component of support and how the AI-powered service desk can become a living, evolving resource for the organization.

Yesterday's Approach To Knowledge Management

Knowledge management is due for a refresh. Whether it's delivered by human agents, AI, or a combination, support is only ever as effective as the knowledge it draws on. It's the foundation of a good experience for support agents and users alike.

But traditional knowledge management processes are heavily manual and labor-intensive, creating a tough environment for delivering proactive support and fast resolutions.

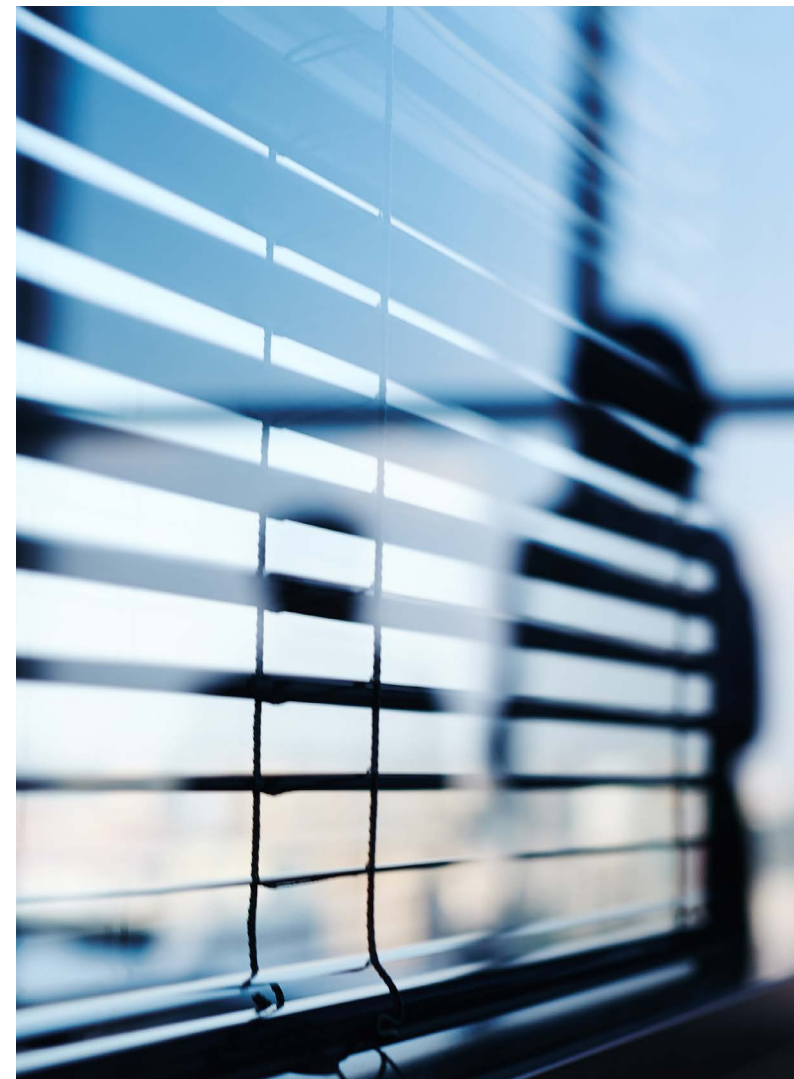
If it's not documented properly, useful information can be hidden across disconnected systems. It's equally easy for information to be duplicated as different teams create their own resources. And manual review cycles can leave documents sitting without updates or verification for months or even years. Organizations can create a 'black hole' in their knowledge base without realizing it, which quietly disrupts employee experiences and prevents issues from being resolved.

Support agents can be far more effective and fulfilled in their roles with fast access to a reliable knowledge base. Whenever they answer a ticket, they can match an issue to the solution quickly and confidently. But it's not just human agents who need modern knowledge management techniques to thrive.

The shift to an AI-powered service desk means information is processed and used in new ways. Chatbots and voice assistants are becoming increasingly popular for frontline support, especially for handling repetitive or straightforward requests. For example, image-heavy articles need to be adapted for voice channels to give assistants alternative ways to describe each step. Meanwhile, bots should be able to guide users through fixes logically and at the right

pace, with built-in checks to make sure the user is following along successfully.

The support model is evolving from rigid scripts and PDF articles to dynamic, proactive interactions; a trusted knowledge base is the key enabler.





The Experience At The Heart of An Effective Service Desk

A human touch can be reassuring at the service desk, but it's not always consistent. The people who develop and use documentation can interpret information and interact with users in different ways. Over the years, service desk personnel often develop their own shortcuts or preferred methods of providing support, making it harder for the organization to deliver the same level of service, no matter who picks up the ticket.

The AI-powered service desk helps balance efficiency and employee experience. By providing self-service options and improving first contact resolution, it helps users access the support they need faster. Support agents are then freed up to handle complex requests, using their expertise to help their colleagues resolve issues that need creative thinking. And however they approach the issue, everyone has access to validated, accurate, up-to-date documentation.

Creating A Clear Picture Of What Effectiveness Looks Like

Basic metrics such as resolution rates and times can give leaders a high-level view of service desk performance. But tracking its true effectiveness is more complex. This data doesn't show the quality or consistency of the experience; that insight requires combining multiple data sources and identifying patterns across many incidents and requests.

