knowledge16

Experience the Service Revolution



Building a Knowledge Base that is Robust, Valuable, and Measurable

ASHLEY MALANDA
Knowledge Management Supervisor
TIAA

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servicenow

Agenda

- Introduction
- Why Share Knowledge?
- Characteristics of a Robust Knowledge Base
- Ways to Create a Value
- How to Measure the Effectiveness
- Q&A

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Introduction

TIAA



founded in **1918**

12,700 employees[1]



More than **800** financial advisors

Our customers



5M individuals



more than **16,000** institutions[2]

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Team of 3

- Jessica + Ashley + Kyla = KM Krew



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Our Knowledge Base

- InfoBank
- Fuji Release
- Over 3,000 Published Articles
- Supports 13,000 Internal Business and IT Customers
- Article Types:

Appstore
Assignment
Frequently Asked Questions
How To
Job Aid
Known Error
Overview
Password Reset
Reference
Request For Service
Request For Service - How Complete Form
Video

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Why Share Knowledge?



"If a man empties his purse into his head no one can take it away from him. An investment in knowledge always pays the best interest."

- Benjamin Franklin

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Why Share Knowledge?



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Why Share Knowledge?

42 3 Letter Animals

Ape	Ask	A**	Bat
Bok	Cat	Cow	Cub
Dam	Doe	Dog	Dso
Dzo	Elk	Ewe	Fox
Gib	Gnu	Hog	Kid
Kit	Kob	Man	Mog
Mug	Orc	Pig	Pup
Ram	Rat	Rig	Roe
Sai	Sei	Sow	Teg
Tod	Tup	Ure	Wat
Yak	Zho		

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Why Share Knowledge?

- "**Teamwork** is the ability to **work together** toward a common **vision**." *--Andrew Carnegie*

- "**Coming together** is a beginning. Keeping together is progress. **Working together** is **success**." *--Henry Ford*

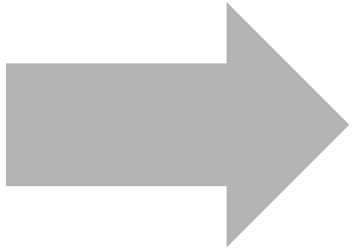
- "**Alone** we can do **so little**, **together** we can do **so much**." *--Helen Keller*

- "Talent wins games, but **teamwork** and intelligence **win championships**." *--Michael Jordan*

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Why Share Knowledge?



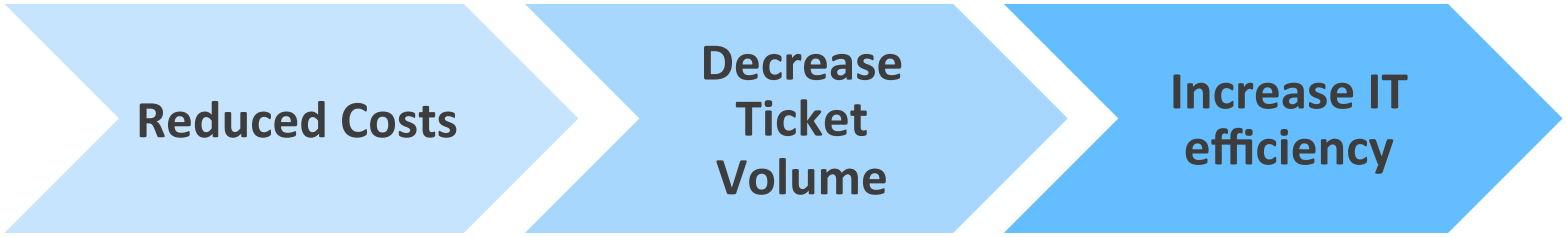




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Why Share Knowledge?

- Company / IT Support



- Customers



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Characteristics of a Robust Knowledge Base



Strong

Thriving





Sturdy

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Characteristics of a Robust Knowledge Base

Get the word out!

Email Signature

Ashley Malanda
Supervisor | Knowledge Management
TIAA | Financial Services

InfoBank
Visit **InfoBank** to Share Info | Find Answers

Signs / Kiosks



InfoBank
Your best online resource for questions or issues about:

- **Password Resets**
- **Outlook**
- **Connecting Remotely**
- **Get IT Requests**

Check out **InfoBank** in **Get IT!** to find thousands of how-to articles and reference guides.

Social Media



Road Shows



Company Intranet Page

TIAA Intranet

Newsletters



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Characteristics of a Valuable Knowledge Base



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Components of a Valuable Knowledge Base

- Know the *Needs* of Your Audience

Focus Groups
Surveys
Meetings

Reports
Meta
Search Log
Updated Articles
Ratings & Feedback

Remember:

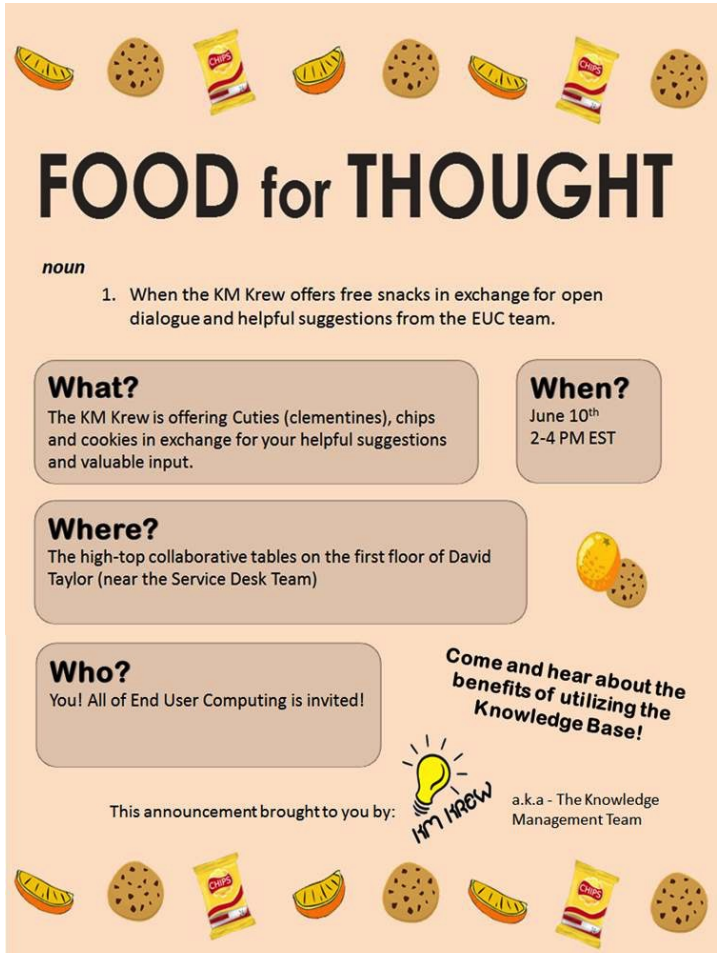


What's in it for me?

