knowledge17

WORK at LIGHTSPEED

Introduction to Knowledge Management

Sarup Paul
Product Management, Self Service Applications
ServiceNow

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Agenda

Objectives

- Learn about ServiceNow® Knowledge Management and roadmap

What you will learn

- Need for Knowledge Management in Enterprises
- Challenges facing by Knowledge Managers and Support Leaders
- Existing and New features in ServiceNow Knowledge that help accelerate your KM goals

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Speaker Introduction



Name: Sarup Paul

Title: Product Management Director

Company: ServiceNow

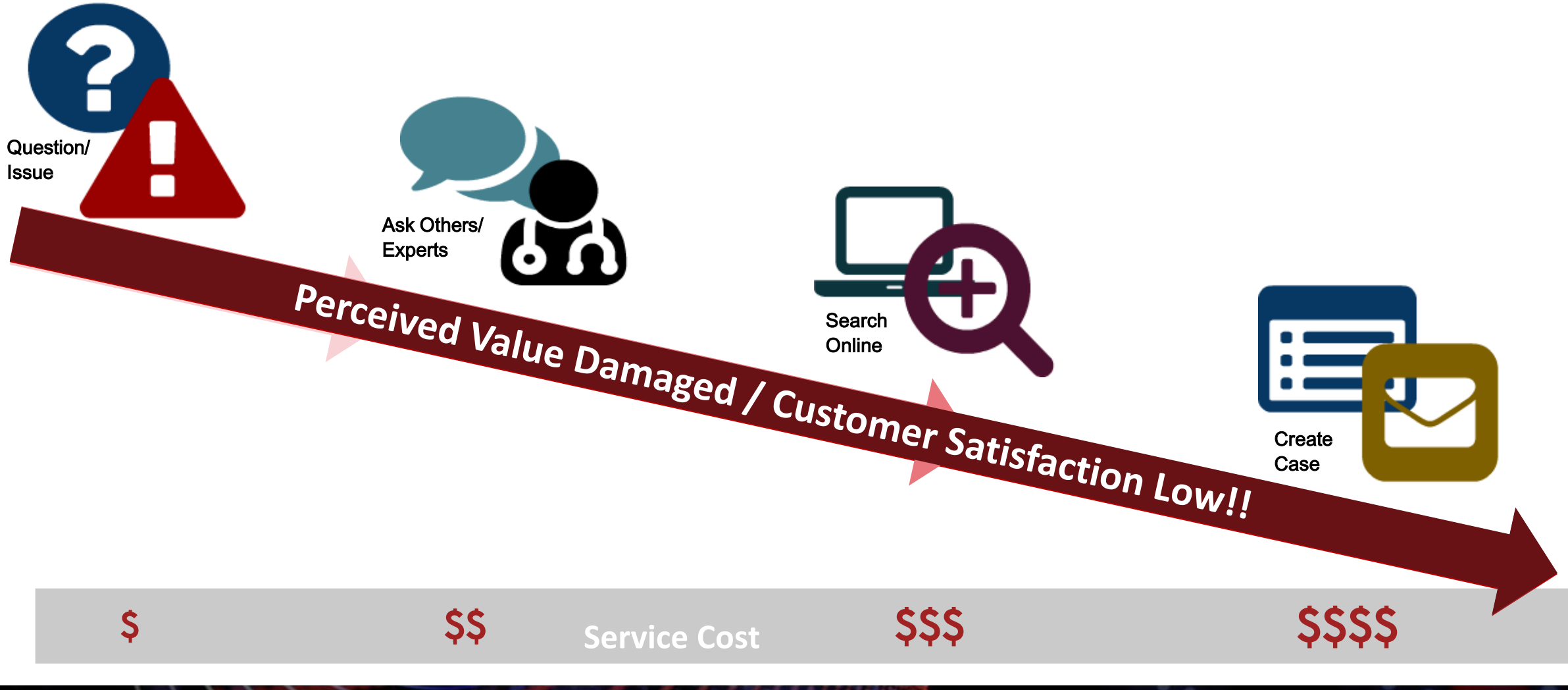
Experience: 12+ years in Knowledge Management- 8 years in Consulting, 4+ years in Product Management

Expertise: Knowledge Management, Communities, Self-Service Portals

Achievements: KCSv5 certified and has implemented KM tools and processes at multiple Fortune 100 companies across various industries

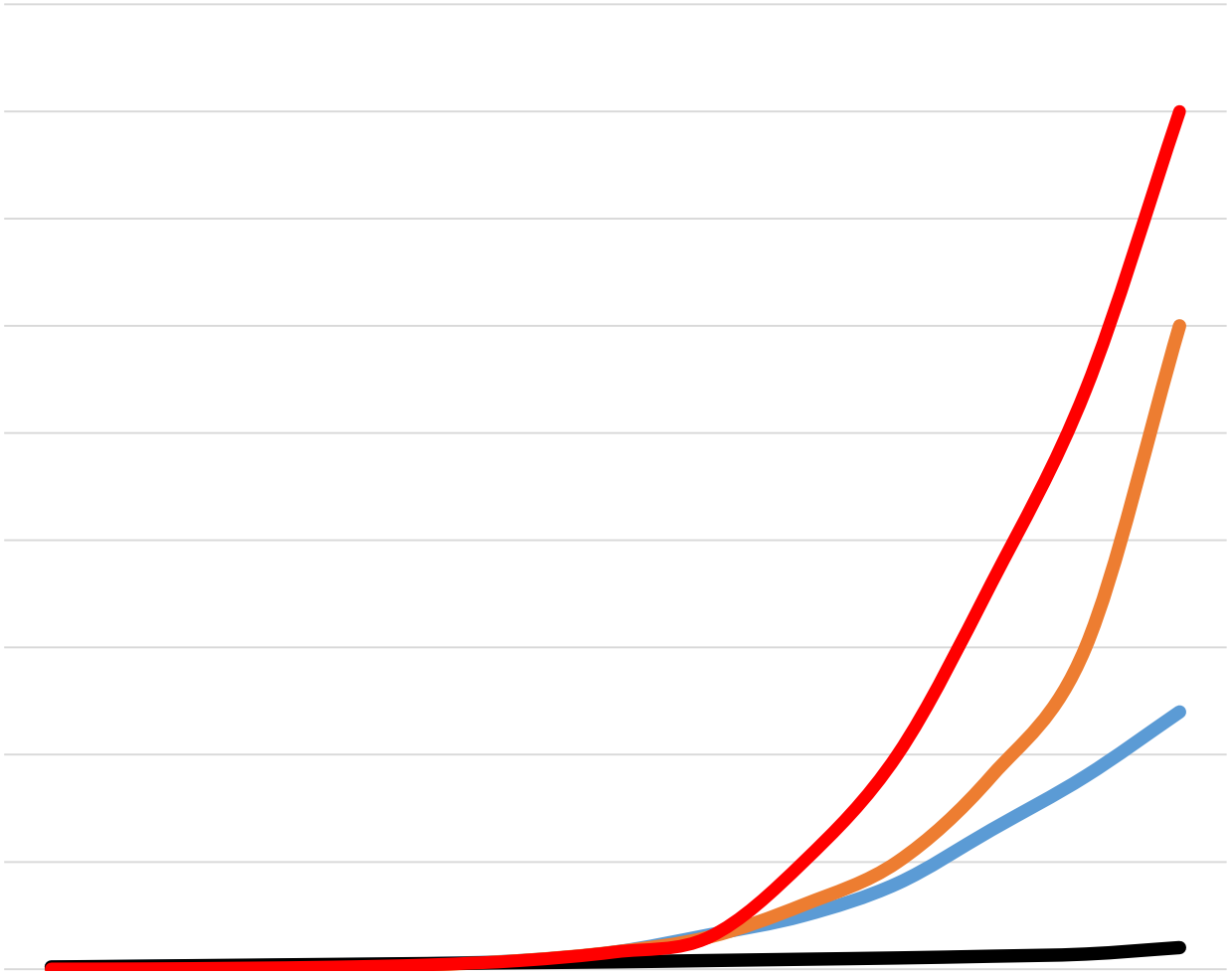
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Typical Customer's journey…



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Providing Support is not getting easier



