



Is Target Practice Corrupting your Knowledge Base?

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Production Line Thinking



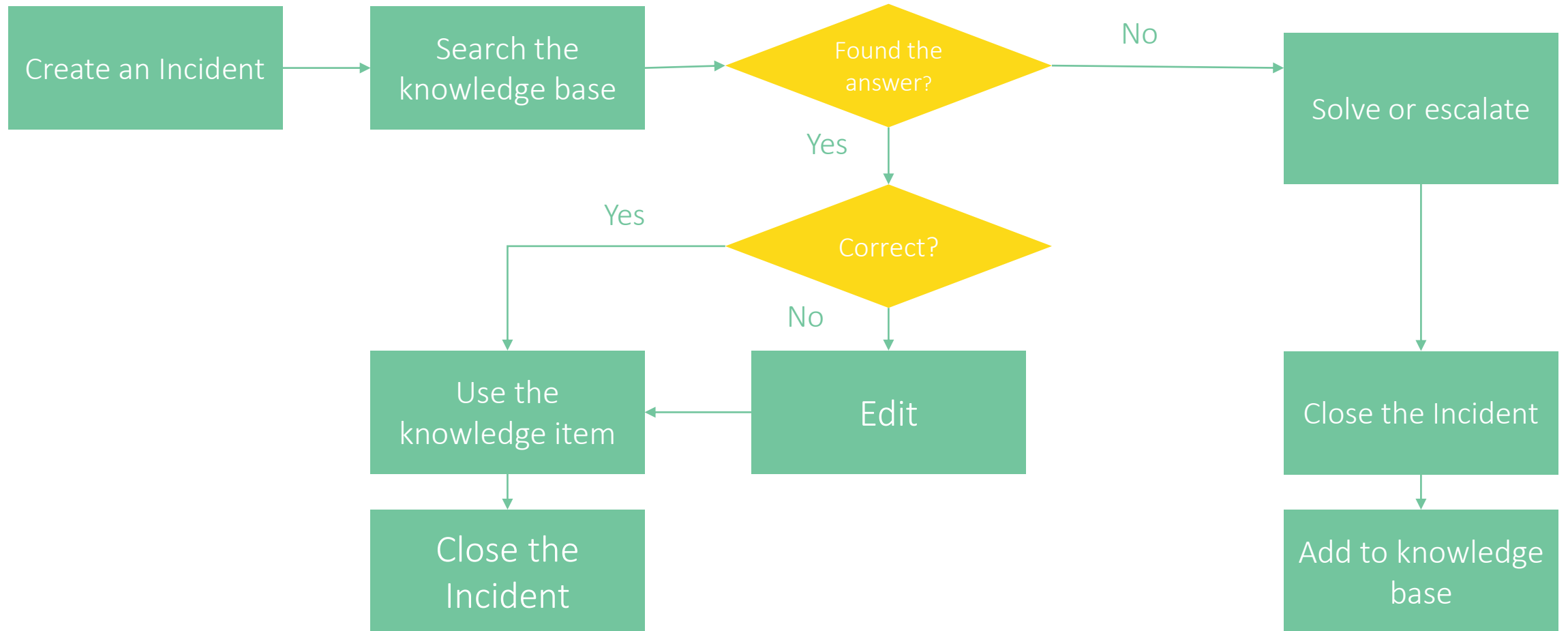






➤ Implementation

Integrate the process



Simplicity is key

- Make a template
 - Structure
 - Describes content
 - Gives examples

Template Knowledge Article

Description

Question / Problem:

Question or problem in the words of the customer.

Environment:

Version information if applicable

Content

Answer / Solution:

- Answer or solution
- Preferably short, e.g. with bullet points
- "complete thoughts, not complete sentences"
- If possible links to other Knowledge Items
- If possible links to external sources
- If possible usage of screenshots

Cause:

If it was a problem and not a question, an underlying cause can be documented

HUMAN NATURE



SUMMED UP IN ONE PICTURE



WIIFM

- Reduction in durations
- Reduction in repetitive tasks
- Saves time
- Proactive processes enabled
 - Projects
 - Problem management