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Characteristics of a Valuable Knowledge Base

- Focus Groups

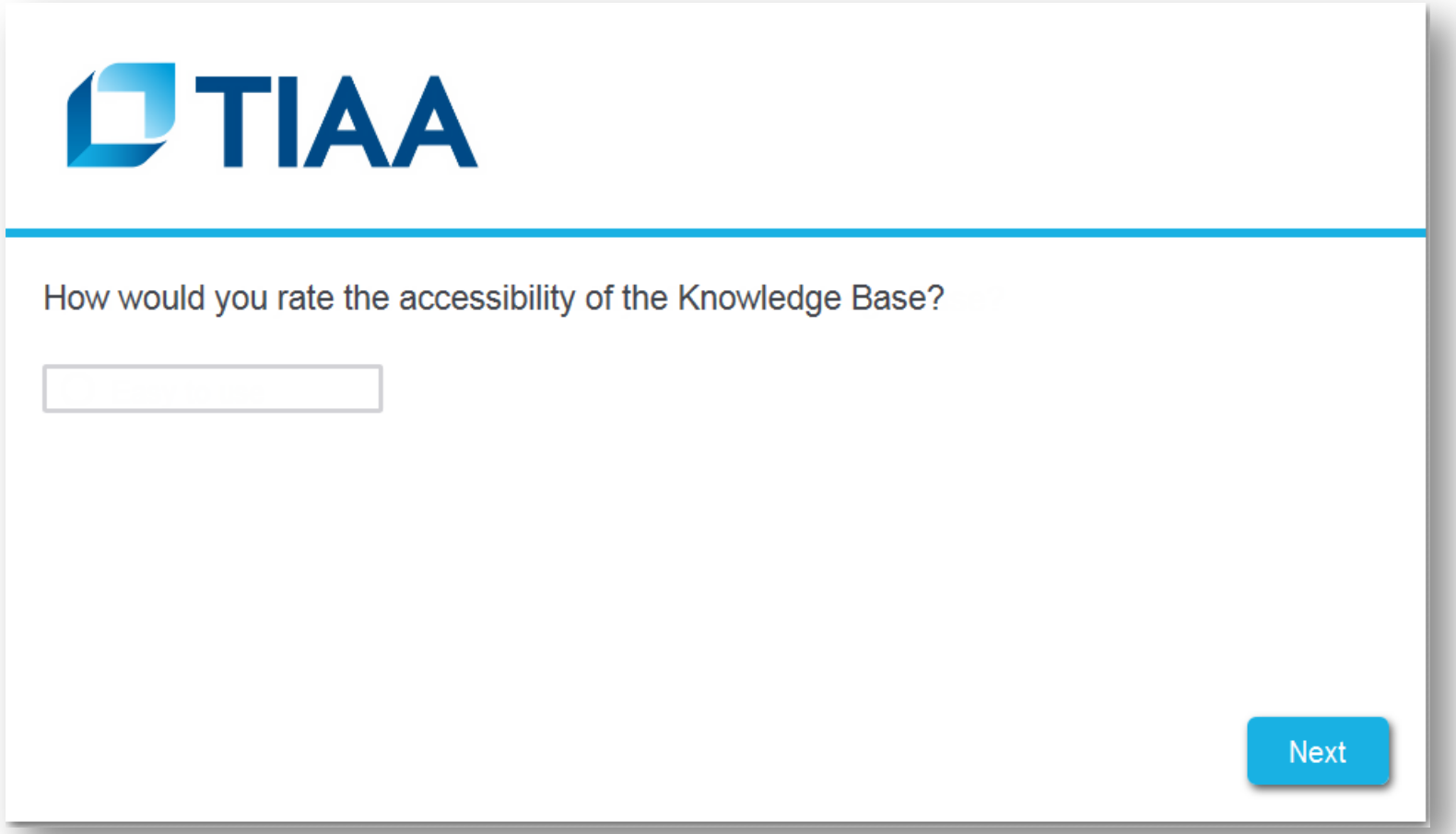




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Characteristics of a Valuable Knowledge Base

- Surveys



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Characteristics of a Valuable Knowledge Base

Top Call Drivers



Cisco Anyconnect VPN

- "Reset/Unlock Password"
- "Unable to Connect"

Service Now

- "Request For Status"
- "How to Submit Request"

Network Login (AD)

- "Reset Password"
- "Unlock Password"

EXPAG

- "Multiple Login Error"
- "Unlock Account"

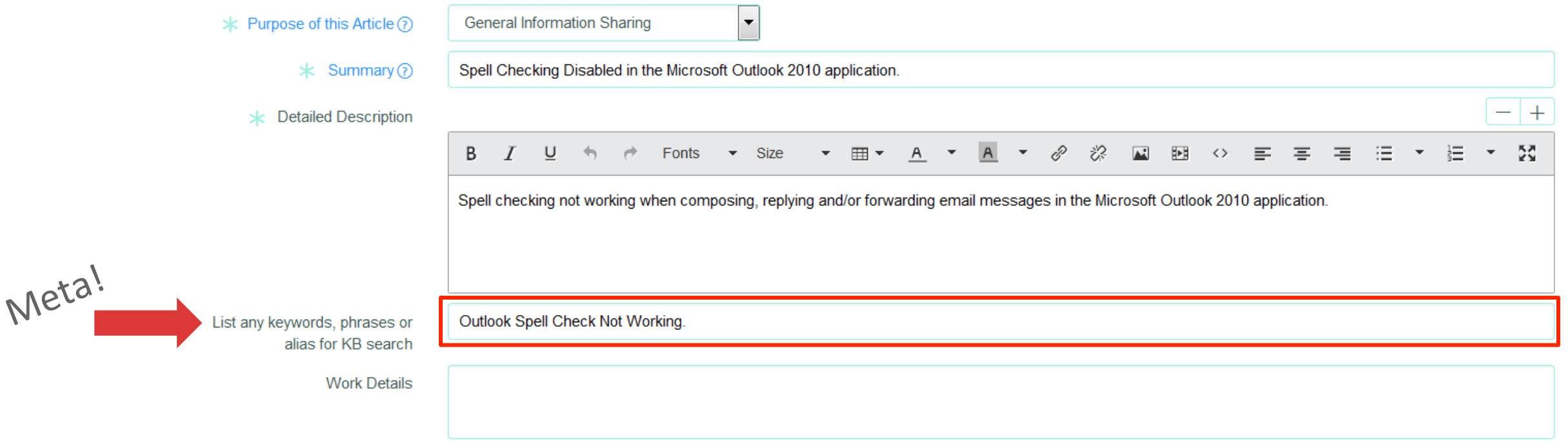
Unified Desktop

- "Function unavailable"
- "Error Message"

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Characteristics of a Valuable Knowledge Base