Customer expectations are sky rocketing

Exponential growth in information generated

Technology is getting more complex

Human ability to learn, Attrition

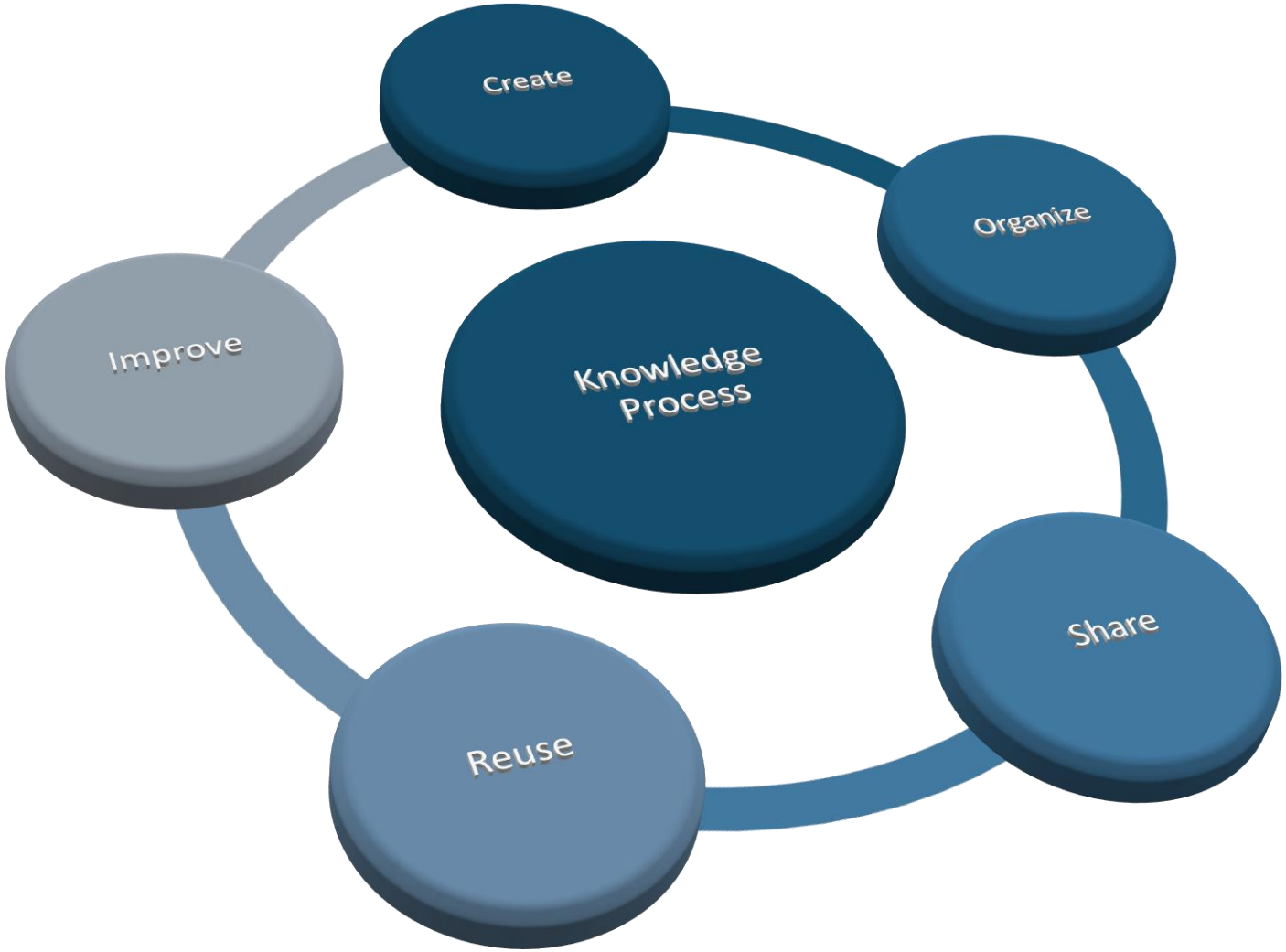
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The Answer... build Organizational Knowledge



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Traditional Knowledge Management Process

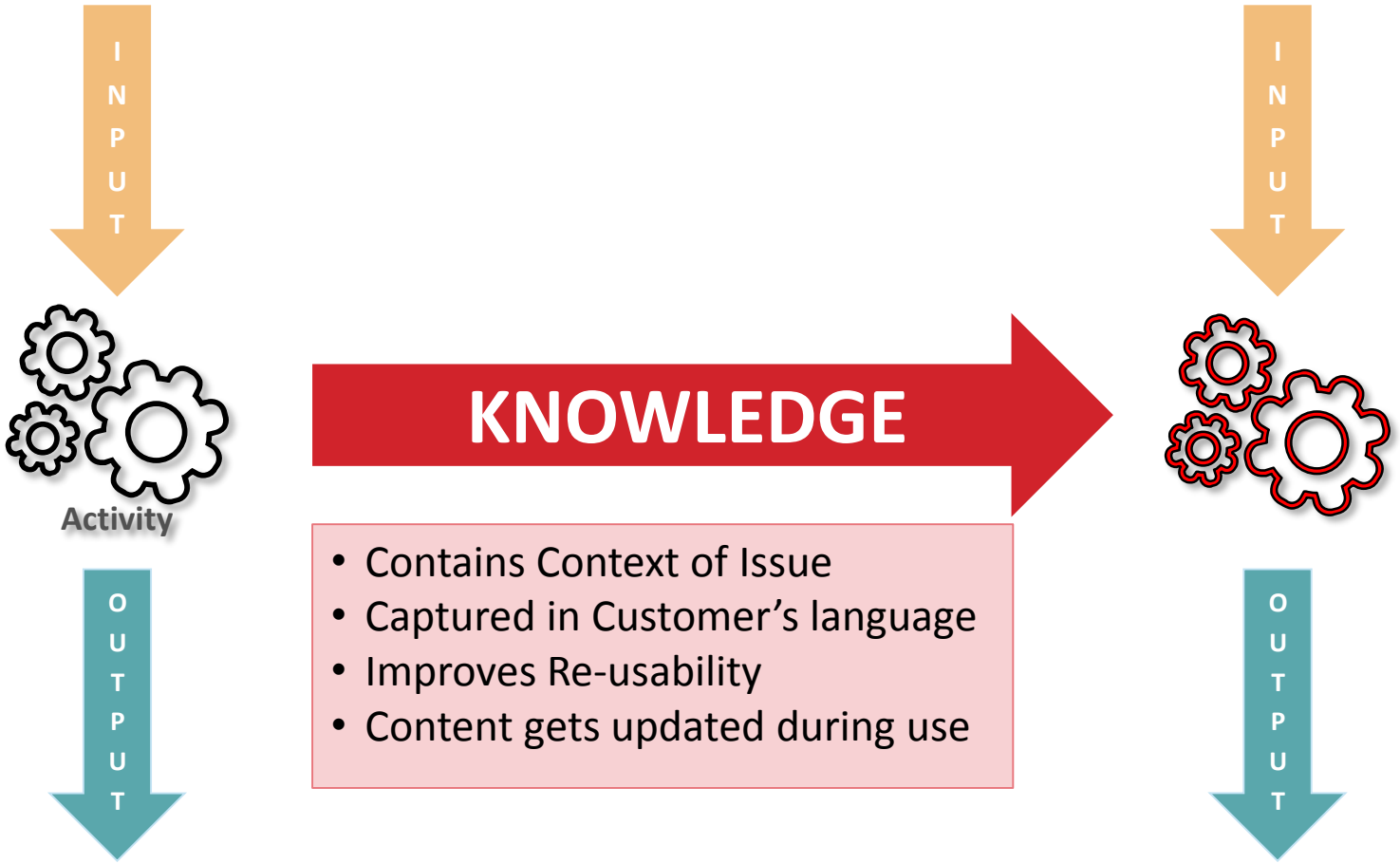


Limited Success

- Knowledge created without context
- Not focused on correct outcomes
- Centralized Teams overloaded
- Article gets outdated quickly

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Build Knowledge from Experience

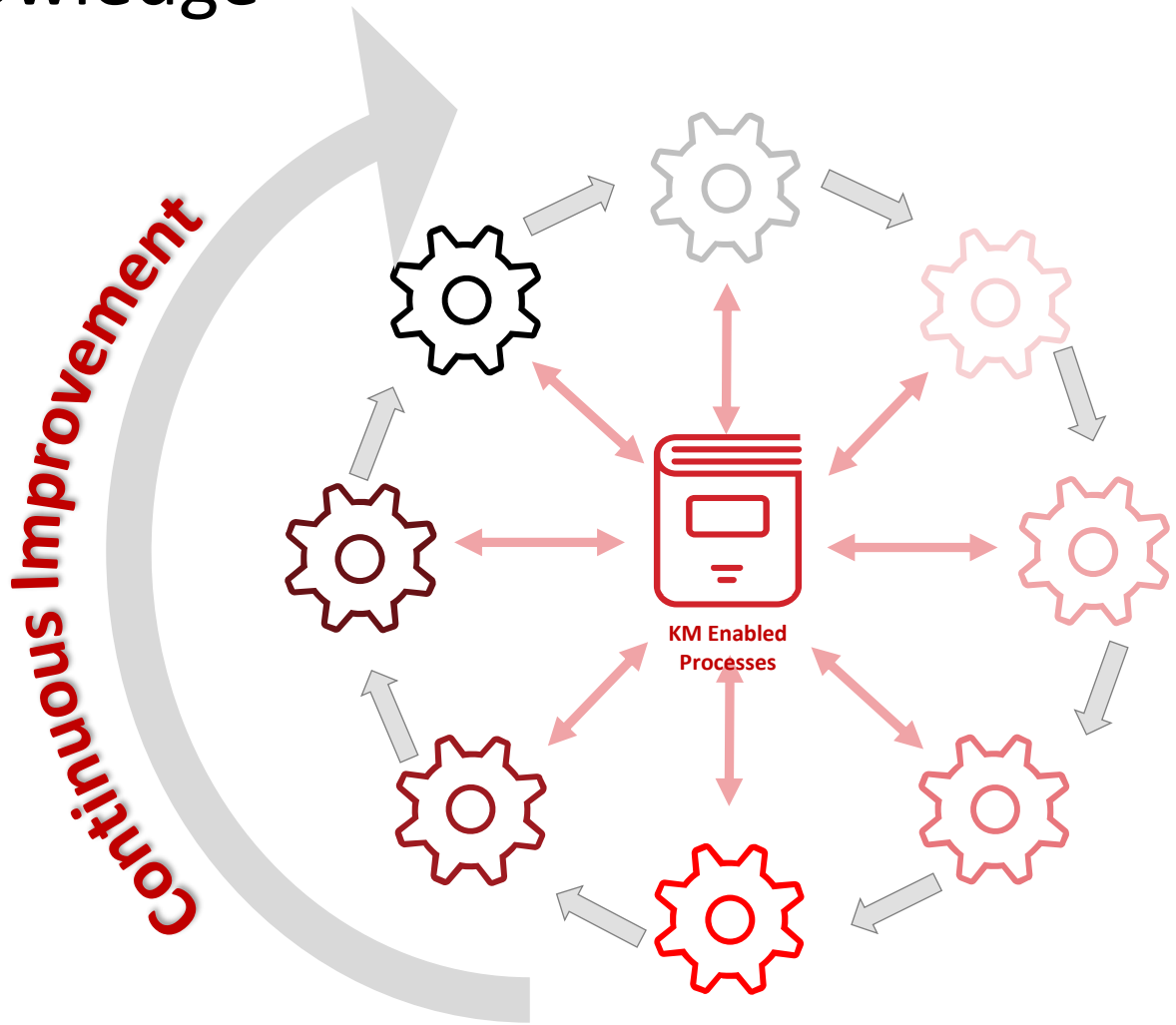


- Contains Context of Issue
- Captured in Customer's language
- Improves Re-usability
- Content gets updated during use

Faster Resolution
+
Improved Quality
=
Increase Customer Satisfaction !!

