



Knowledge Management: Setting up for success & helping through times of crisis

Stin Mattu | June 2020

A bit about me...



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Things we will cover today...

- My 3 principles for a successful knowledge strategy
- *#SingleSourceOfTruth*
- *#ClicksToContent*
- *#TeamworkMakesTheDreamWork*
- Using KM tools to support your people through a crisis



According to a SHRM study,
Fortune 500 companies lose roughly

\$32 Billion

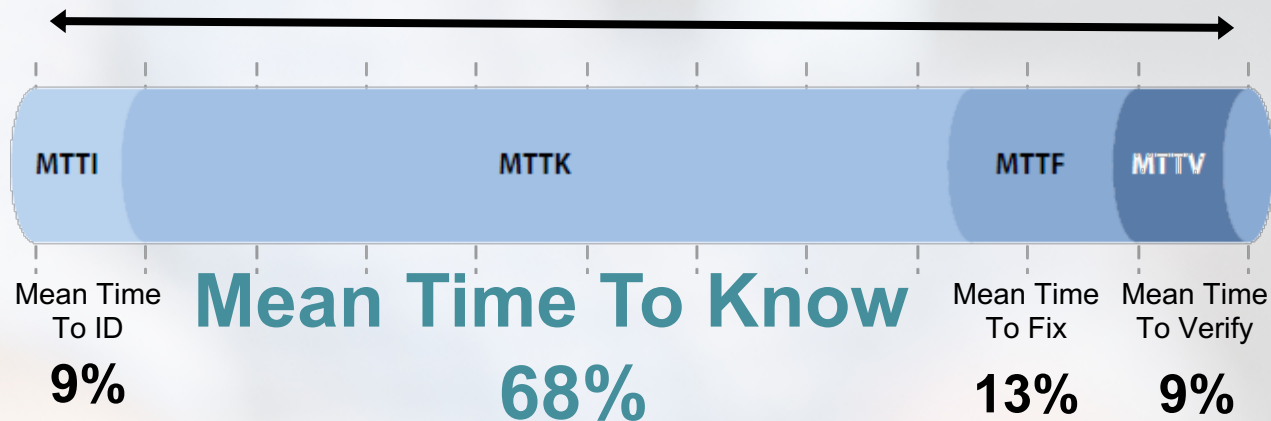
a year by failing to share knowledge.

40%

of workers cannot find the
information they need



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Gartner reports that the blended rate for solving a call (depending on your industry) can cost as much as **£75.00**.

As much as £50 per call is directly related to SOLVING



Risks of scattered knowledge

Imagine a customer/user trying to get an issue resolved but gets different answers based on the channel they use.

If each channel has a different repository for their knowledge, the answer could be inconsistent resulting in more time taken to resolve which in turn would affect brand value.