In the AI-powered service desk, data becomes an intrinsic part of building and improving the knowledge base. Analysis can uncover how often specific problems arise and whether the associated articles are fit for purpose. It can assess whether users consistently resolve their issue after accessing the article, or whether they have to seek further support. For articles with multiple stages, for example, the analytics can also indicate whether employees successfully complete every step.

Analyzing the knowledge base and how it's used in this level of detail can also expose gaps and outdated articles. It can also reveal inefficiencies in the way knowledge is stored and classified, which can make it harder for AI and human agents to deliver support.

The AI can automatically tag and cluster content with related concepts, keeping knowledge structured as workloads evolve. Human-in-the-loop review ensures quality and trust, with curators approving suggested content or adding further context to align AI outputs with policy, terminology, and how support agents handle real interactions.

When users have a trusted route for support, they're more likely to follow organizational procedures rather than look elsewhere for resolutions. So there are no unapproved workarounds or hidden issues that don't get reported.

The Capgemini Knowledge Management Center Framework



AI-Powered Service Desk by Capgemini is a modular, intelligent platform that analyzes and adapts to employee needs. This capability is built on structured and validated knowledge, precisely managed and delivered through our Knowledge Management Center (KMC) framework.

KMC is a completely tailored environment that structures and surfaces knowledge, identifies and addresses gaps, assesses every conversation, and continuously improves over time. Crucially, we understand the importance of steady evolution for the service desk, especially when large enterprises are modernizing extensive legacy knowledge bases.

Our framework begins by establishing a baseline for how knowledge management is handled within the organization. We configure the organization's data sources, data types, and knowledge audiences to ensure traceability, transparency of sources, and insight into how knowledge is used.

Understanding the service desk's data demands and exactly what agents need to operate effectively helps

shape the knowledge base into a resource they trust. We then use this benchmark to plot a target state for the service desk – the north star for transformation.

The knowledge management center becomes an organization's living knowledge engine. It connects people, processes, and AI, powering every interaction with the most accurate and up-to-date know-how.

1. The Importance Of Value Over Volume

Knowledge bases can grow out of control over the years. New articles are added to support new use cases, information is frequently duplicated in siloed support categories, and outdated articles are often kept long after they're obsolete.

Out of thousands of documents, the KMC framework starts with the most important articles and works outward, validating and improving each one before it becomes part of the new knowledge base.

KMC cleans, normalizes, and classifies incoming content so legacy documents, new procedures, and historical tickets all work together seamlessly. Steadily building a knowledge base allows organizations to shape the experience around users. It avoids the classic 'lift and shift' pitfall of replicating old, inefficient service processes in a new environment.

Set out boundaries for the AI, dictating what they can and cannot do autonomously, a key tenet of trustworthy AI practices. This allows the AI-powered service desk to support the employee experience and create new knowledge articles as needed within predefined parameters.



2. An Ecosystem Of Continuous Knowledge Development

Once the content is structured and validated, analytics can really make the difference. For example, dashboards in KMC track relevance and knowledge scores, show which articles truly resolve issues, and highlight where usage is strong or where content underperforms.

KMC also goes beyond tickets and articles to analyze the exact queries people bring to the service desk with the Quality Evaluation Agent. This conversational intelligence capability uncovers insights from the way people request, experience, and respond to support, whether they're helped by a human or an AI agent. It's the type of detail and nuance that's rarely captured in feedback or other records, and it's instrumental in building a knowledge base that can grow and adapt to match the real-world

needs of its users. Rather than manually analyzing samples of service desk interactions, decision-makers can see intent and resolution effectiveness across every single conversation, uncovering trends that could otherwise go unnoticed.

This insight combined with rigorous evaluations, tightly managed guardrails and governance rules, and clearly defined, human-led feedback loops all continuously

improve experience and efficiency. Human agents become a valuable source of expertise and oversight for the AI, making the best use of their experience and shifting them away from the manual work of validating articles and handling basic queries.

This ecosystem provides leaders with a measurable view of overall knowledge health and focus areas for improvement.

The AI-Powered Service Desk Will Become A Trusted Resource

The Knowledge Management Center ensures our AI-Powered Service Desk has everything it needs to provide teams and AI assistants with the right solution, whether it is simple answer, triggered automation or sophisticated workflow of actions. They can approach every interaction with confidence and give colleagues the support they need.

It can learn, adapt, and scale to become a trusted cornerstone of employees' everyday experiences. And

when people see the value and potential of AI in the service desk, that can open the door to organization-wide trust in AI-powered services.

At Capgemini, more than 4,000 service desk specialists bring their expertise to our clients' organizations, empowering people through more effective support experiences. To learn more about building a trusted foundation for AI-powered support in your business, [get in touch with our team.](#)

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About Capgemini

Capgemini is the business transformation partner for enterprises in the age of AI. We help organizations imagine and build an intelligent, sustainable future, combining AI, technology and human ingenuity to transform how they operate, innovate and grow. With unique end-to-end capabilities spanning strategy, technology, engineering and intelligent operations, we bring together deep industry expertise and market-leading capabilities in AI, cloud and data to turn ambition into measurable business outcomes at scale. Supported by a robust ecosystem of partners and nearly 60 years of expertise, Capgemini is a responsible and diverse global organization of over 410,000 team members in more than 50 countries. The Group reported 2025 revenues of €22.5 billion.

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