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SDI Service Desk Institute

SDI
KNOWLEDGE MANAGEMENT
CONFERENCE

THE FIVE PILLARS OF KNOWLEDGE QUALITY

BETH COLEMAN
JUNE 11 2020

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SDI KNOWLEDGE MANAGEMENT CONFERENCE – JUNE 11, 2020

THE FIVE PILLARS OF KNOWLEDGE QUALITY

A Central Knowledge Base
Context is King
License Model
Collective Ownership
Metrics for Success

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KCS is a methodology and a set of practices and processes that focuses on knowledge as a key asset of the service and support organization.

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A CENTRAL KNOWLEDGE BASE

A knowledgebase is the collection of experiences to-date of the organization.

At any point in time it represents the best understanding of what we have collectively learned.

CONTEXT IS KING

Why Capture the customer context at the point of interaction?

Adding context enables better search results

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CONTEXT IS KING

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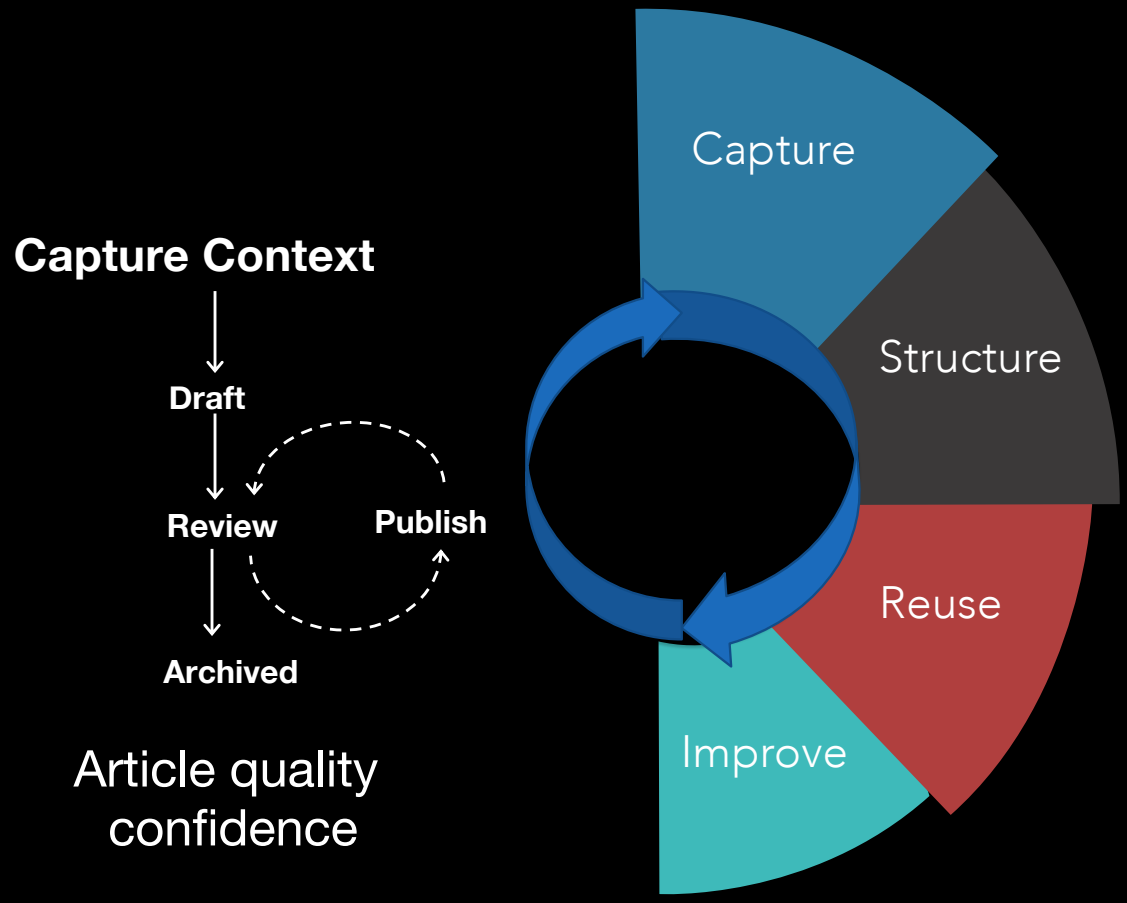
KCS SOLVE LOOP



LICENSE MODEL

Build compliance into the knowledge workflow

Establish opt-in roles

Teams gain proficiency in Structuring, reviewing and publishing.