➤ Measure

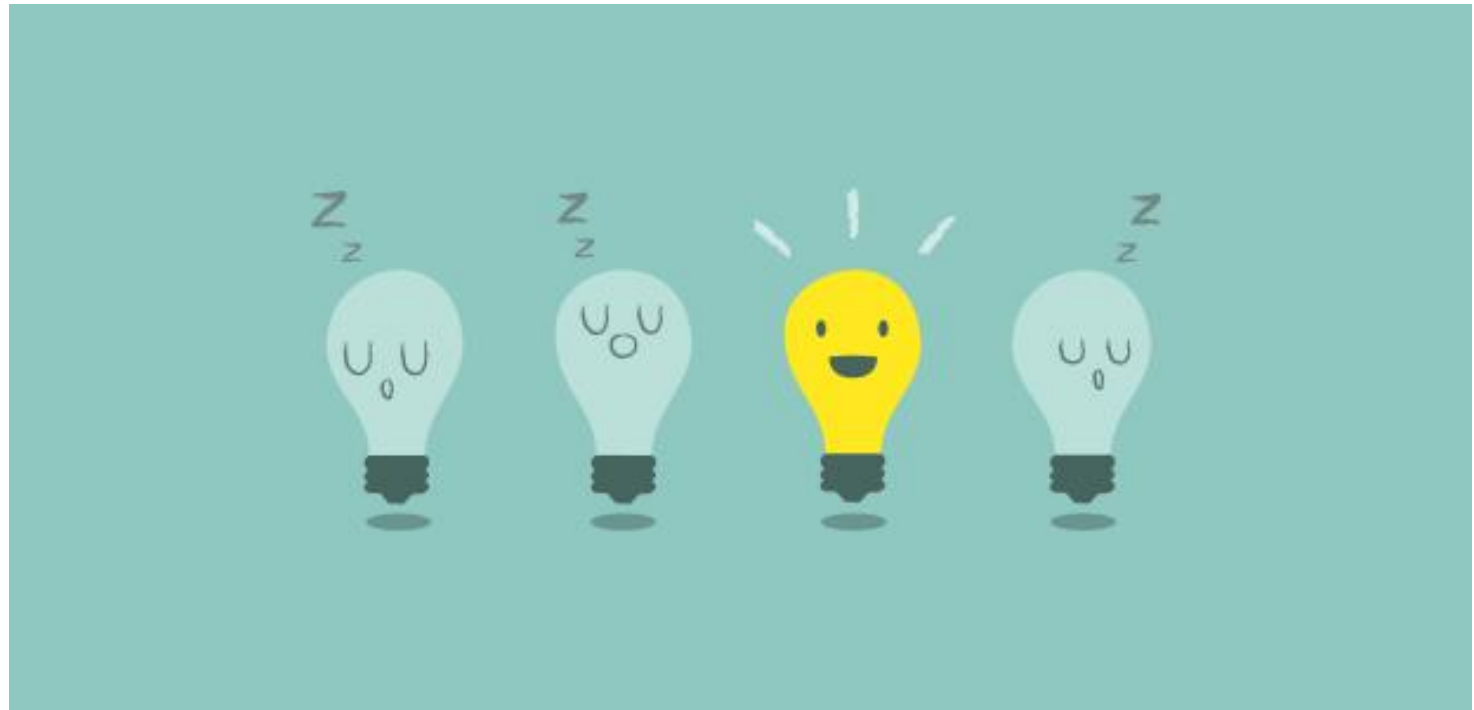
Content Health

- Uniqueness
- Complete
- Clarity
- Title reflects article
- Links valid
- Metadata correct



Assessing Value

- Reuse
- Reference
- Feedback



Targets to avoid

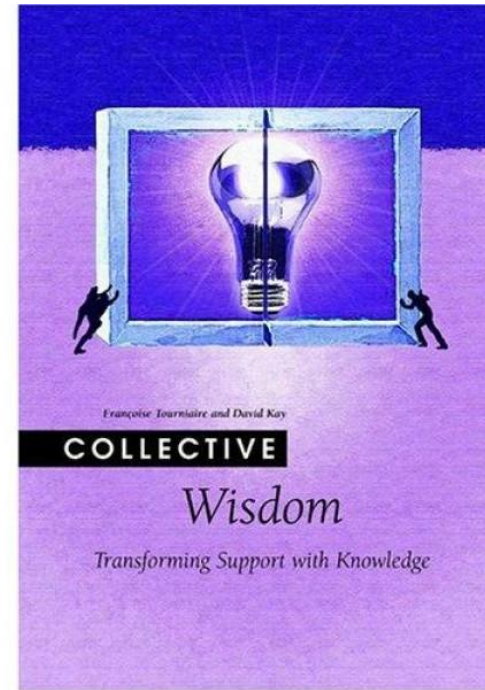
- Number of Knowledge articles created
- Number of Knowledge articles modified