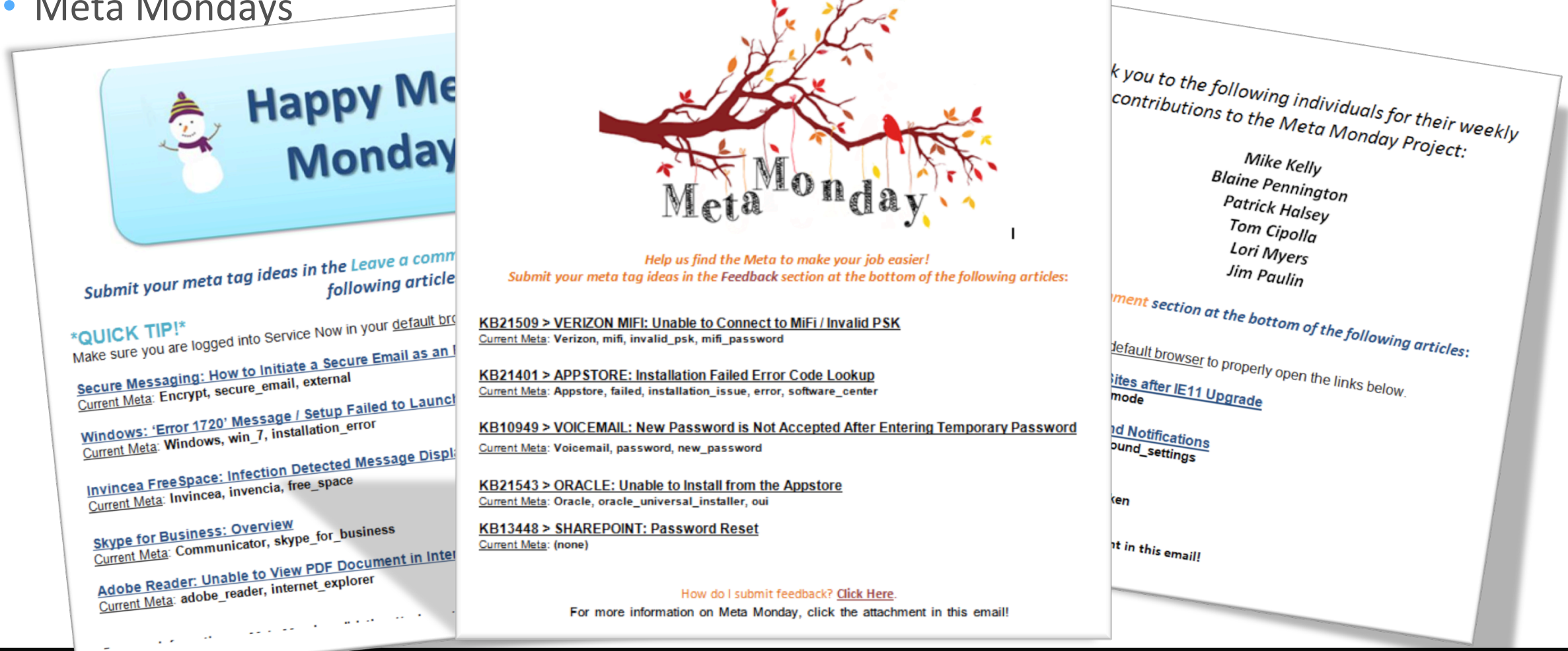
- Meta Tags



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Characteristics of a Valuable Knowledge Base

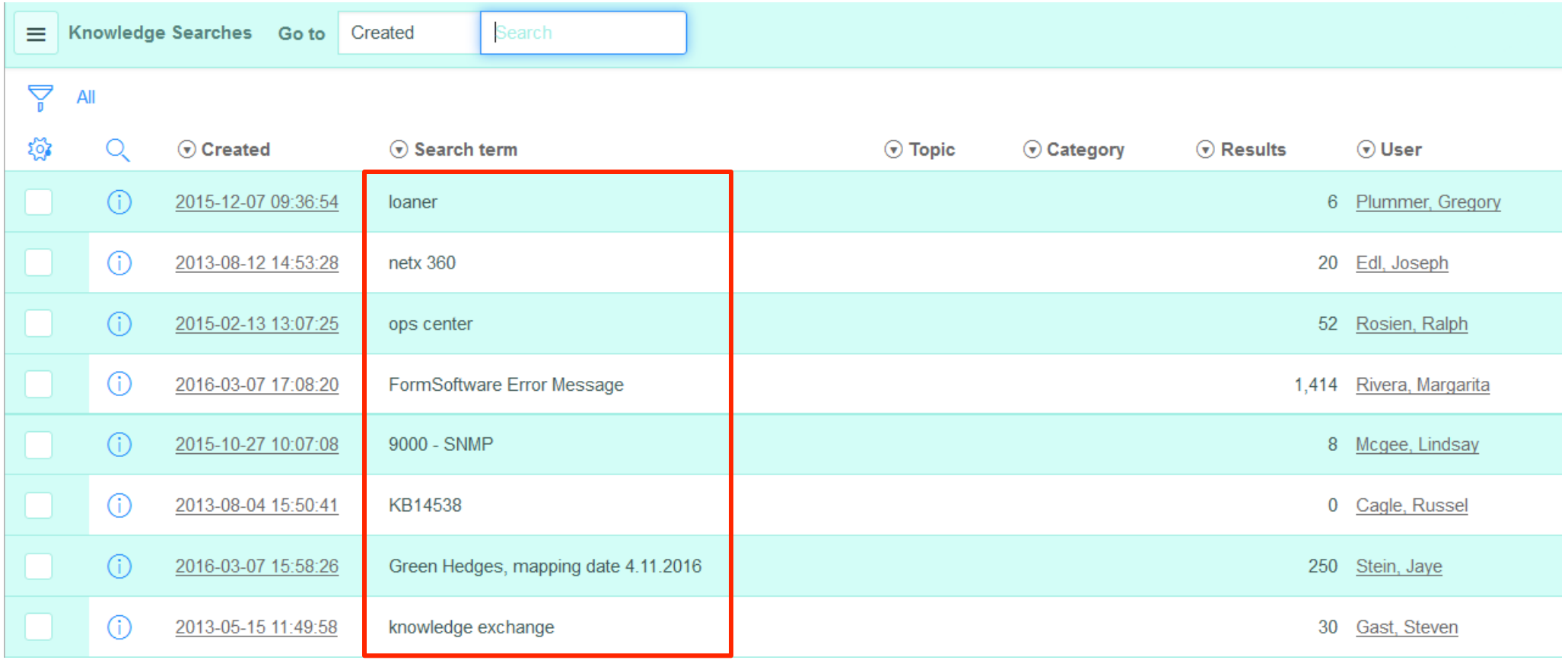
- Meta Mondays



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Characteristics of a Valuable Knowledge Base