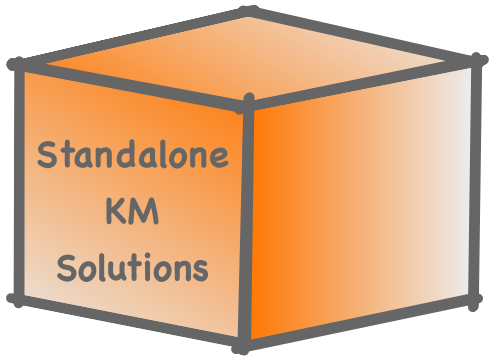
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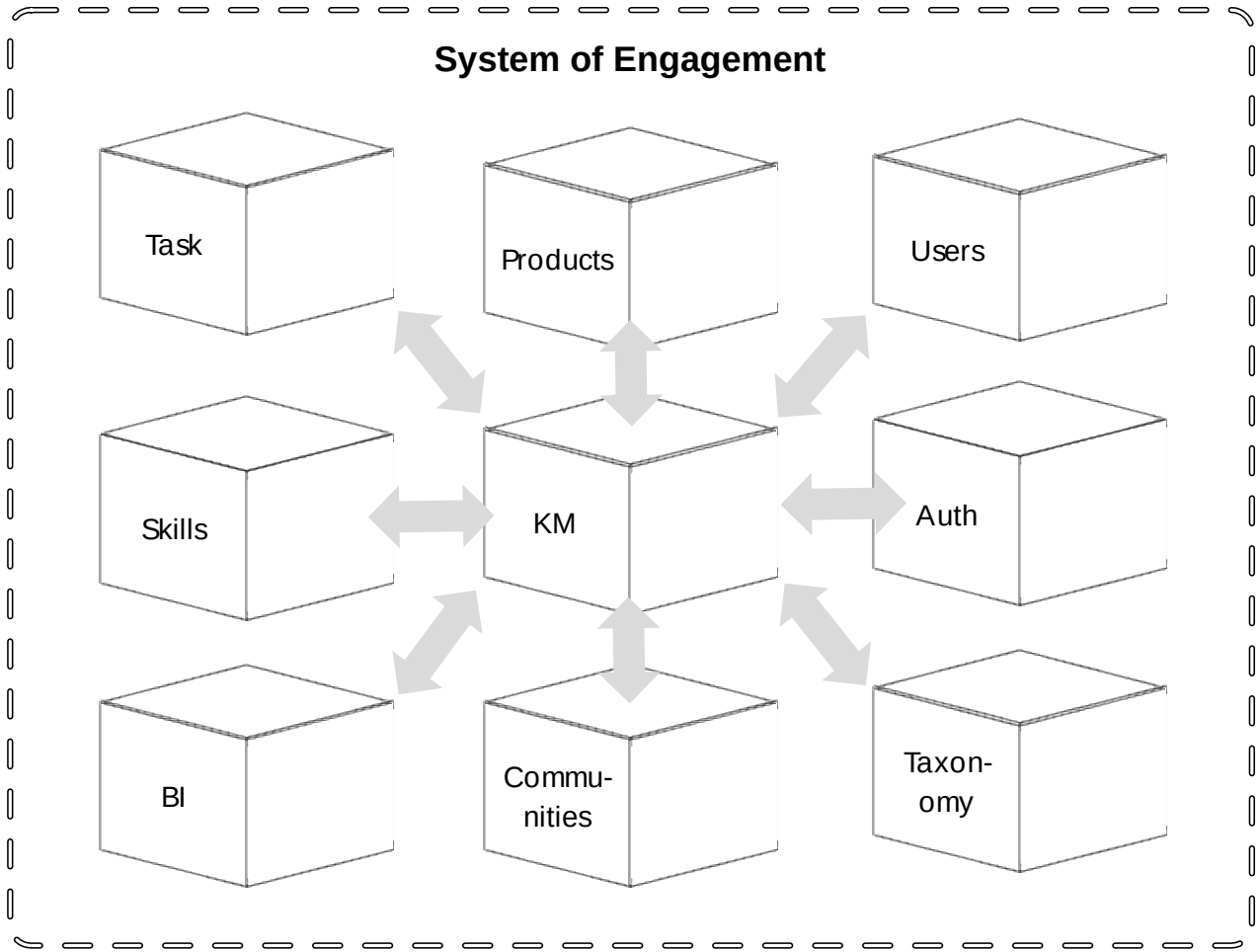
Integrated Knowledge



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Knowledge Solutions

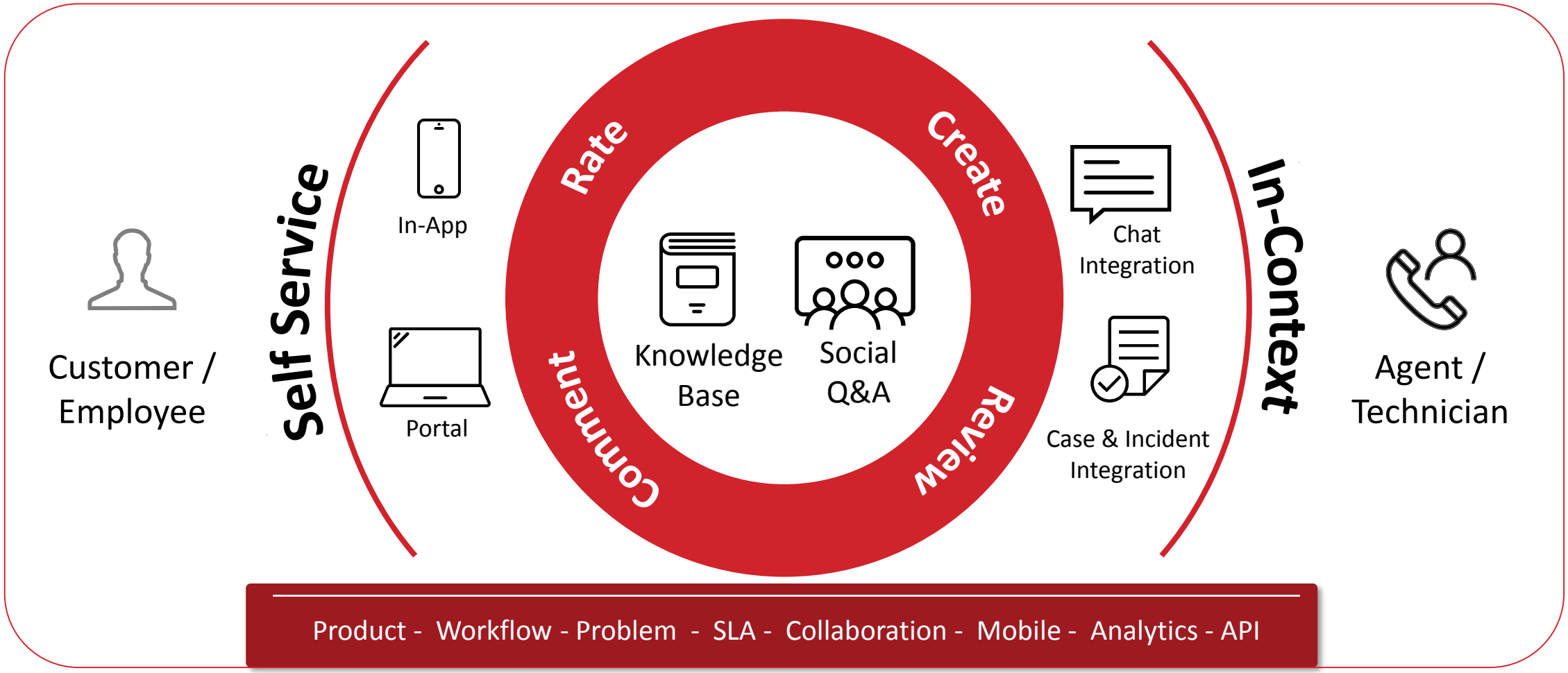




- ✗ Require Integrations
- ✗ Lack Configurability
- ✗ Costly to Implement
- ✗ High Maintenance

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ServiceNow® Knowledge Management



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ServiceNow® Knowledge Management



- ✓Integrated Out-of-Box into your existing process
- ✓In-context Knowledge Use/Review/Creation
- ✓Built on top of our highly configurable platform and portal

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Product Demonstration

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Demo Characters

Customer: Julie



- Julie has trouble with performance of KX 5000 Router
- Julie uses Knowledge portal to search and finds Articles and Social Q&A
- Julie finds the solutions through an Article. She notices that the Article has versions, and decides to stay subscribed for future changes
- Julie Comments on article

Agent: John



- John reviews comment from Julie
- John updates article to create a new version
- John review open cases, in his queue and researches Knowledge articles
- John attaches Knowledge article to existing case

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Demo Characters

Knowledge Manager: David



- David reviews Knowledge Base configuration, and modifies workflow
- David reviews various other configuration in the Knowledge base, such as Categories
- Reviews the Knowledge Dashboard

System Administrator



- Configures the Service Portal search results UI to modify the facet behavior
- Configures the filters in the Contextual Search
- Reviews the search configuration for the Knowledge Base table