Goals based on activities will corrupt your knowledge base



Further reading

- Book: Collective Wisdom – Transforming Support through Knowledge
- KCS® – Knowledge Centred Service
 - <https://library.serviceinnovation.org/KCS>
- TOPdesk resources



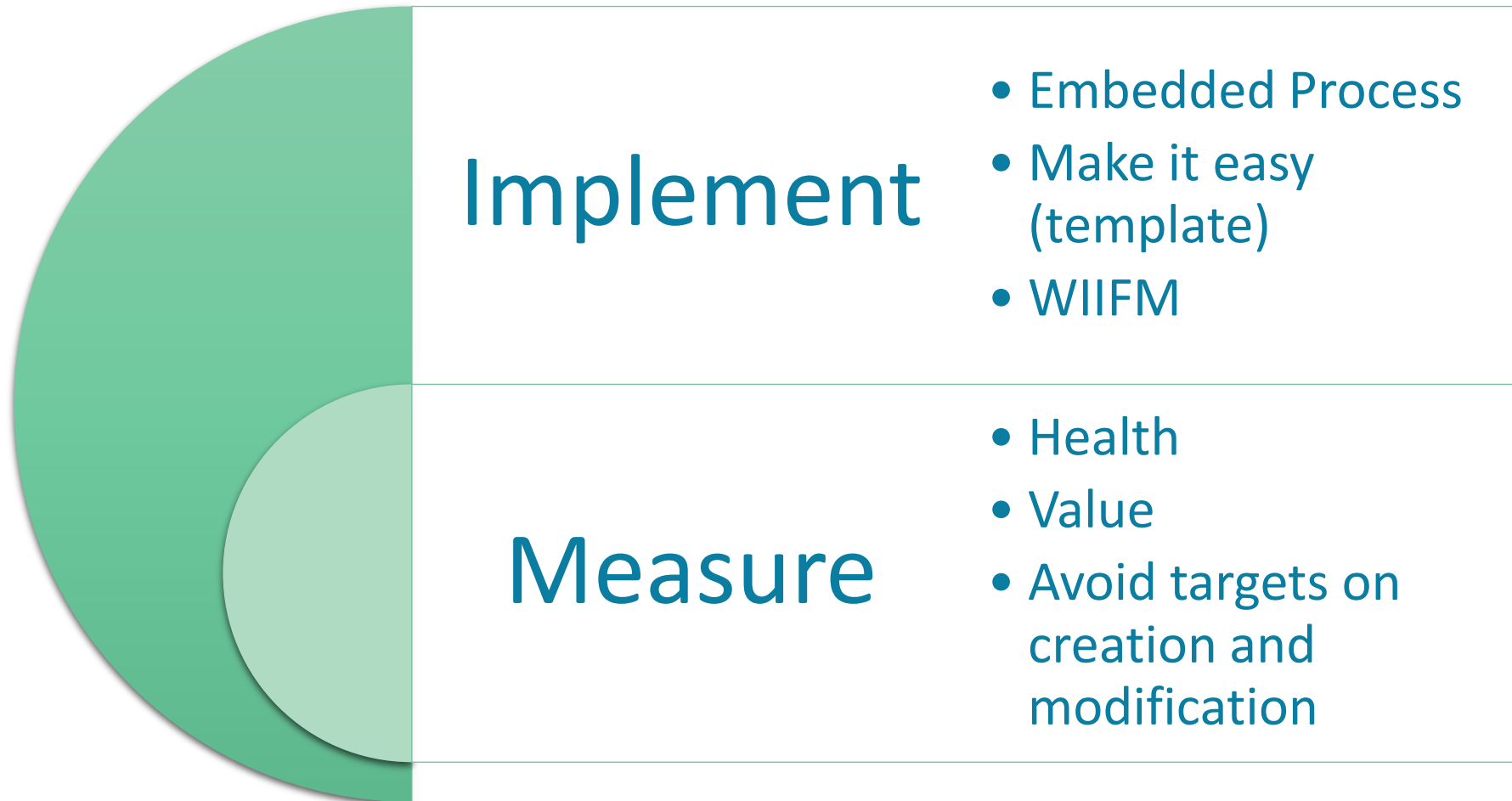
Consortium™
for Service Innovation



Knowledge-
Centered Service
(KCS) v6



Summary



Thankyou for listening

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