![AirMSP logo]

Knowledge Management
&
Introduction to KCS
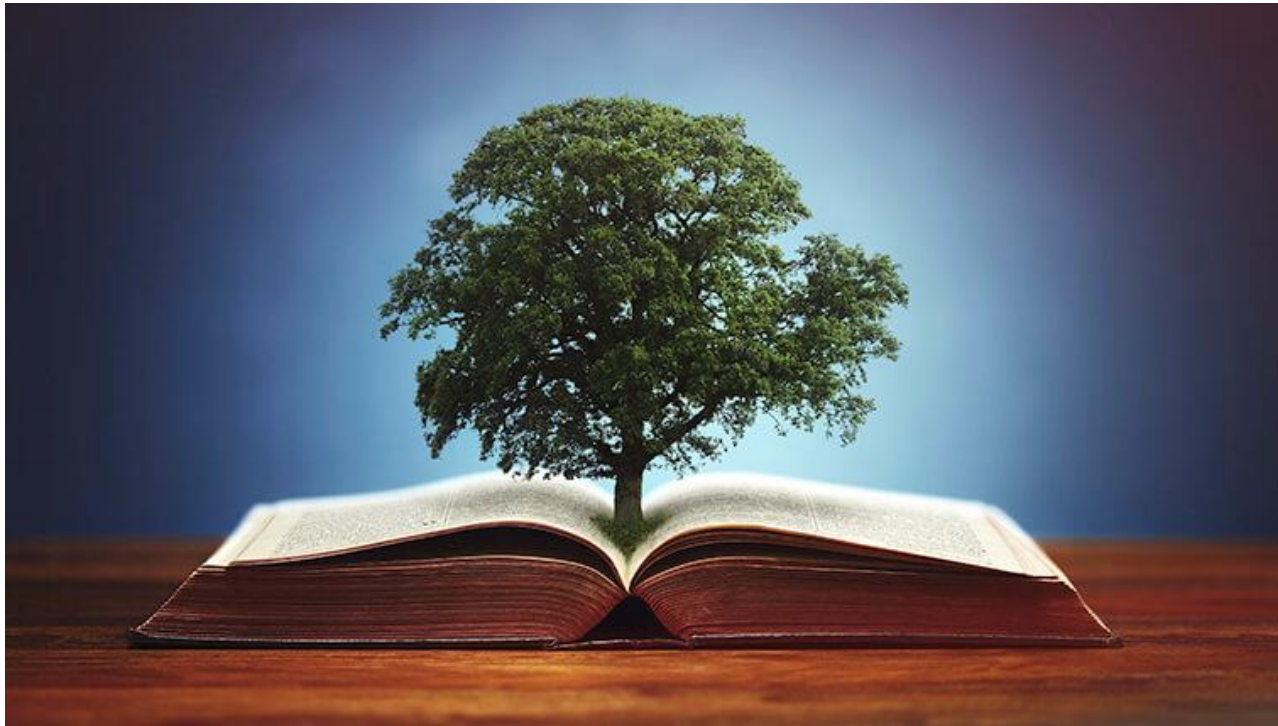
What is Knowledge

Knowledge is

- Knowledge is information upon which we can act

- We learn from interaction & experience

- We never stop learning

- Knowledge is power

- Knowledge is never 100% accurate or complete

- We validate through use

Traditional Knowledge Management (ITIL v3)

"The process for:

- Gathering

- Analysing

- Storing

- Sharing…

… knowledge and information within an organisation"

Knowledge Management – the benefits

The main benefit is seen as…

IMPROVED EFFIECIENCY

… Avoiding having to find the same information twice

… often more

Sources of knowledge & information

- **Service Desk (e.g. Incident Management)**

- **Problem Management**

- **Projects / Professional Services**

- **New services and technologies**

- **RMM / Event Management**

- **Other research**

Some key difficulties

- Getting people to use it

- Getting people to contribute knowledge

- The quality of the knowledge

- Finding the knowledge / information in

  the Knowledge Management system.

A few ways we've tackled the problems

- **Disciplined approach to processes**

- **Training in using the knowledge management system**

- **Make it easy to find and create knowledge**

- **Metrics on knowledge usage and quality**

Along comes ITIL v4…

It's about creating value for our customers…

- **Working together… "Co-creation"**

- **Everyone is a stakeholder**

End-users are more important than ever!