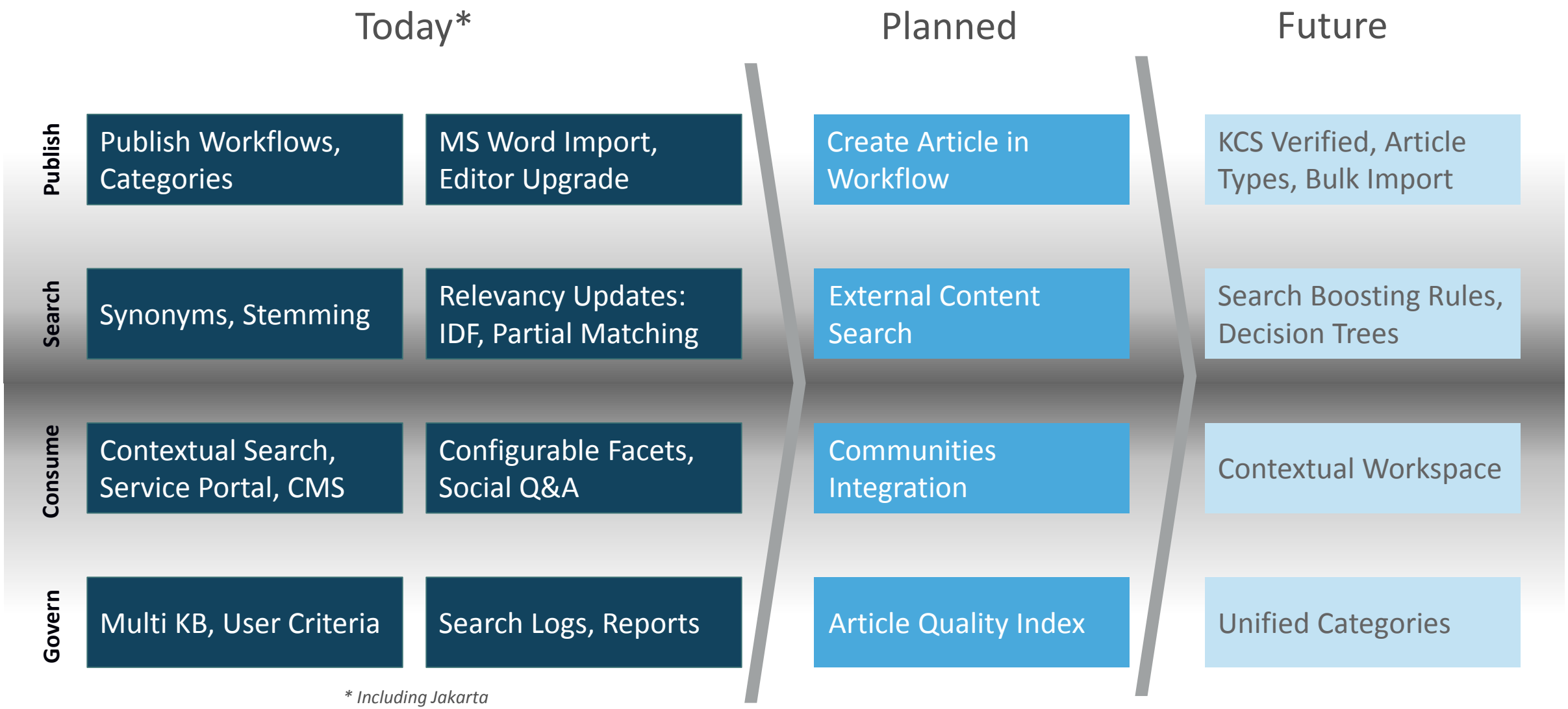
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Jakarta Summary

- ✓ Highly Configurable Search Results UI
- ✓ Article Versioning
- ✓ Knowledge Subscriptions
- ✓ Search Algorithm configurability
- ✓ Contextual Search Updates
  - ✓ Pre-filtering Contextual Search results
  - ✓ Additional Metadata
  - ✓ Attach behavior configurability

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ServiceNow® Knowledge Management



** Including Jakarta*

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Top Takeaways

1

Organizational Knowledge is critical for success in providing Quality Service

2

Integrated Knowledge processes helps focus towards outcomes

3

Investments continue to develop Product capabilities

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Upcoming Events on Knowledge Management

Networking Event
Wednesday
12:30 - 1:30

Customer Panel
Wednesday
1:30 - 2:20

Hands-On Lab
Wednesday
3:50 - 5:50
Thursday
9:00 - 11:00

Lunch Time Table Talk Networking

- TT132717 - Serving up Answers with Knowledge

BRP4287 - Panel: Knowledge Management

Participants: Fred Broce (Bristol-Myers Squibb); Tara O'Brien (Johnson & Johnson); Victor Zhu (Halifax Regional Municipality); Sarup Paul (Moderator: ServiceNow)

LAB132015 - Drive Service Efficiency With Knowledge

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Q & A

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Thank You

Sarup Paul
Product Management, Self Service Applications
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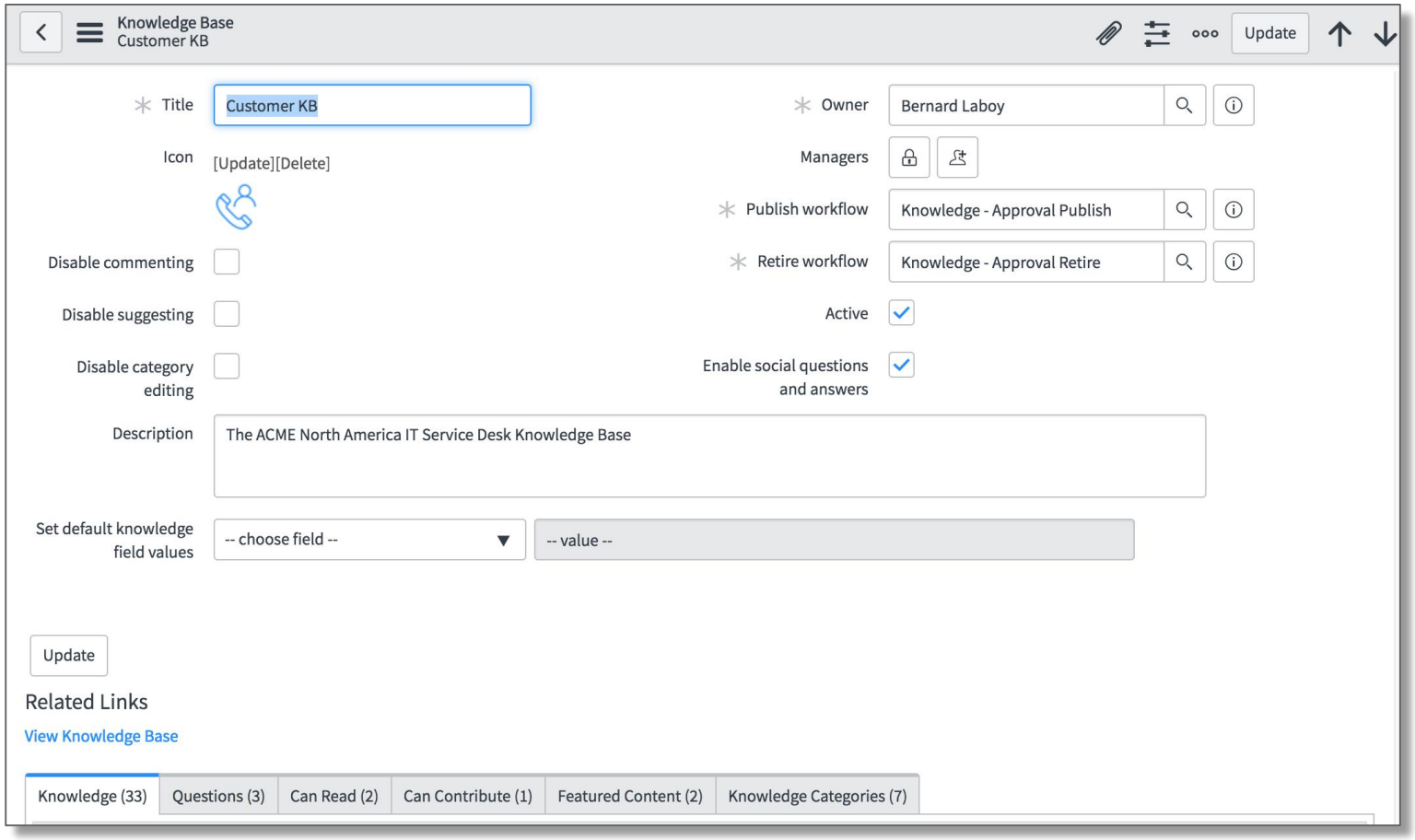
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Product Screenshots

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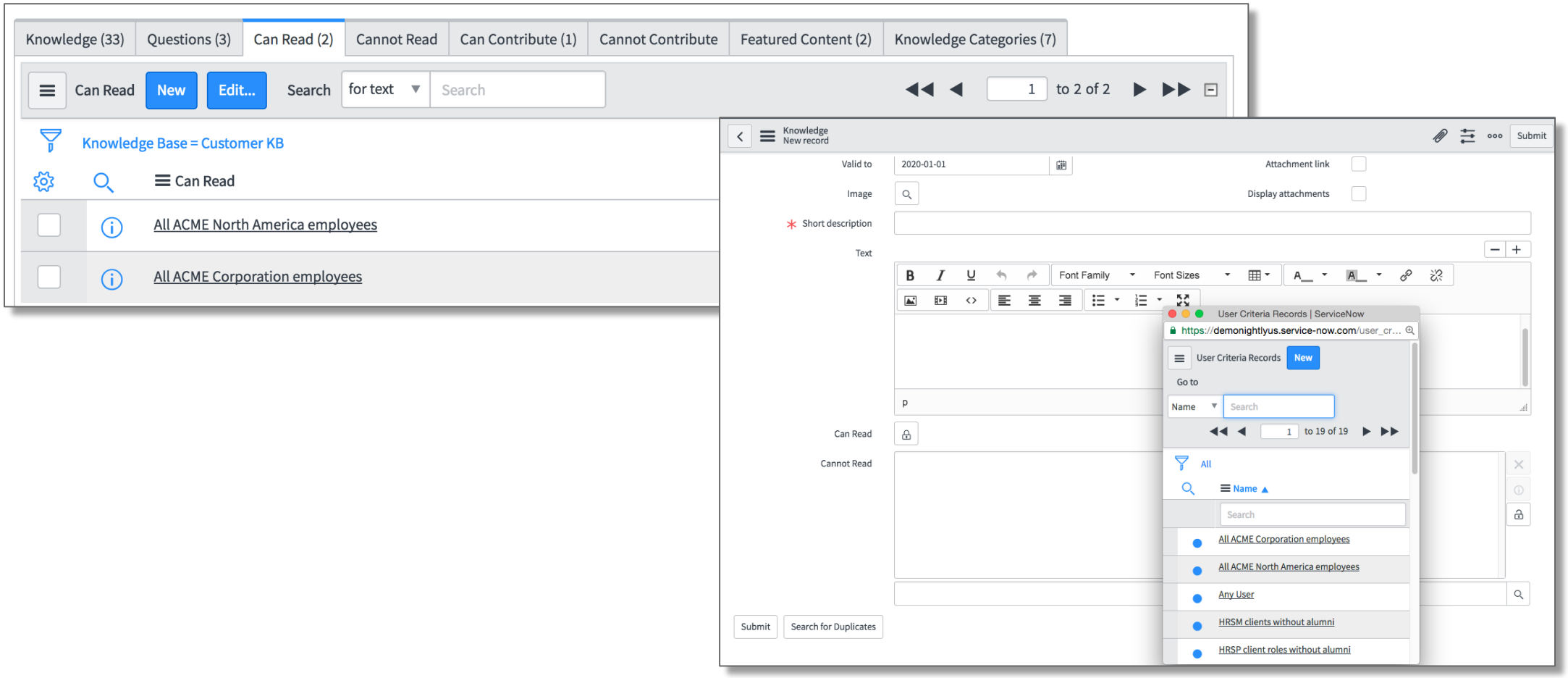
Simple KB Configurations