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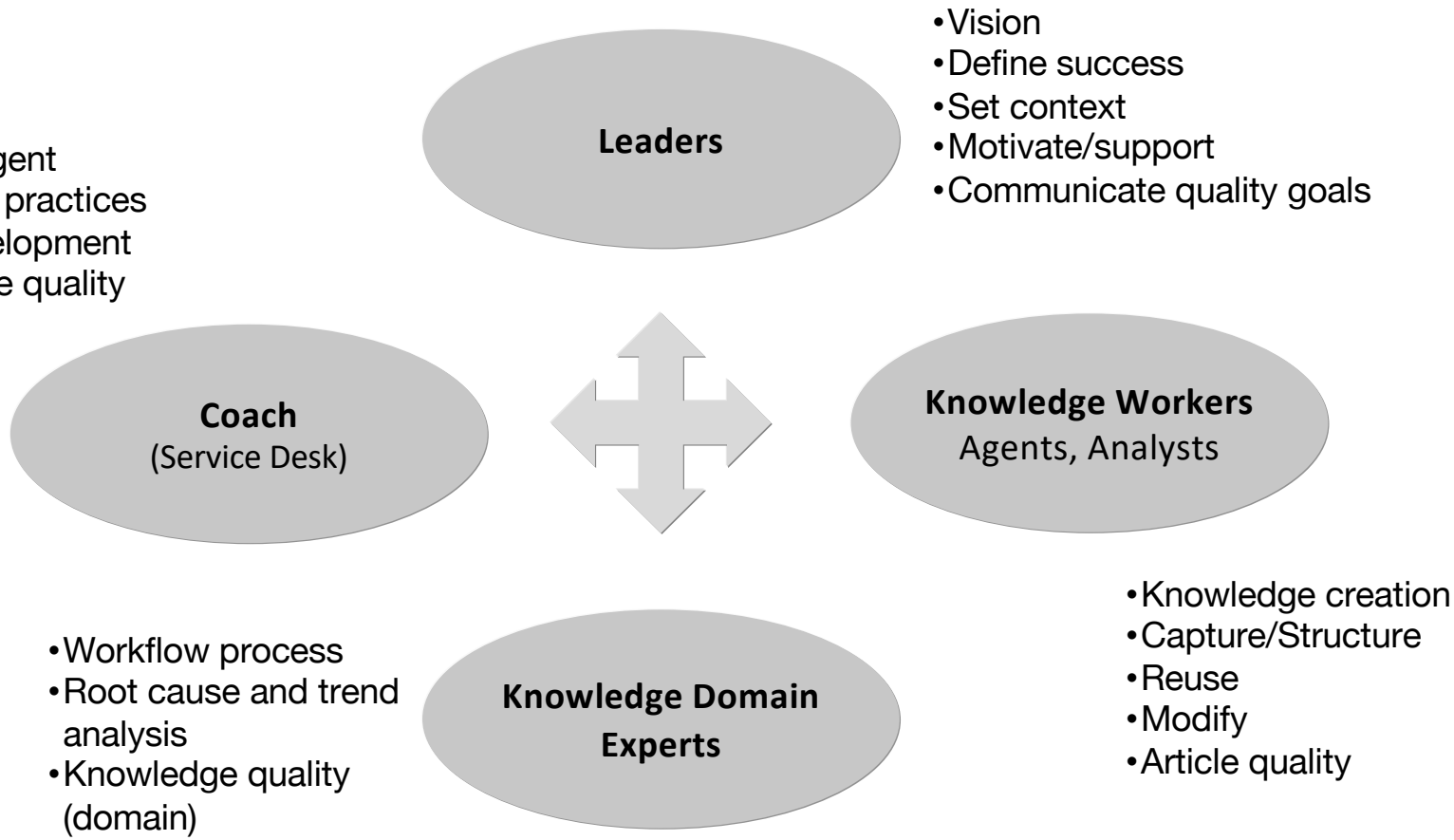
KCS LICENSE MODEL