- Make Articles Easy to Find
  - Search Log

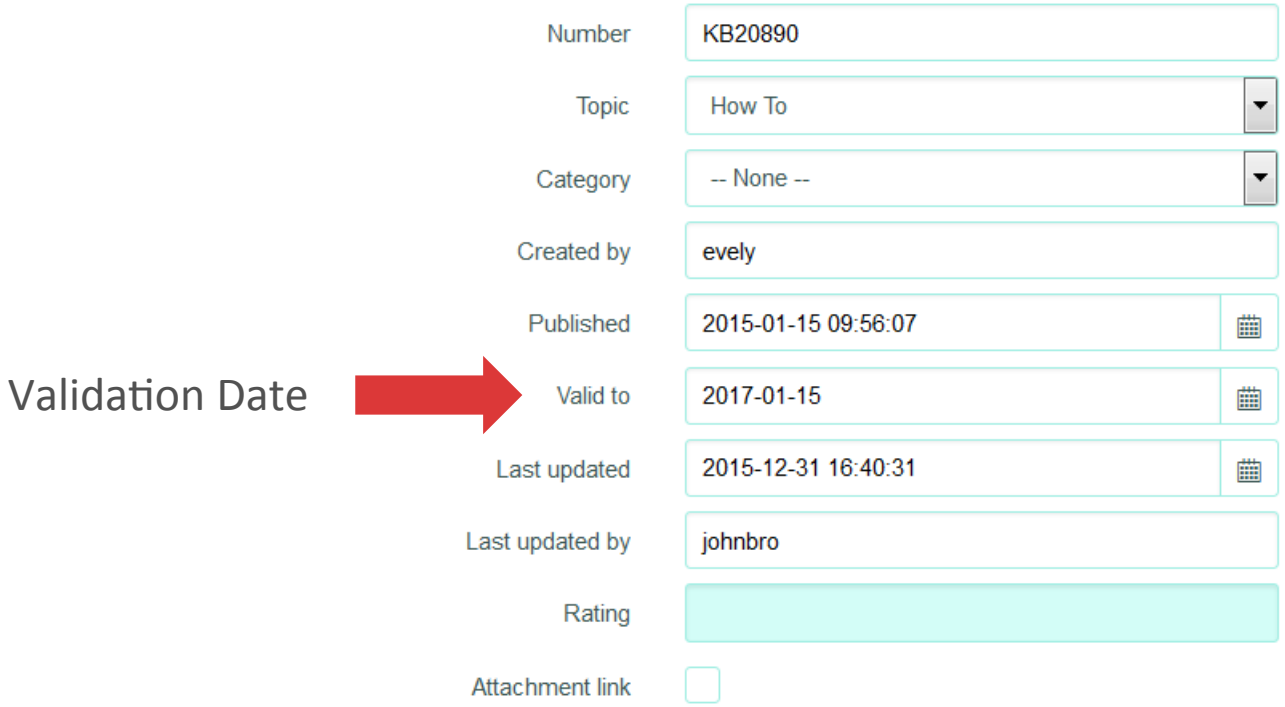


Created	Search term	Topic	Category	Results	User
2015-12-07 09:36:54	loaner			6	Plummer, Gregory
2013-08-12 14:53:28	netx 360			20	Edl, Joseph
2015-02-13 13:07:25	ops center			52	Rosien, Ralph
2016-03-07 17:08:20	FormSoftware Error Message			1,414	Rivera, Margarita
2015-10-27 10:07:08	9000 - SNMP			8	Mcgee, Lindsay
2013-08-04 15:50:41	KB14538			0	Cagle, Russel
2016-03-07 15:58:26	Green Hedges, mapping date 4.11.2016			250	Stein, Jaye
2013-05-15 11:49:58	knowledge exchange			30	Gast, Steven

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Characteristics of a Valuable Knowledge Base

- Keep Articles Updated
  - Provide confidence to customer



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Characteristics of a Valuable Knowledge Base

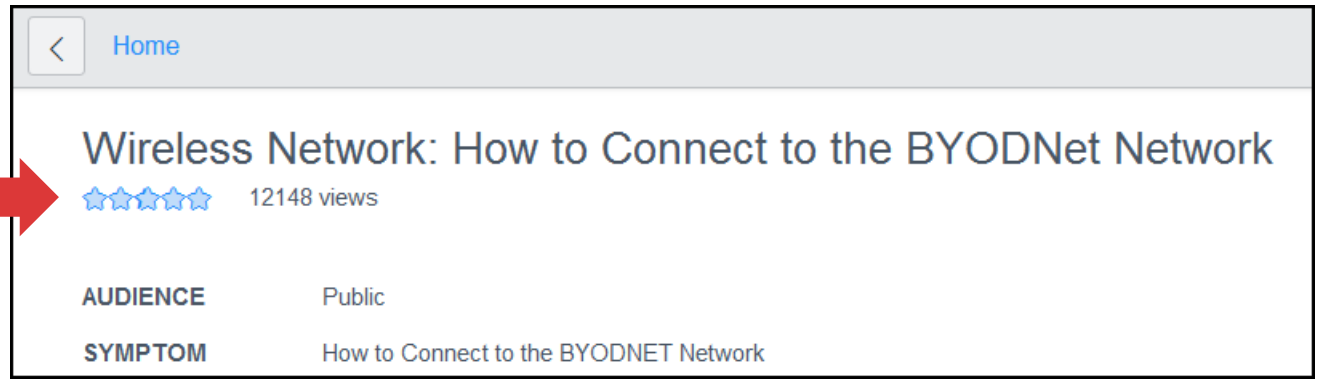
- Get feedback and Input



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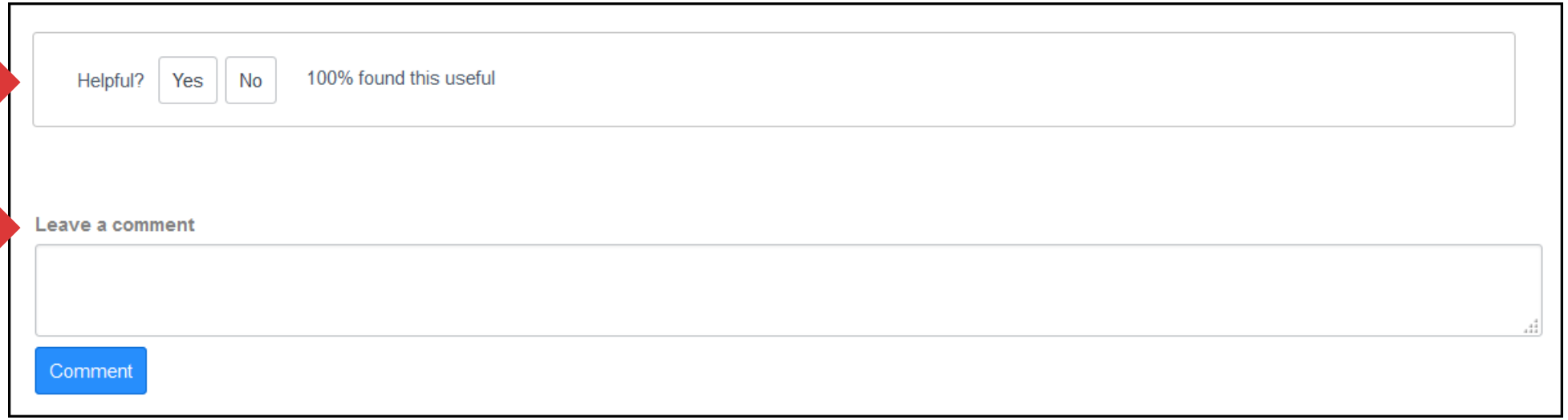
Characteristics of a Valuable Knowledge Base

Ratings



'Helpful' Feature

Feedback



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Characteristics of a Valuable Knowledge Base