- Multiple Knowledge Bases for departmental knowledge
- Configurable workflow
- Granular Access Control
- Knowledge Classification through categories

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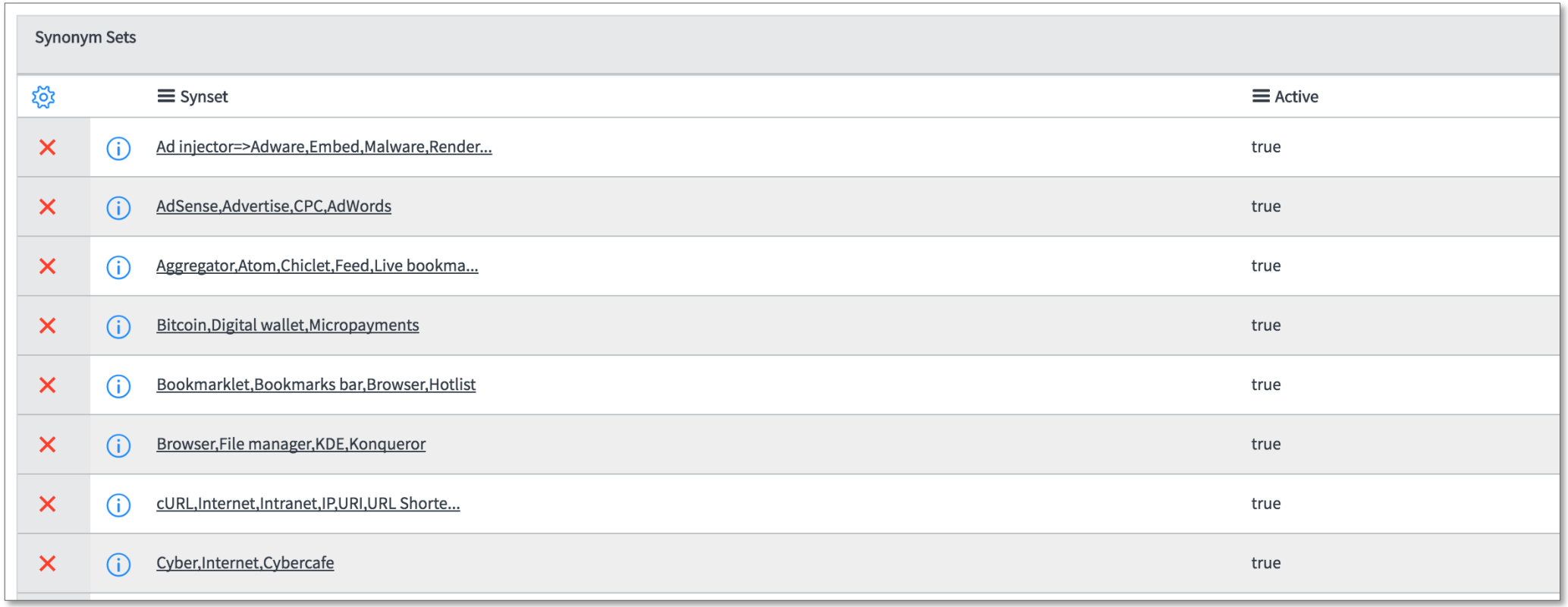
Granular Access Control



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Synonym Support

Define synonyms to improve search relevancy, so that you can connect your “articles” to your ”Customer’s voice”

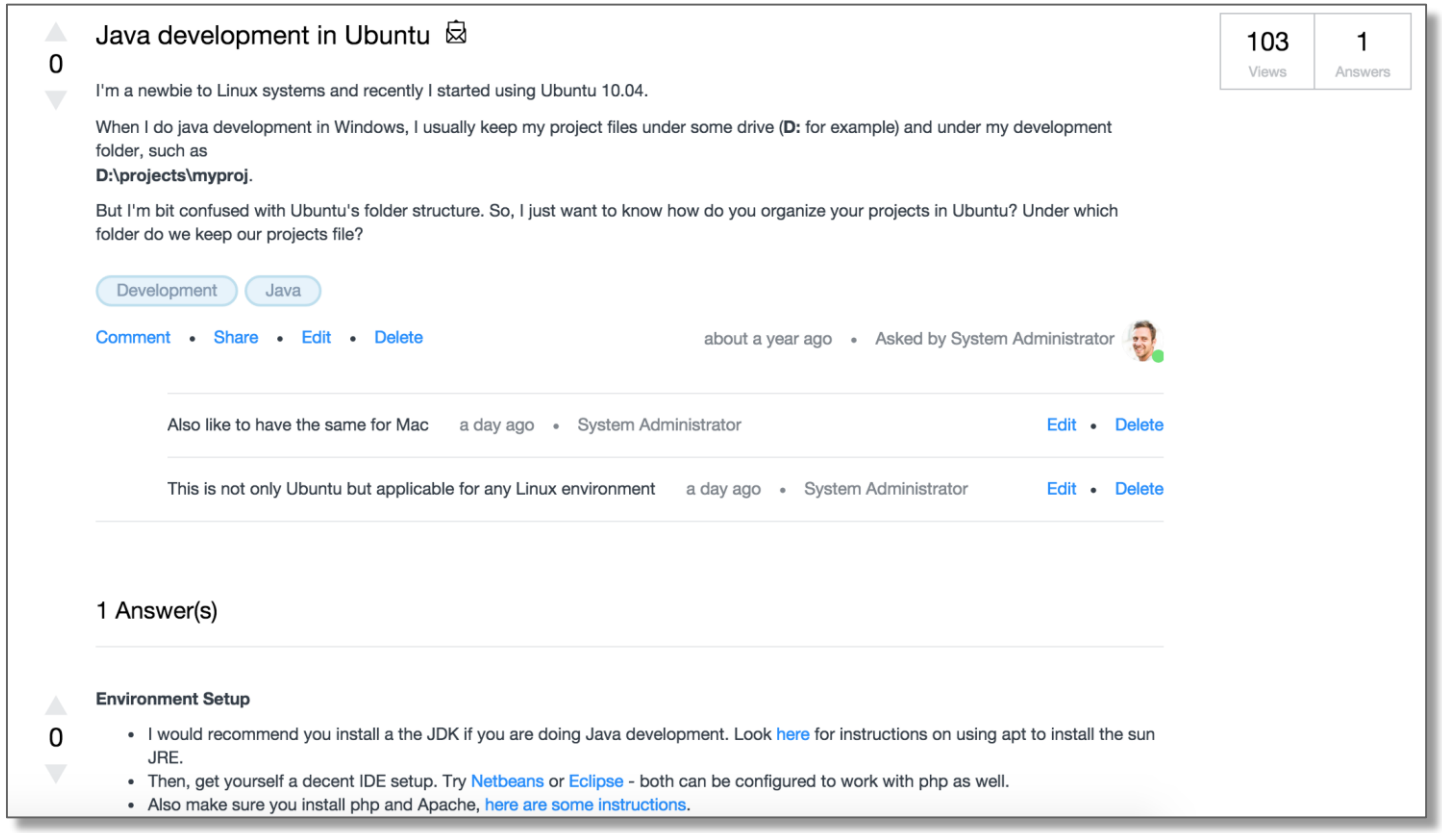


Synonym Sets

	Synset	Active
✕	Ad injector=>Adware,Embed,Malware,Render...	true
✕	AdSense,Advertise,CPC,AdWords	true
✕	Aggregator,Atom,Chiclet,Feed,Live bookma...	true
✕	Bitcoin,Digital wallet,Micropayments	true
✕	Bookmarklet,Bookmarks bar,Browser,Hotlist	true
✕	Browser,File manager,KDE,Konqueror	true
✕	cURL,Internet,Intranet,IP,URI,URL Shorte...	true
✕	Cyber,Internet,Cybercafe	true