RESPONSIBILITIES



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COLLECTIVE OWNERSHIP

Teams set goals and agree processes for knowledge in customer care

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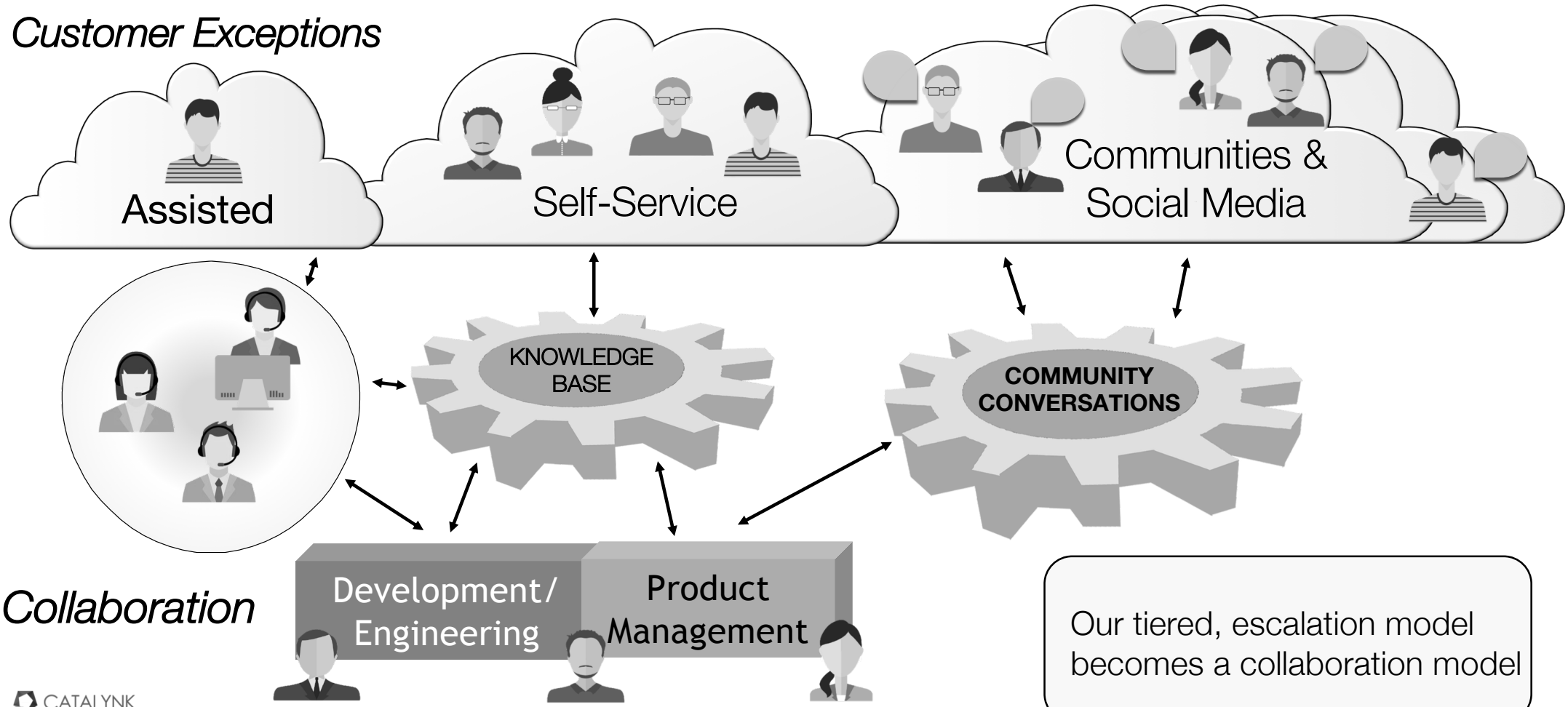
COLLECTIVE OWNERSHIP