Knowledge Management doesn't bring value to customers

- Knowledge Management used to be about *our* efficiencies…

- Therefore, it was mostly for *our* benefit

- But things are changing…

So what's changed?

- Younger end-users will search Google to resolve incidents

- The latest standards recognise the value of Knowledge to our customers

- We want "self-help" too

New Knowledge Management difficulties

We've already talked about the issues of Knowledge Management. e.g.

- Identifying it
- Creating it
- Finding it
- Checking quality

Customer-facing Knowledge Management brings even more difficulties with it…

End-users will search for non-technical keywords and phrases...

"I can't get my email, or get on the Web"

Rather than

"Procedure for handling leased-line outage"

Technical content doesn't work for end-users

- Knowledge must be written for the service desk AND for end-users – TWO VERSIONS

- Which means… our existing knowledge has to be re-written

Quality & Ease of Use

- Customer-facing Knowledge Management should be accessed through a single location

- It must be convenient to use

- It must be comprehensive

Measuring, benchmarking and more BI

- Capture information on the usage of customer-facing knowledge: number of searches, information quality, hit-rate, and so on

- As always, set yourself targets for these metrics

- Do something with the data

Why Capture Information?

- Can identify training needs

- Can identify areas for tech Standardisation

- It can feed into Problem Management

- AI & Machine learning need to be fed

- It identifies the need for more customer-facing Knowledge
  Management articles

Knowledge-centered Support (KCS)

The principles;

- Methodology not Technology

- A collections of Process, Practices & Techniques

- Capture in the Moment of Time – not after the event

- KCS is a registered service mark of the Consultum for
  Service Innovation

Knowledge-centered Support (KCS)

- Create knowledge content as a by-product of solving problems

- Evolve content based on demand & usage

- Develop a knowledge base of collective experience to date

- Reward learning, collaboration, sharing and improving

Knowledge-centered Support (KCS)

The Core Concepts;

1. Transformation & Continuous Improvement
2. Buy-In At All Levels
3. Leadership
4. Collective Ownership
5. Seek to understand before Seeking to Solve
6. Sufficient knowledge to Solve
7. Knowledge Integration
8. Coaching for Success
9. Assess Value – Measure

Knowledge-Centered Service ®

- KCS® is a methodology (NOT technology)
- A collection of processes, practices and techniques
- With KCS, we:
    - Capture and improve knowledge IN the moment of interaction
    - Improve knowledge based on demand and usage (Just-In-Time)
    - Develop a KB of our collective experience to-date
    - Acknowledge people's contribution to collaboration, learning, sharing and improving

KCS is a registered service mark of the Consortium for Service Innovation

Why should we care about KCS?

- **Solve cases faster**
    - Up to 50% improvement of Mean Time to Resolve
    - Up to 45% increase of First Contact Resolution
- **Improved effectiveness of resources**
    - Up to 70% reduction of required on-boarding period for new employees
    - 20 – 40% improvement of employee satisfaction
    - Improved staffing flexibility
- **Enables eServices Strategy**
    - Improves customer success with self-service
      - Industry avg = 45-50%, with KCS avg = 70-85%
    - Up to 50% reduction of known questions to the service organisation
- **Organisational learning**
    - Actionable information for product management
    - Closed Loop Feedback: Reducing the demand for support
    - Enable proactive customer engagement, new CX technologies

Short summary: The KCS Methodology

- **KCS is a methodology that focuses on knowledge as a key asset of the organization.**

- KCS seeks to:

    - Create articles as a by-product of resolving issues

    - Develop a KB of our collective experience to-date

    - Evolve articles based on demand and usage

    - Recognize people's ability to:

        learn, collaborate, share and improve

**KCS is not something we do
in addition to solving problems…
KCS becomes the way we solve problems**

KB Benefits

1. Improve your FCR FTF rates

2. Retain Knowledge – not in someone's head

3. Can improve CSATS

4. Shift Left Support

5. Training time reduction

6. Reduces Duplication

Summary

1. The latest standards recognise the importance customer experience and promote value creation

2. Knowledge Management (KM) supports great customer experience

3. KM has never been easy - Customer-facing KM is even more difficult

4. It's a way to give customers another preferred channel for support

5. It identifies areas where we can improve our services

6. It's a better way of increasing SD efficiencies

7. It's a major factor in achieving quality self-help to our customers

8. We get to know our customers better …

9. and we create and provide greater value

Thank you for listening

Knowledge Management
and Intro to KCS

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