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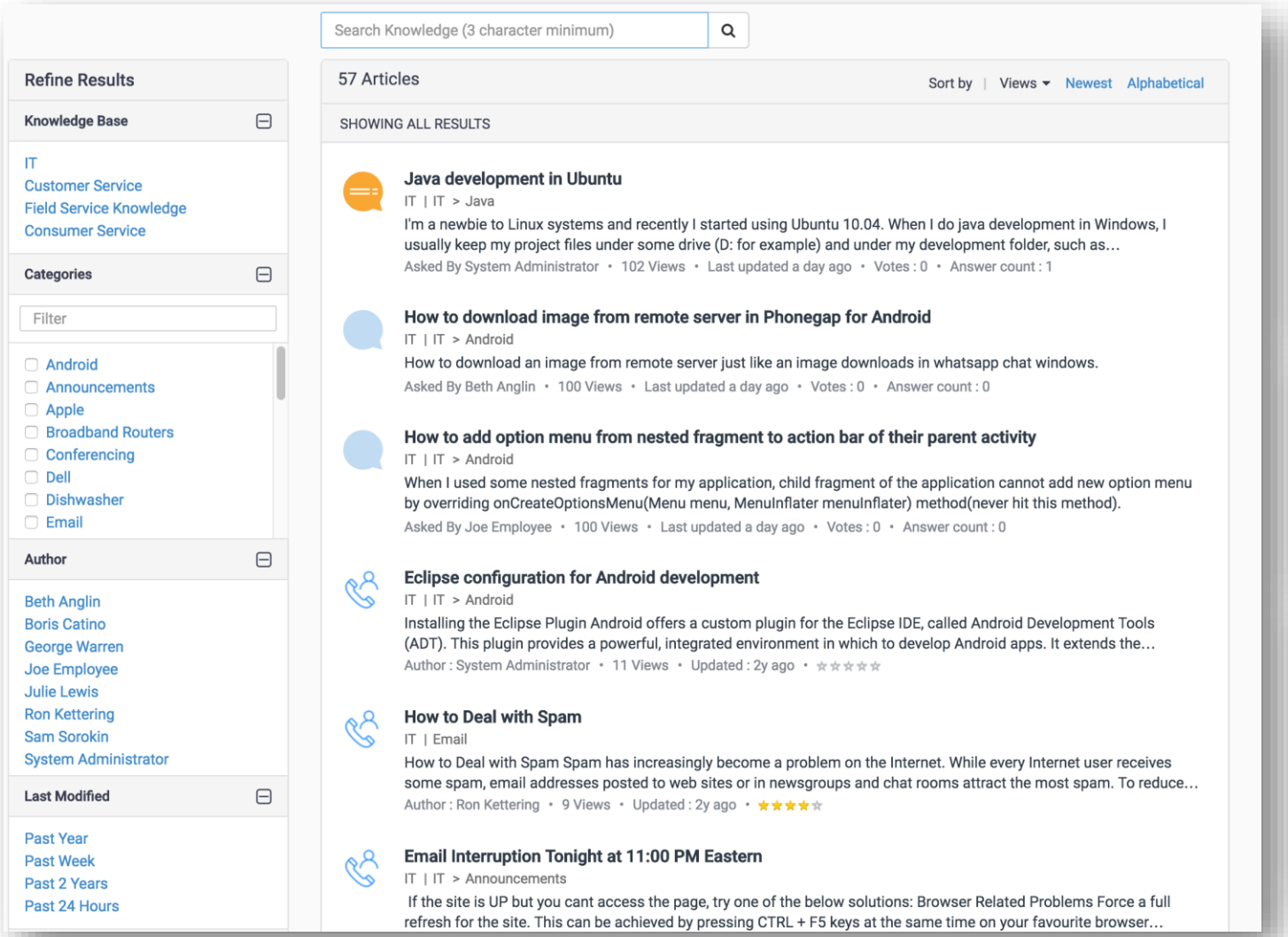
Social Q&A

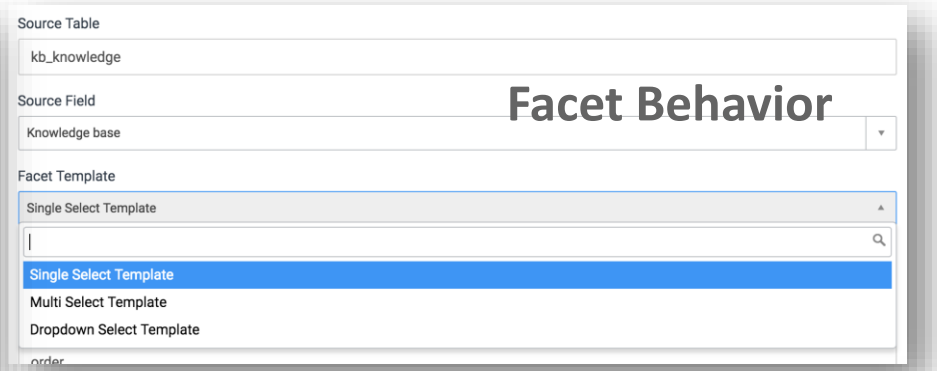


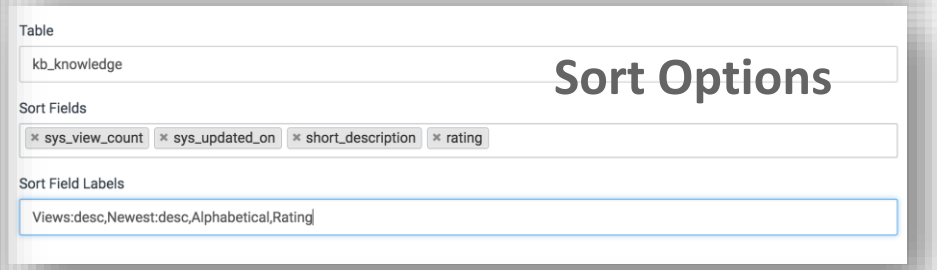
- Crowd Sourcing Knowledge
- Augment Self-Service
- Searchable as a Knowledge Source

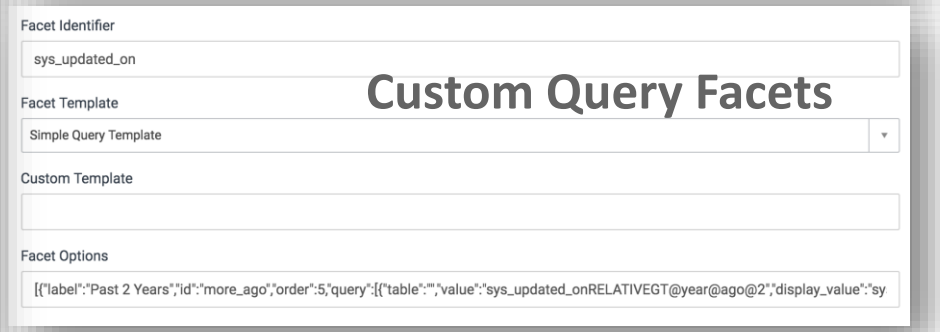
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Highly Configurable Search UI



