Knowledge Management

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Customer Care

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Gripe Water …

Ingredients for Knowledge Management …

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Knowledge Management

Ingredients ●——————————→ **Vision**

People

Process

System

ALL Knowledge is found here…

	Product: "*N95 MAPS*"	Question: "use without network connection"	Go

Products

Devices

Device-A

Device-B

Device-C

Device-D

Ovi Services

Music

MAPS

N-Gage

Email

Content Sources

FAQ / Solutions

Software updates / enhance

Tutorials / Training / How to

Internal Discussions

Product Documentation

Product specifications

Customer Discussions

Service requests

Product alerts

User Profile

Personalize

My Products

My Content

My Discussions

Expert Rank

Contribution

Content rating

Certifications

Insight → *people, content and product feedback*

Leverage everywhere…

Products
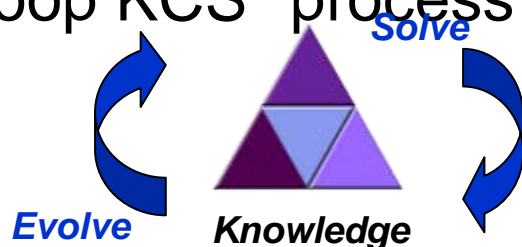
Web Sites

Service Points

Contact Centers

Tuned interface for search and results

Knowledge

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Value for everyone…

Customers and CARE

- Maximize product value

- Solve problems faster

- Create and leverage expert community
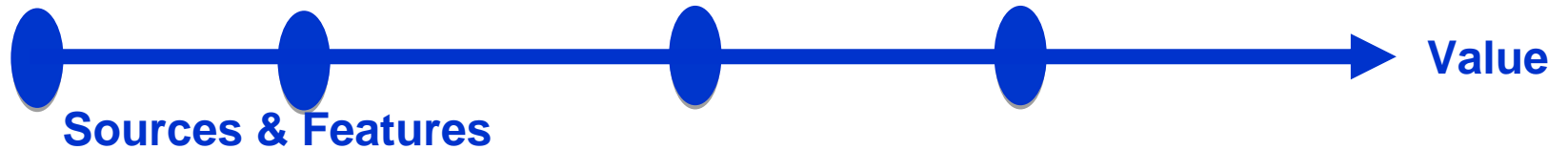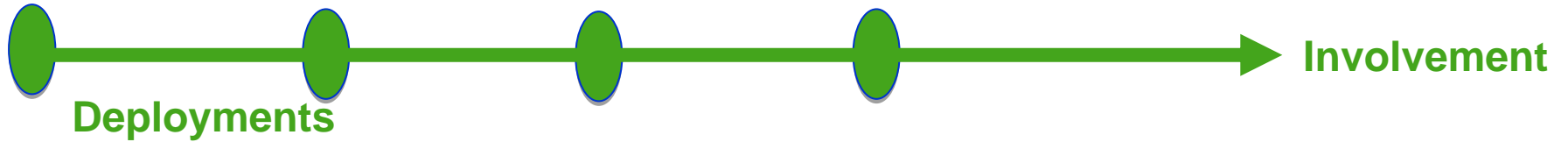
- Foundation for closed loop KCS* process

Solve

Evolve **Knowledge**

Knowledge Centered Support

Products and Markets

- Reports show owners are looking for…

- Reports show top problems are…

- Reports show usability problems with…

- Reports show community experts with product X that should be invited to beta are…

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18 Month Roadmap

SOMETHING for **EVERYONE**

Deployments ————————————————————→ **Involvement**

Sources & Features ————————————————————→ **Value**

EXPAND and **LEVERA**

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Ingredients ●——————————→

Vision

People

Process

System

People Ingredients

- Invest the time needed to sell the vision and get everyone on the same page

- Form a long term program team (18 month initiative so part timers need not apply)

- Over communicate at all levels (view like a real product launch)

- Incentives for everyone involved (clearly defined targets for each group)

- Define content owners for each content "source" and "product"

- Culture of collaboration and information sharing must exist first

People   **Process**   **System**

Go look…Go see…

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People "our mistakes"

- **Organization:** If a special team is needed to get started assume that may need to change over time (instead integrate to each process)

- **Communication:** Include ability for 2-way communication so users can give constant feedback and ask questions. We now use internal discussion groups for this

- **Training:** Assume "Everyone" needs to be trained. Make sure it is very targeted to their job

- **End User involvement:** Find the key users early and involve them. Work with department heads to make sure they are also in it for the "long term"

- **Incentives:** Be careful about "quantity" goals. Keep quantity targets modest to drive quality and process consistency

Suggested To-Do list for team members

- Become an "expert" on the selected knowledge management system. Understand tool functionality and how it is used (be able to demo at any time)

- Read the book "Collective Wisdom… Transforming Support with Knowledge". Written by Francois Tourniaire and David Kay

- Get some contacts from other companies who are doing similar things

- Learn about KCS "Knowledge Centered Support"

Early Start	Duration	Early Finish
Task Name		
Late Start	Slack	Late Finish

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Knowledge Management


Ingredients ●————————————→

Vision

People

Process

System

Process Ingredients

- Create simple product taxonomy that is aligned with marketing

- Define content acquisition and management process for each source early
  - Not all content is equal so one size does not fit all
  - Some can be indexed in place. Some must move to KM

- Have a simple content creation process. Invest in popular articles

- Define key metrics (KM cycle time, FCR, Customer satisfaction)

- Create clear use cases that everyone can use to validate process and system

- Identify changes to current business processes early
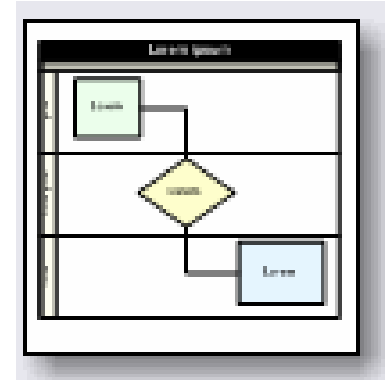
Process "our mistakes"

- Created complex taxonomy, content channels and templates

- Created a heavy process for users to contribute and workflow to publish

- Thought analytics would work (most vendors reporting solutions are poor and best to keep it simple at first)

- Tried to over engineer processes to include all possible exceptions

- Failed to fully understand the product we purchased before asking the vendor to "customize it"

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Knowledge Management

Ingredients ●————————————→ **System**

Vision
People
Process

System Ingredients

- Search is the core feature (design UI around it)

- Speed and stability are top priority (do not skimp on hardware and setup)

- Use "out of box" as much as possible

- Hold vendor accountable (fixed scope and price projects)

- Easy open profiled access for everyone (Single sign-on, common browser support)

- Mirror test system that everyone can access for testing and demo of new features

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System "our mistakes"

- Did not focus enough on speed and stability. (users expect "Google" experience)

- Tried to see how much we could customize the product we purchased

- Failed to validate features and key changes with users (Need a beta site or open access to test system for key users to review and comment on changes early)

- Failed to talk with other companies early to share experience and best practices

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Summary

Vision… Simple and easy to sell to everyone

People… Involve key people for the long haul

Process… Easy to create then invest in popular articles

System… Speedy with open access for everyone

Thank You!

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