Our tiered, escalation model becomes a collaboration model

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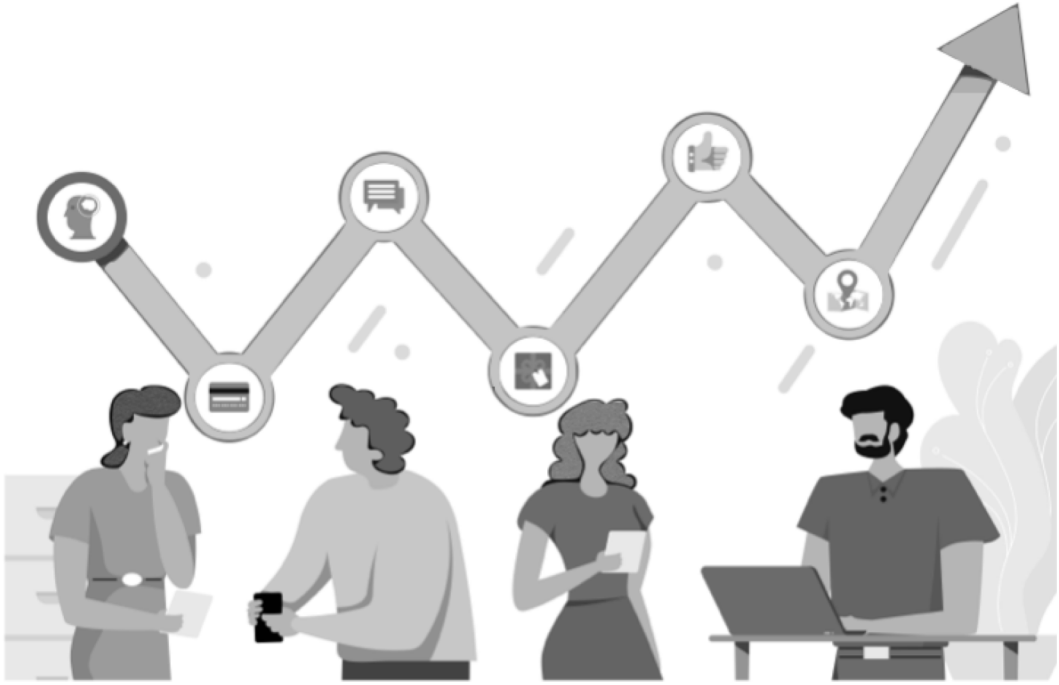
COLLECTIVE OWNERSHIP

Given accountability and responsibility for knowledge creation, teams will pro-actively share knowledge.



Knowledge becomes a collective, collaborative experience

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METRICS FOR SUCCESS

Findability: content in the context of the audience being served

Completeness: most of what we know is available quickly (90/90)

- Collaboration health
- People loyalty (customer, employee)
- Support cost as % of revenue

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METRICS FOR SUCCESS

KCS Evolve Loop

Content Health

- ✓ Managing KCS article quality
- ✓ KCS article structure
- ✓ KCS article state (confidence)
- ✓ Developing a content standard
- ✓ Self-service success
- ✓ Self-service measures

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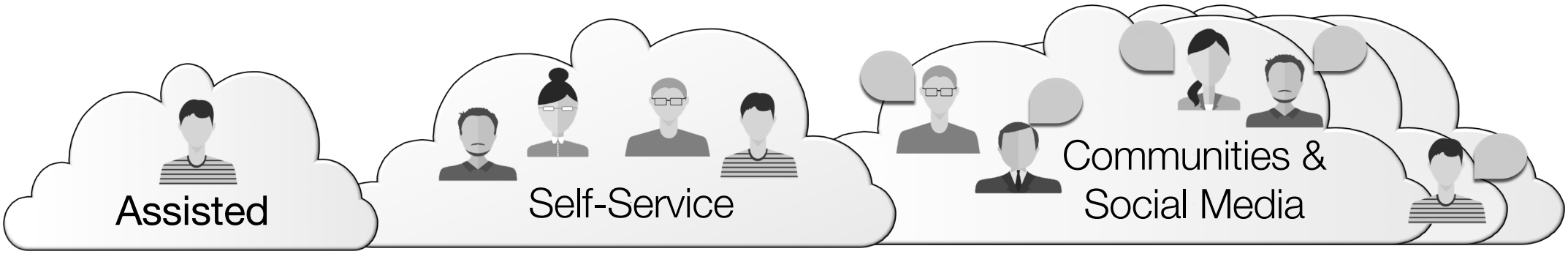
METRICS FOR SUCCESS



- ✓ Total demand (exceptions)
- ✓ % by path (assisted, self-help or community)
- ✓ % success on the web
- ✓ % success in the community

- Collaboration health
- People loyalty (customer, employee)
- Support cost as % of revenue

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Thank you!

Beth Coleman

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Consulting, training and project facilitation

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Upcoming KCS Workshops:

KCS v6 Practices Workshop Virtual Mon – Fri, July 13 -17 ’20, 1 – 4 pm EST

KCS v6 Practices Workshop Virtual Mon – Fri, Aug 21 - 25 ’20, 1 – 4 pm EST

Intelligent Swarming Workshop Live & Virtual, Tues. July 21 9am – 4pm NZDT

Open Webinar:

Preparing Knowledge for Self-Service Success – Fri, June 19, 2:00 pm EST