- Create Clear, Understandable Articles

Style Guide



Detailed Steps



Images

Images are processed

60,000x

faster than **text**

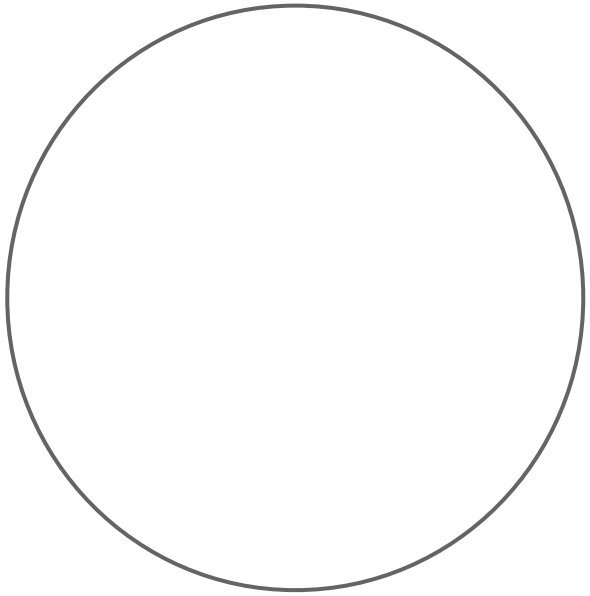
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Textual Description vs. Graphic Description

Textual Description

A curved line with every point equal distance from the center

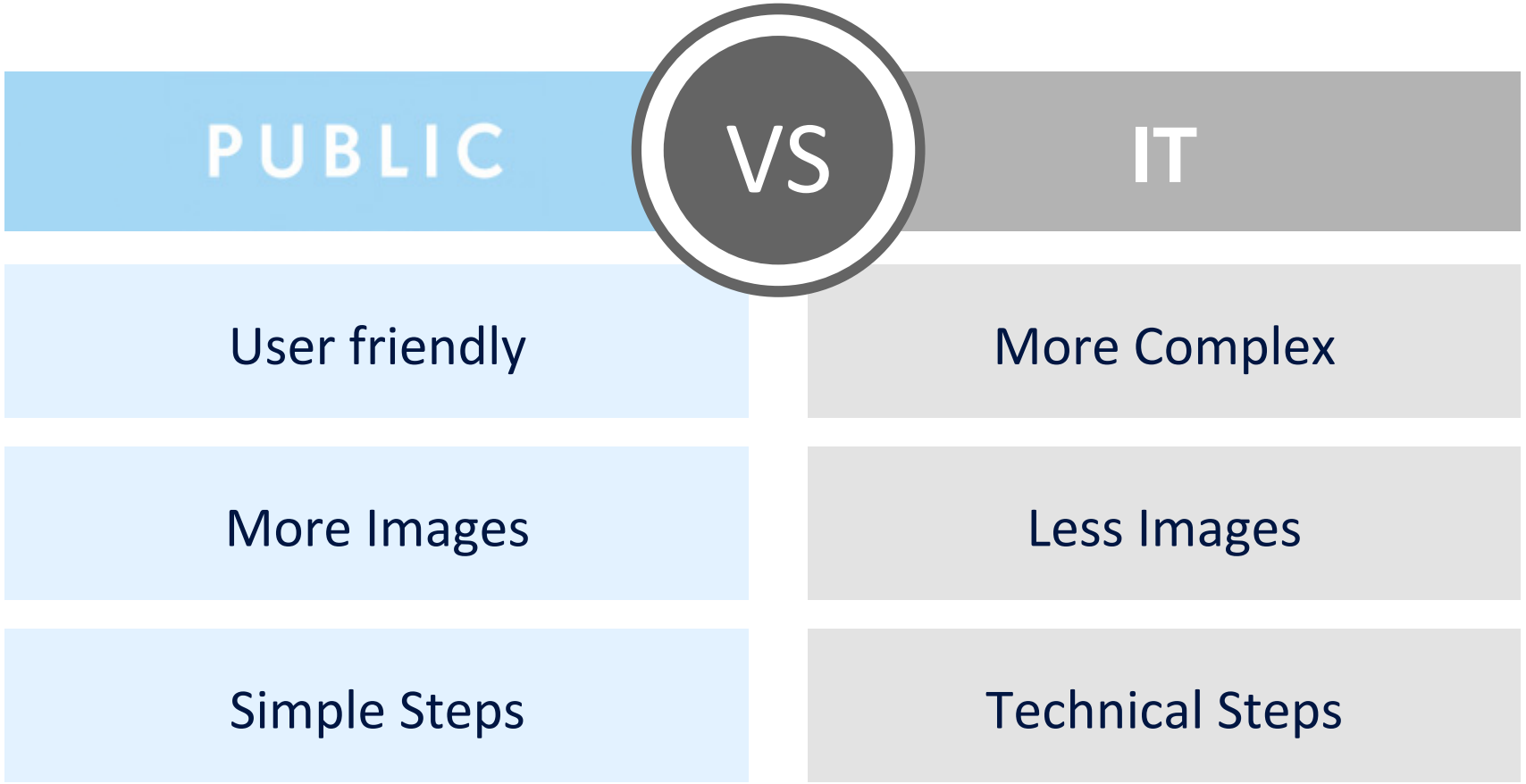
Graphic Description



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Characteristics of a Valuable Knowledge Base

- Know Your Target Audience



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Components of a Valuable Knowledge Base

Public

Basic and Simple

Public Audience

Customer friendly

Images

Home

Flag Article | Edit

Number: KB21873

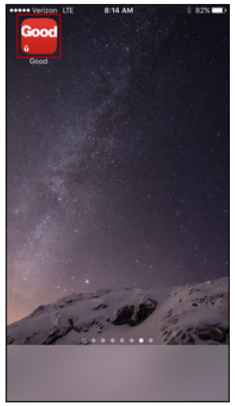
Good Mobile: How to Re-install Good for Enterprise on an iPhone/iPad

☆☆☆☆☆ 81 views

AUDIENCE	Public
SYMPTOM	How to Reinstall Good for Enterprise on an iPhone/iPad
SUBMITTED BY	Brian Vuckovich

HOW TO

1. Navigate to the **Good** app on your device.
2. Press and hold the **Good** app until an **X** displays in the top left corner.