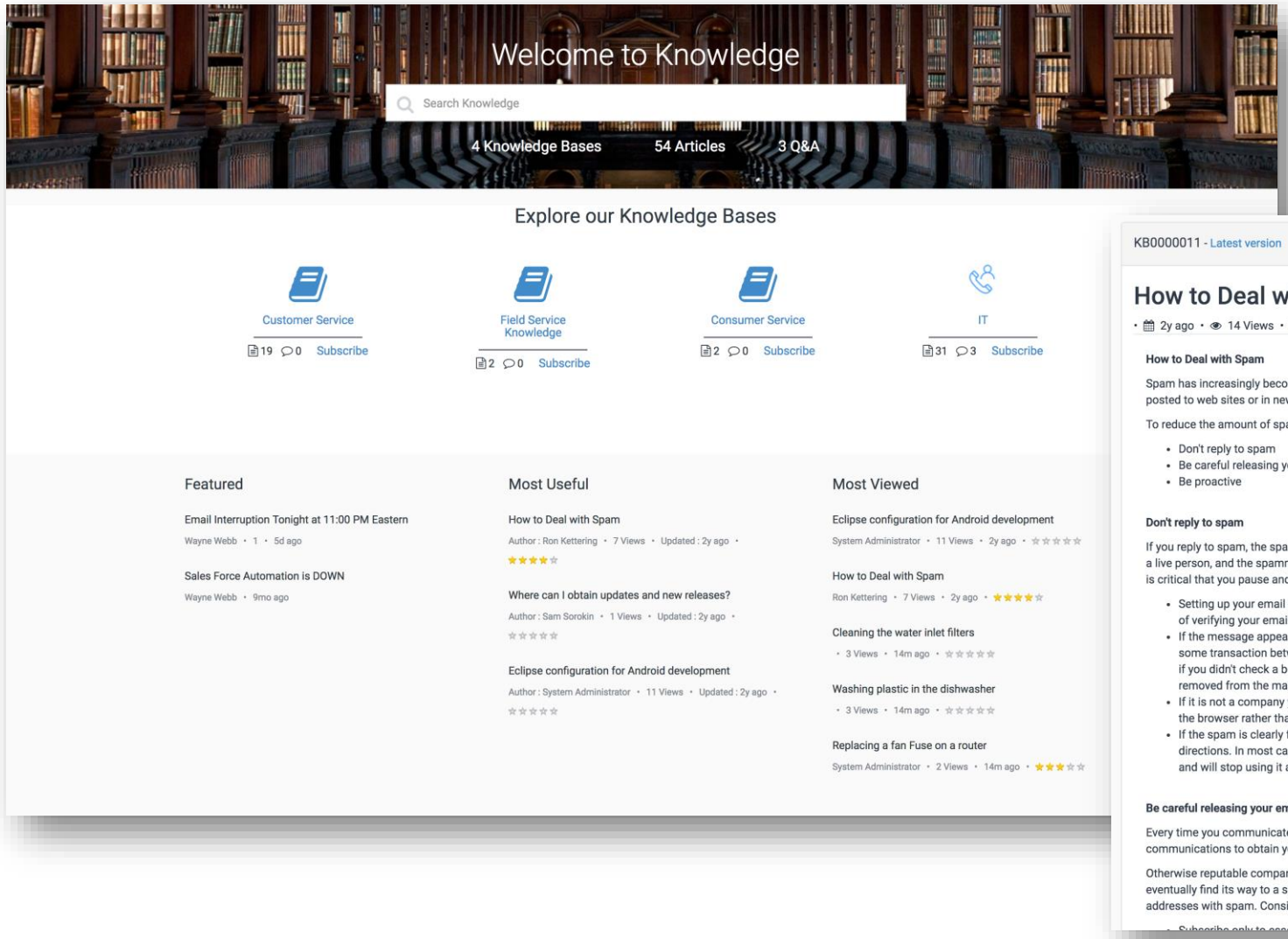


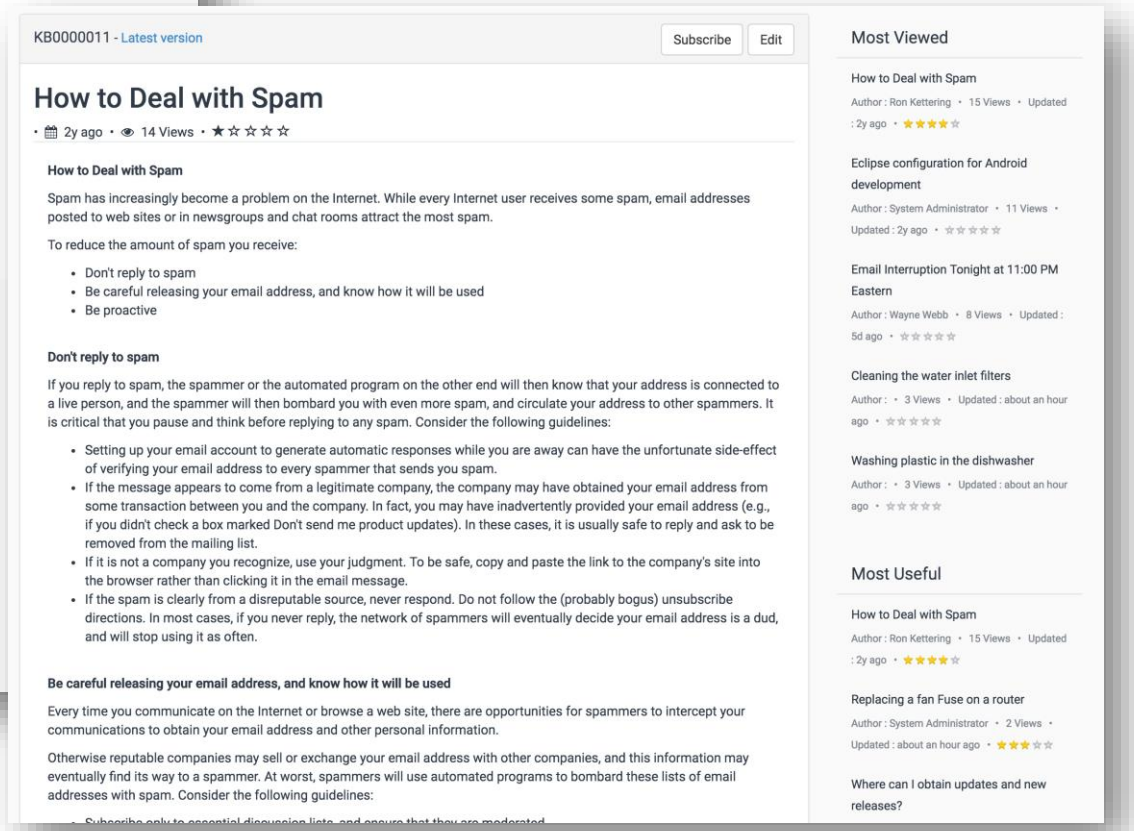




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Enhanced Knowledge Management Portal Experience





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Article Versioning

KM email

KB0010014 - v2.0

☆☆☆☆☆ 1 views

To create a personalized email signature:

1. Open a new message. On the **Message** tab, in the **Include** group, click **Signature**, and then click **Signatures**.
2. On the **E-mail Signature** tab, click **New**.
3. Type a name for the signature, and then click **OK**.
4. In the **Edit signature** box, type the text that you want to include in the signature.
5. To format the text, select the text, and then use the style and formatting buttons to select the options that you want.
6. To add elements besides text, click where you want the element to appear, and then do any of the following:

Options	How to
To add an electronic business card	Click **Business Card**, and then click a contact in the **Filed As** list. Then click **OK**
To add a hyperlink	Click **Insert Hyperlink**, type in the information or browse to a hyperlink, click to select it, and then click **OK**
To add a picture	Click **Picture**, browse to a picture, click to select it, and then click **OK**. Common image file formats for pictures include .bmp, .gif



Revised by Bernard Laboy
Last modified 1 minute ago

Version History

2.0 - Updated on 2017-01-25 by Bernard Laboy
1.0 - Authored on 2017-01-25 by System Administrator

Knowledge
KB0010014 v2.0

Checkout | Retire | Delete

To add a hyperlink	Click **Insert Hyperlink**, type in the information or browse to a hyperlink, click to select it, and then click **OK**
To add a picture	Click **Picture**, browse to a picture, click to select it, and then click **OK**. Common image file formats for pictures include .bmp, .gif, .jpg, and .png.

Wiki:

Related Products

Checkout | Retire | Delete

Related Links
View Article

Affected Products | Knowledge Feedback | Approvals (1) | Article Versions (8)

Article Versions Go to Version Search 1 to 8 of 8

Knowledge Versions

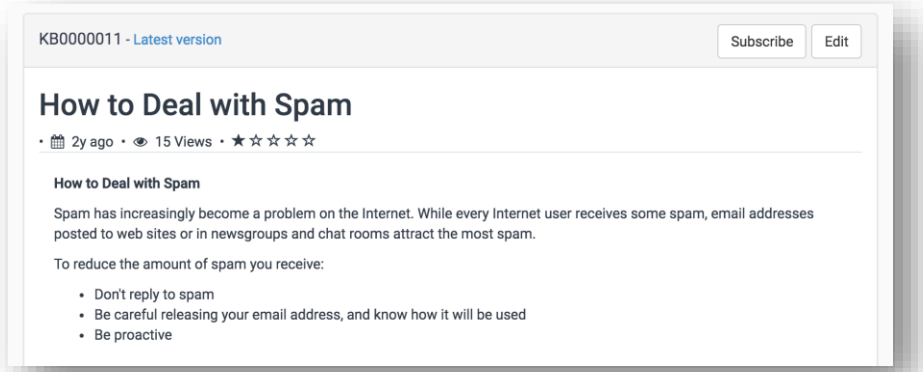
Version	Modified By	Modified On
2.0	System Administrator	2017-01-25 06:19:59
1.02	Bernard Laboy	2017-01-25 06:08:23
1.01	Bernard Laboy	2017-01-25 06:08:15
1.0	Bernard Laboy	2017-01-25 06:07:54
0.04	System Administrator	2017-01-25 06:06:42
0.03	System Administrator	2017-01-25 06:06:38
0.02	System Administrator	2017-01-25 06:06:29
0.01	System Administrator	2017-01-25 06:04:18

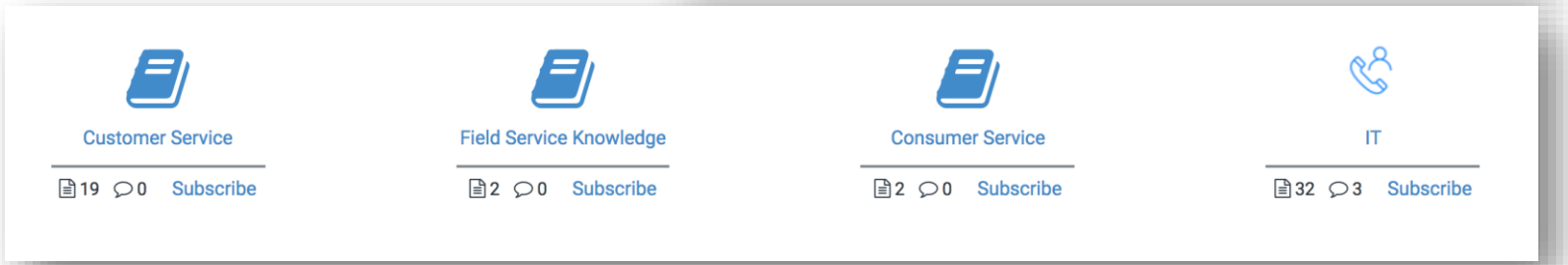
Actions on selected rows... 1 to 8 of 8

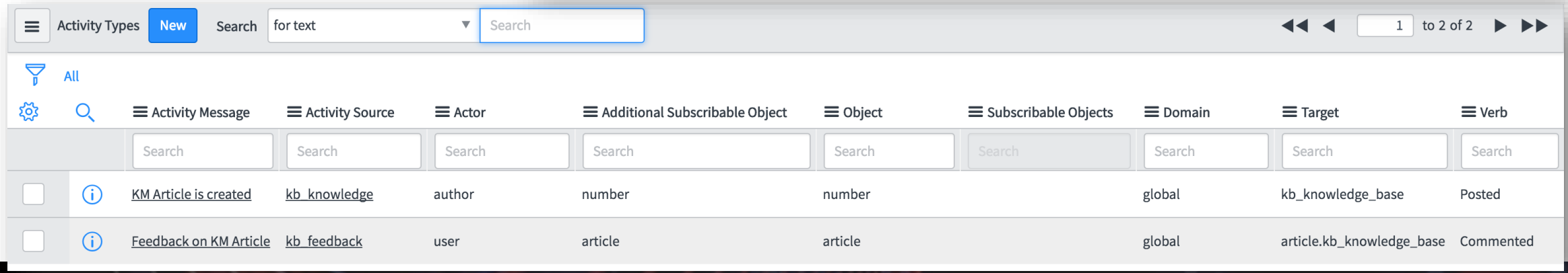
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Knowledge Subscriptions

- Supported Subscriptions
  - Articles
  - Knowledge Bases
- Activities
  - New Article created
  - Article checked out
  - Feedback received