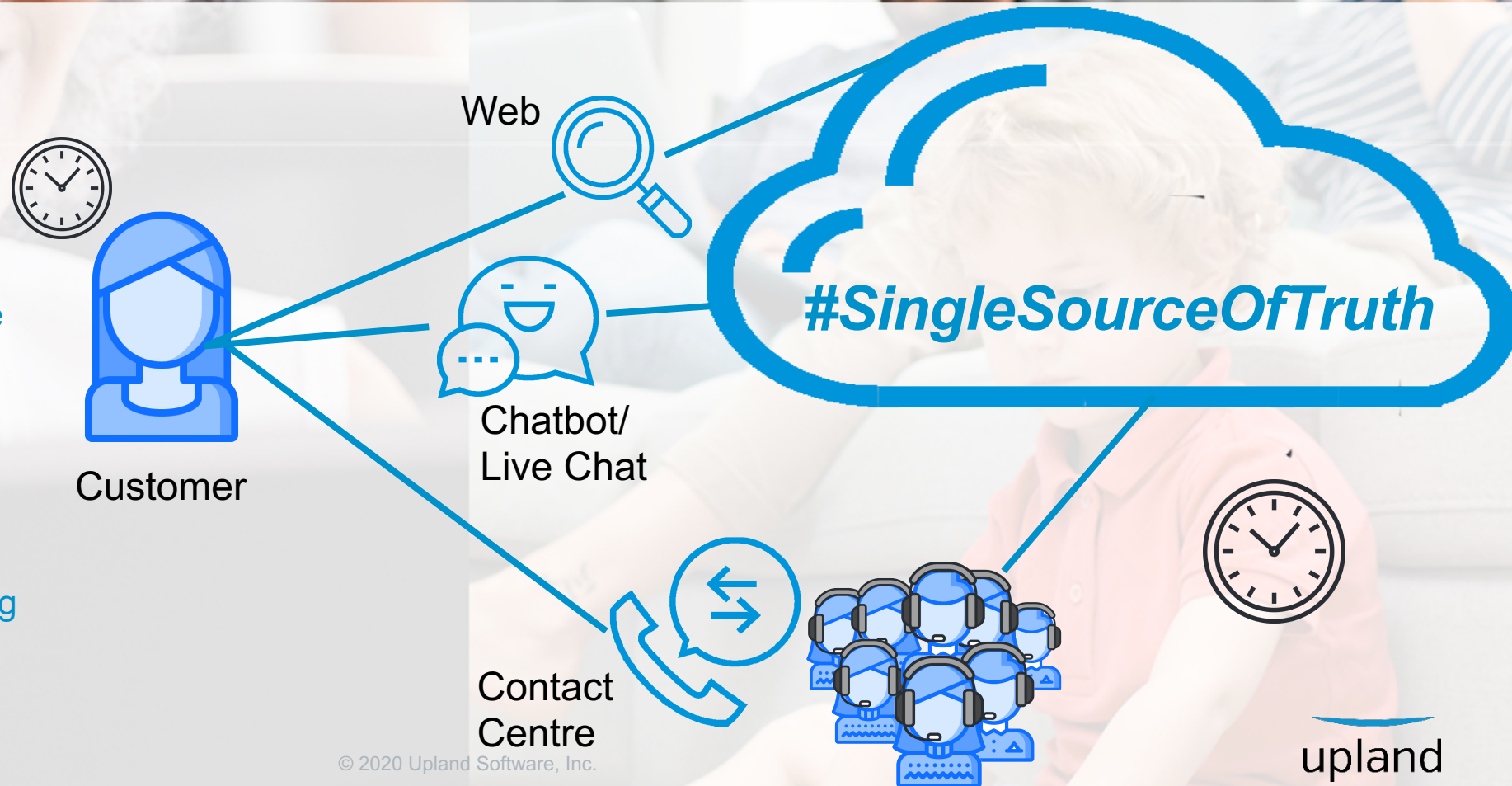
Having multiple areas managing the same knowledge is inefficient as it takes time & resource away from other areas.



Having a Single Source of Truth enables the customer to have consistent information delivered to them regardless of which channel they use to get it.

This also help all advisors to have the same quality information to deal with known issues, allowing for quicker resolution.

With KCS® methodology, advisors would be able to start creating new content in the customers context at the time of contact, potentially allowing content to be made available in self service quicker than traditional methods



A woman with dark hair is seen from the side, wearing a black headset with a microphone. She is looking at a computer monitor. The monitor displays a knowledge base interface with a blue header, a search bar, and several content tiles. The interface includes sections for 'Favourites', 'Latest Articles', and a main content area with various articles and images. The background is slightly blurred, showing a desk with a stack of papers.

#ClicksToContent...

- Does your delivery method provide a path of minimal effort?
- Is content structured in a way that it's easy to follow while working on the issue?
- Will an external user be able to self serve with a limited number of actions?



#TeamworkMakesTheDreamWork...

- Giving ownership empowers people
- Treat everyday as a start up, encourage everyone to think of that new exciting use case, it will help you continuously improve
- Get to know how your users are consuming knowledge, make them part of the journey as collaboration is key

How can you use your KM tools to give added support to your people?

- Expand the use of your knowledgebase to include wellbeing articles
- Set up dedicated areas of content around homeworking
- Do you know about our KnowledgePaks? Sign up for free knowledge.uplandsoftware.com
- Look for use cases beyond what you already have & involve the frontline, they know what they need





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