3. Tap the **X**, and then tap **Delete**.

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Components of a Valuable Knowledge Base

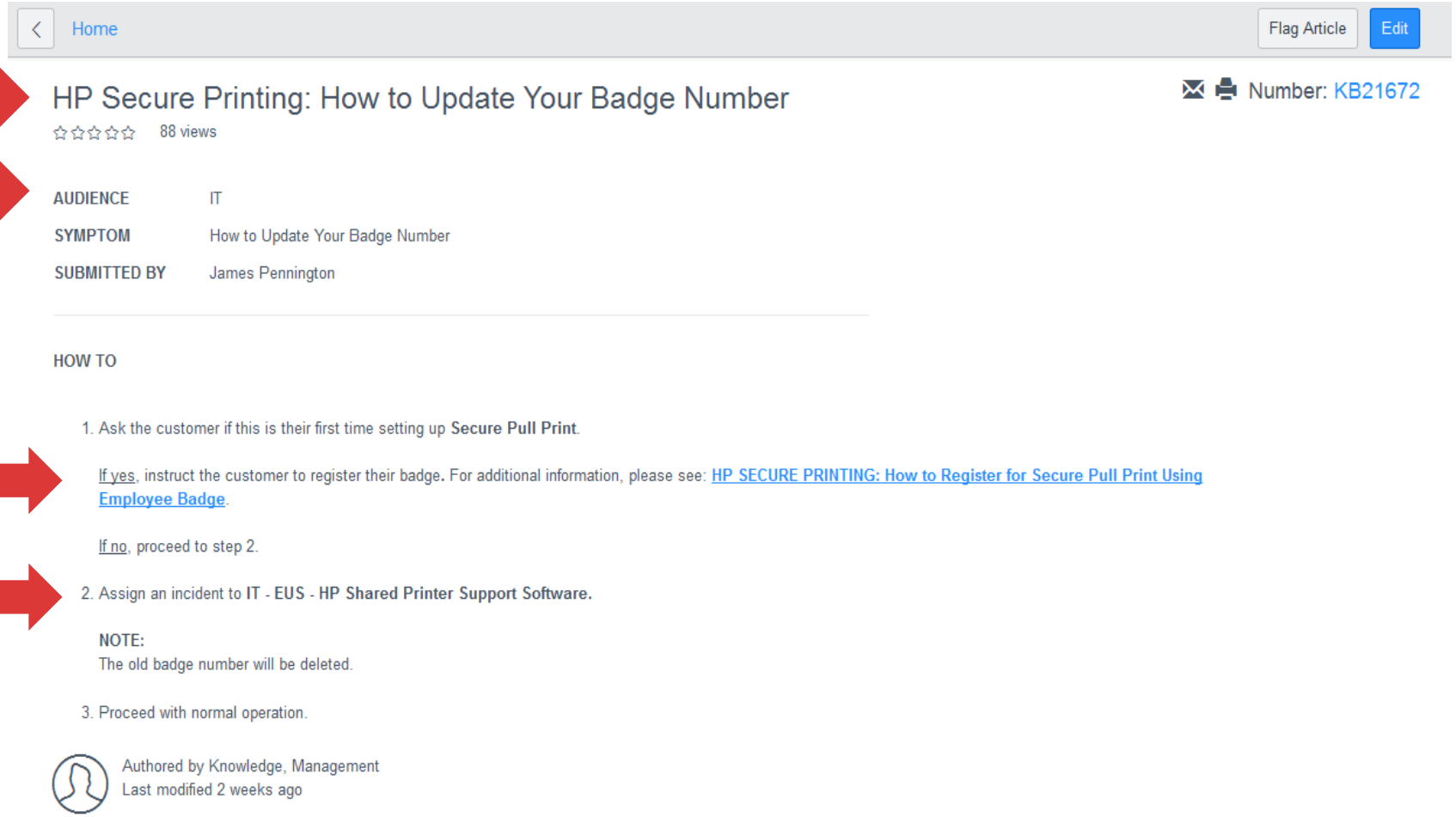
IT

More Complex

IT Audience

If/Else Statements

Escalations



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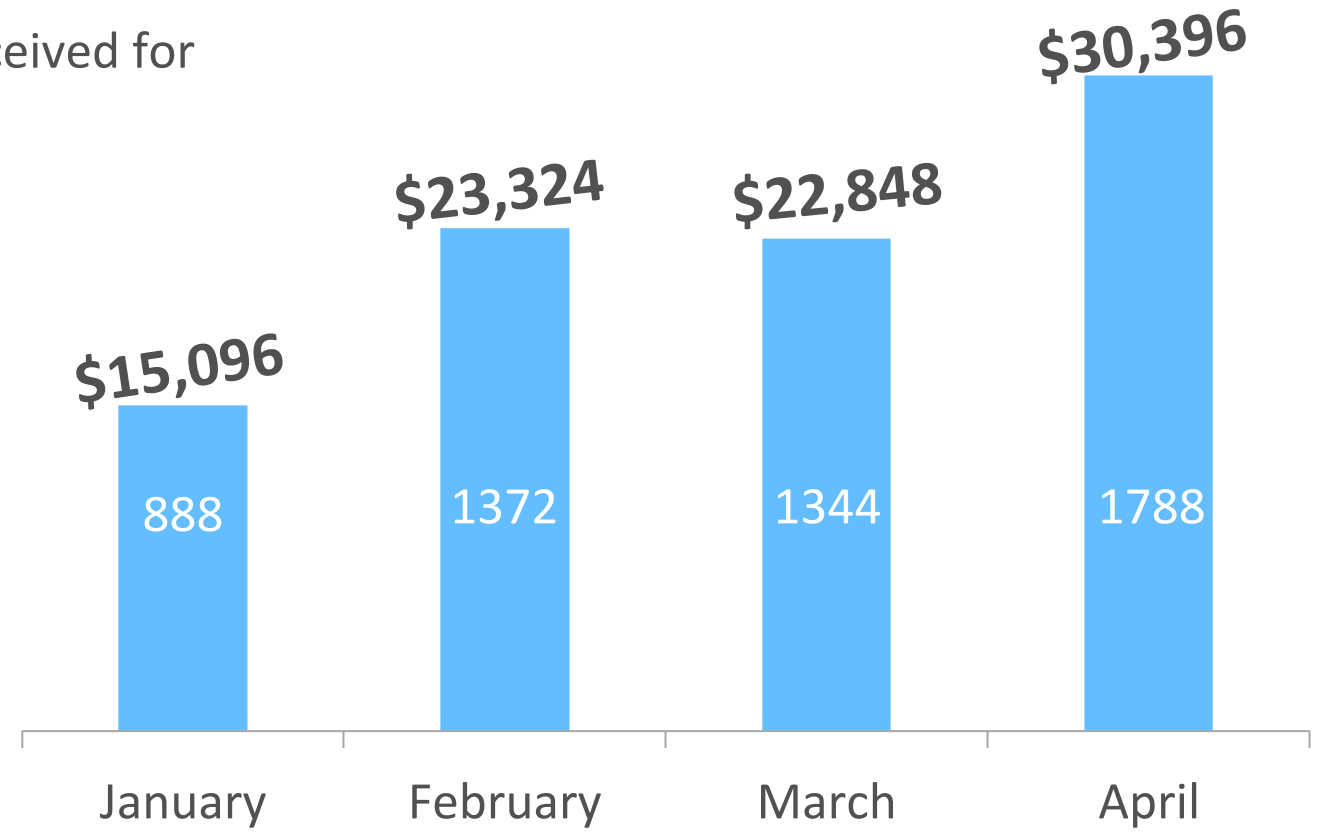


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Components of a Measurable Knowledge Base

Knowledge Base Cost Savings

- Compares KB Article views with incidents received for each day
- Cost per contact - $17
- All IT Customer Support Teams Excluded