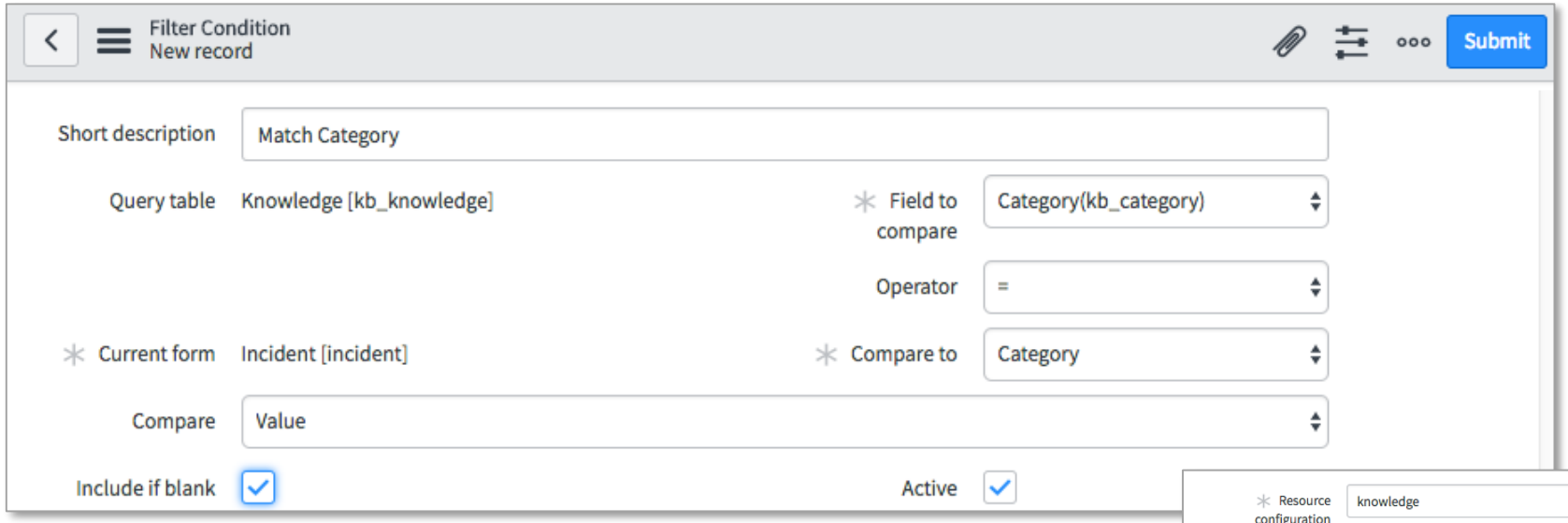


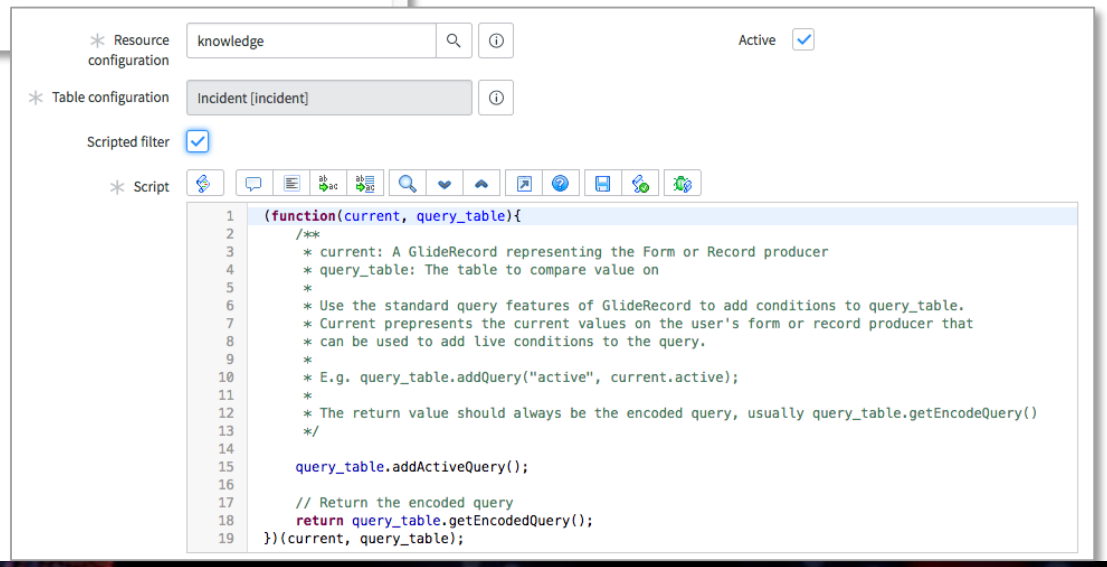




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Dynamic Filters on Contextual Search



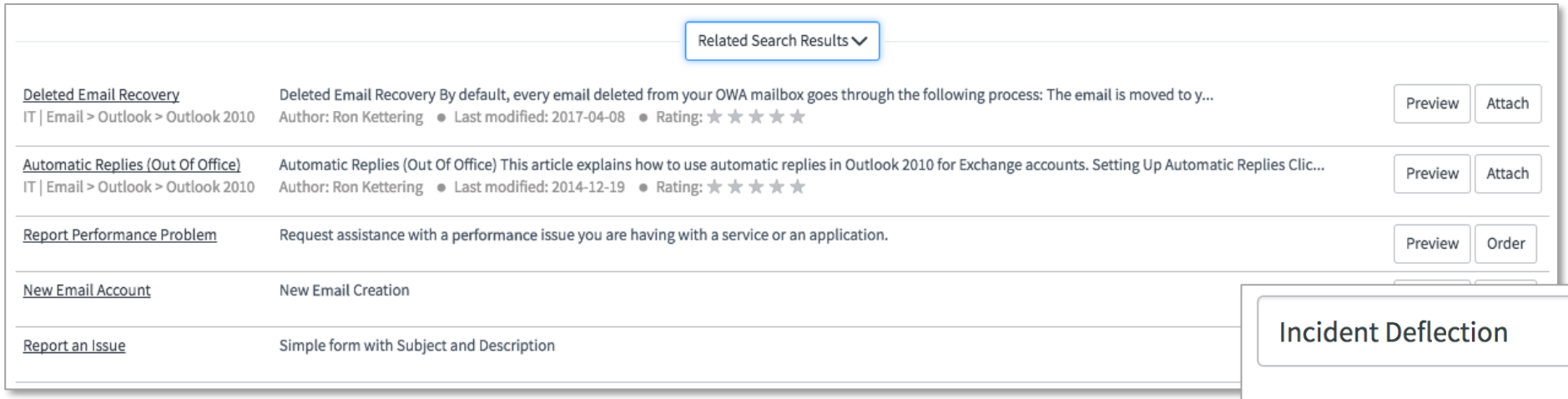


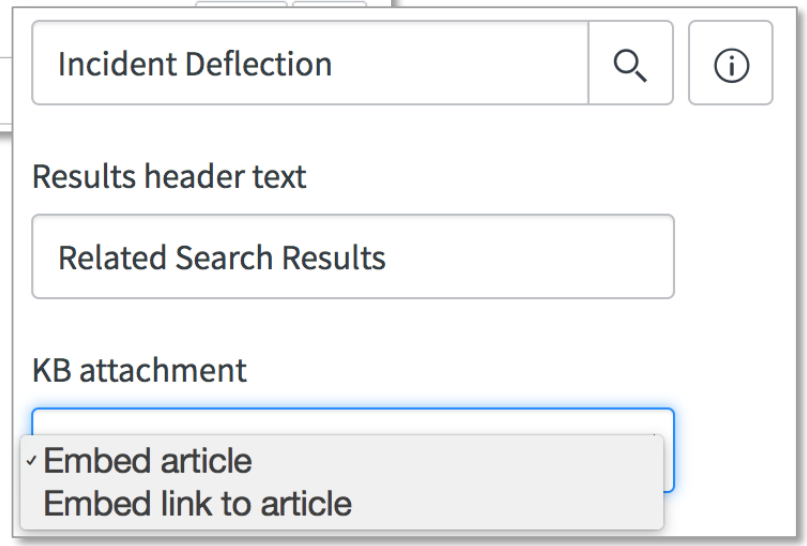
Pre-filter Knowledge search based on Context

- Simple Logical Match
- Scripted

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Contextual Search updates



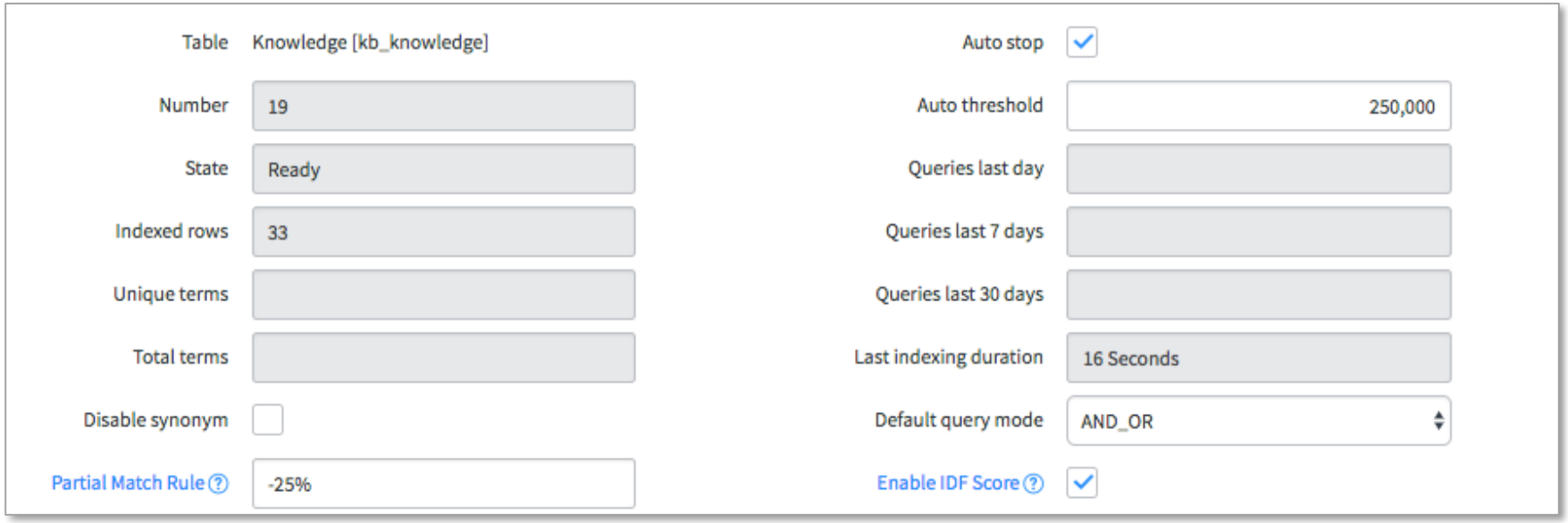


Additional Configurability

- Display Article metadata values
- Control how Articles are Attached to the Task

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Search Relevancy improvements



- **Inverse Document Frequency:** Term weighting scheme to help improve relevancy for less frequently used words
- **Partial Match Rule:** Improves relevancy in multi word searches

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