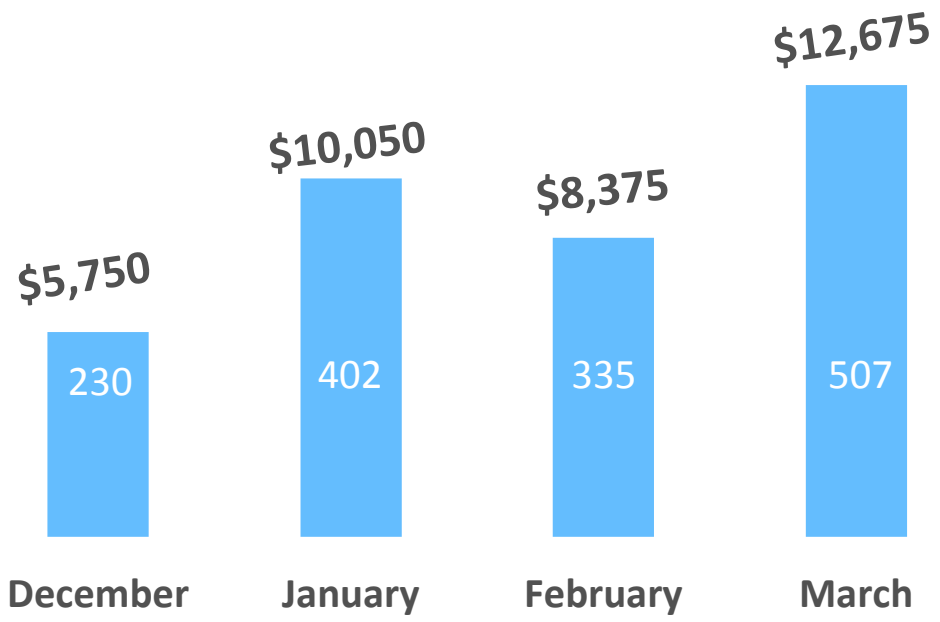


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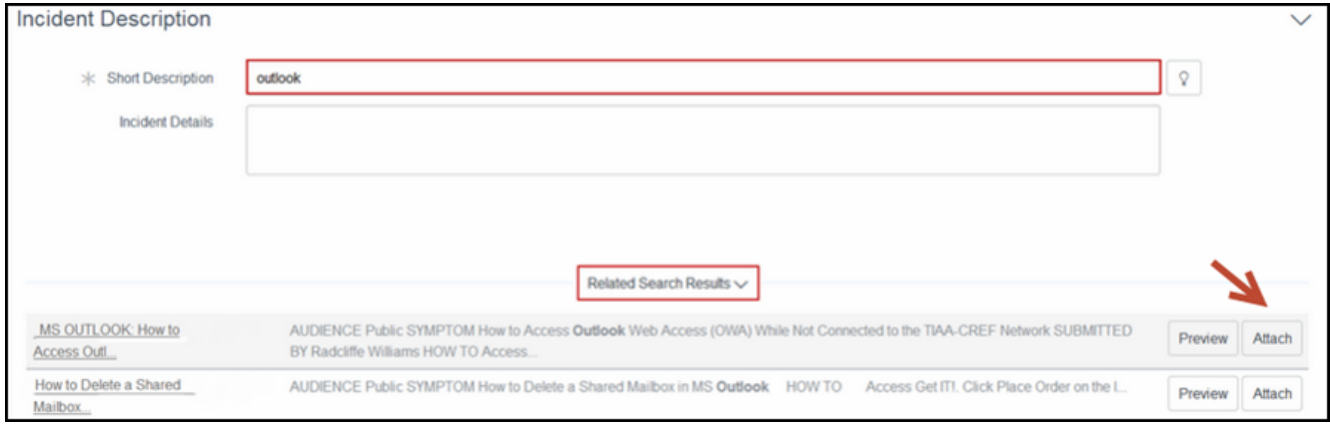
Components of a Measurable Knowledge Base

Service Desk Cost Savings Report

- Cost per contact $25

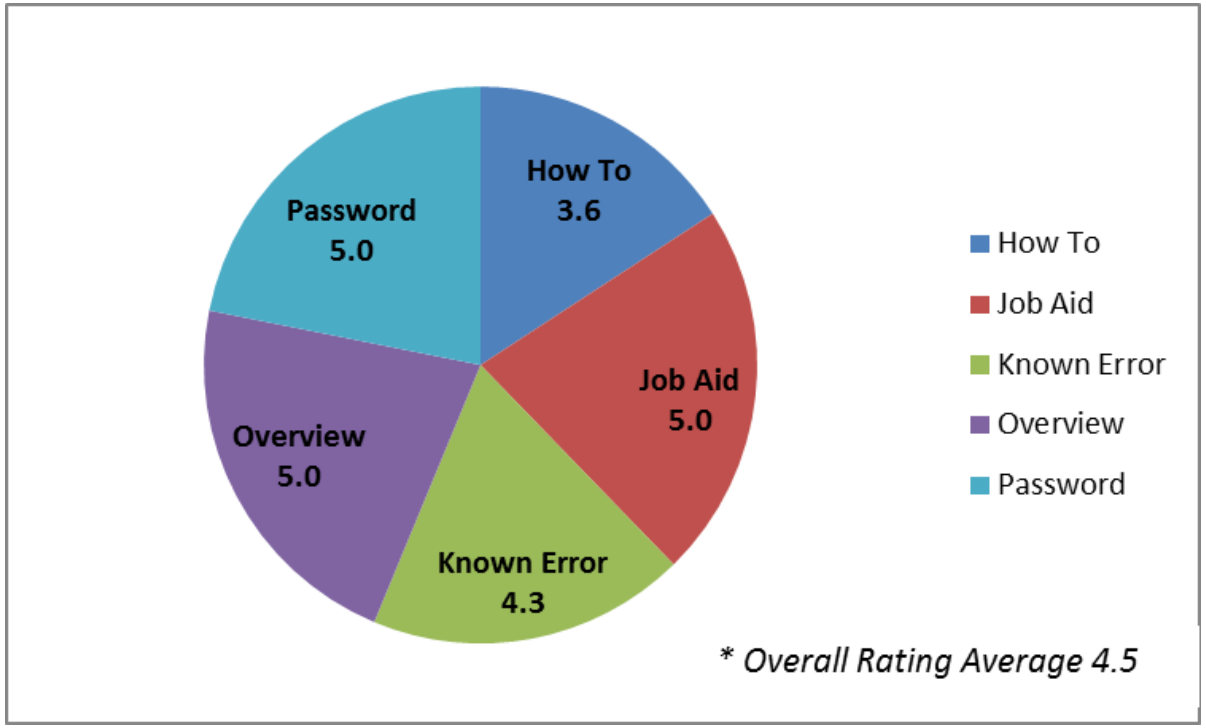


- Analyst attaches KB article to INC if used to resolve issue



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Components of a Measurable Knowledge Base

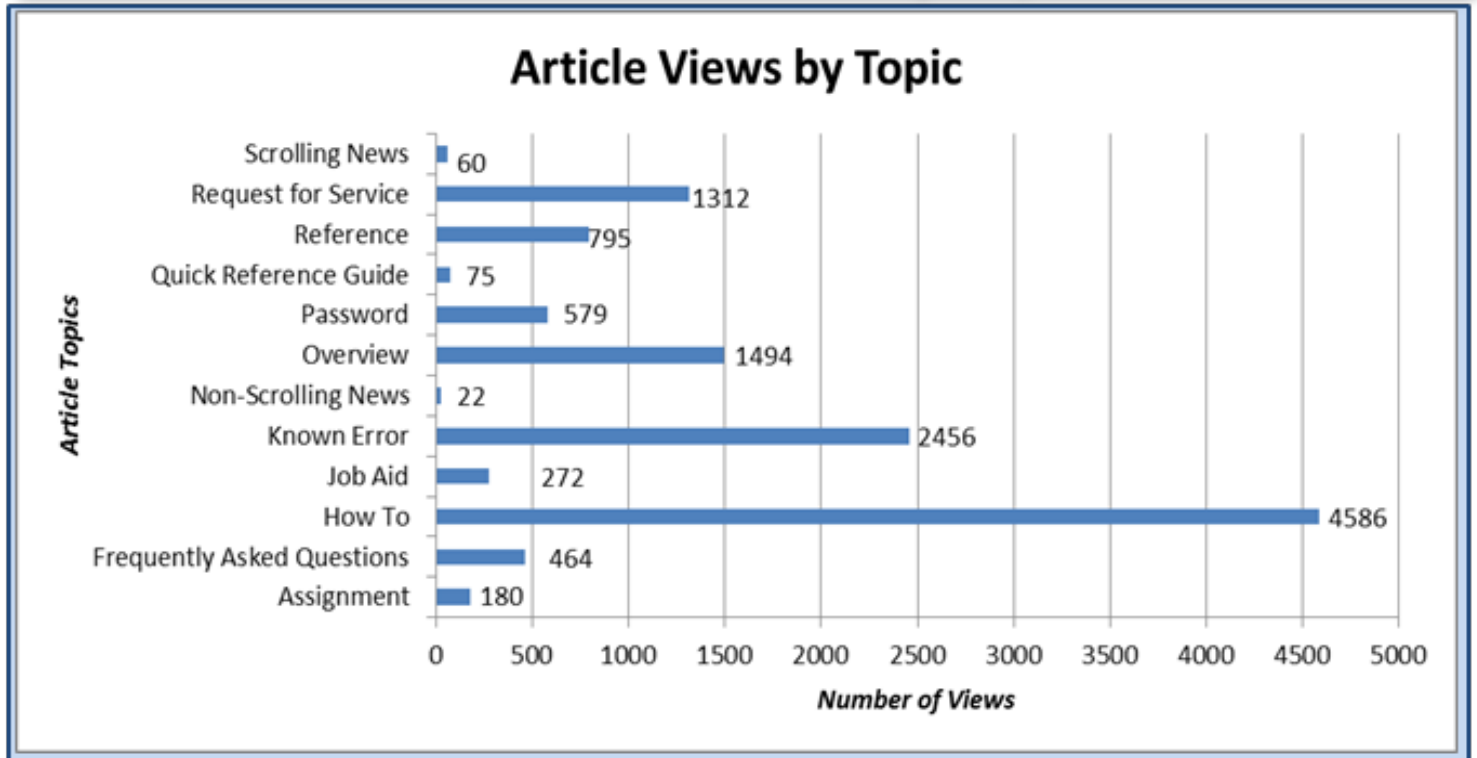


Top 3 Articles Viewed by Business		
KB19264	GUESTNET: How to Create a GuestNet Account	305
KB19266	BYODNET: How to Connect to the Network	172
KB20893	SERVICE NOW RFS: How to Request a US Bank Corporate Credit Card	195

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Components of a Measurable Knowledge Base

KB Articles Viewed by Topic



*** The significant number in How To articles can be attributed to those articles being viewed frequently by Business *and* IT users.**

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Top Takeaways

1. Continuously Seek Ways to Keep Your Customers Engaged in Knowledge Sharing

2. Ensure the Knowledge is What the Customer Needs

3. Use a benchmark to measure the Effectiveness of the Knowledge

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Q&A

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Take the Survey

Please take a moment to complete a session survey in the Knowledge16 app.

Thank You

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Bonus Time

- Incentives
    - Rewards & Recognition
    - Gamification

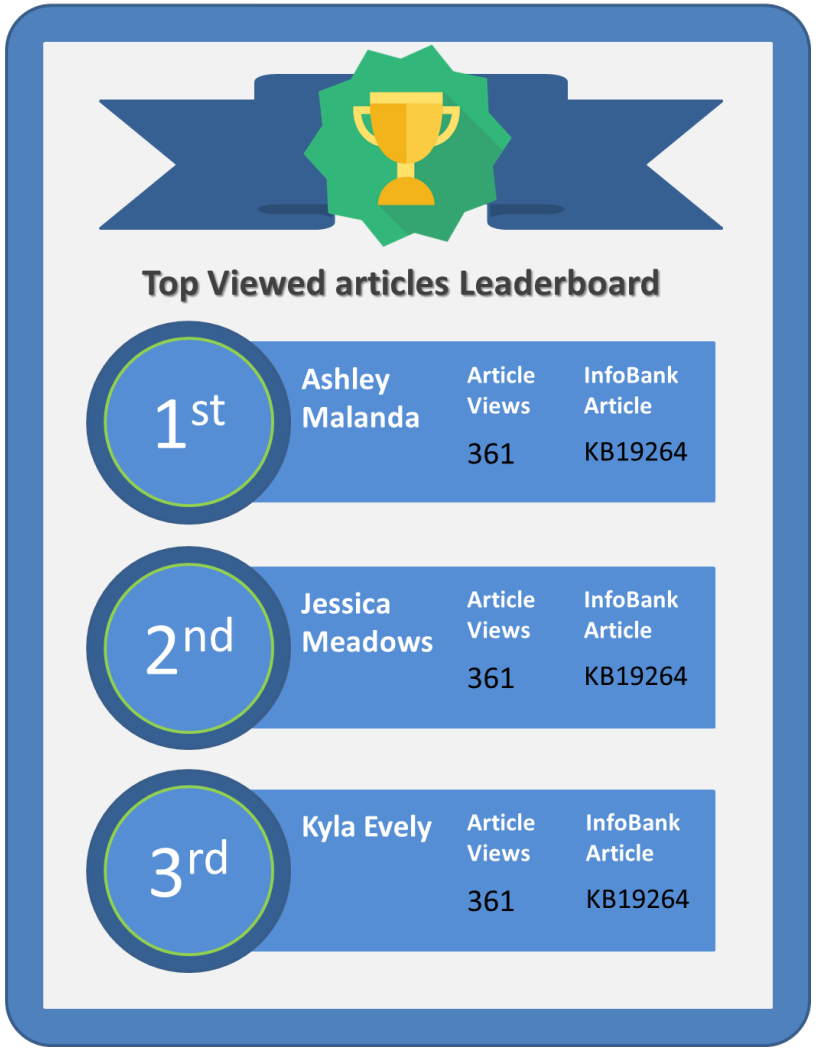
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- Rewards / Recognition



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- Leaderboards



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