DOCUMENT360
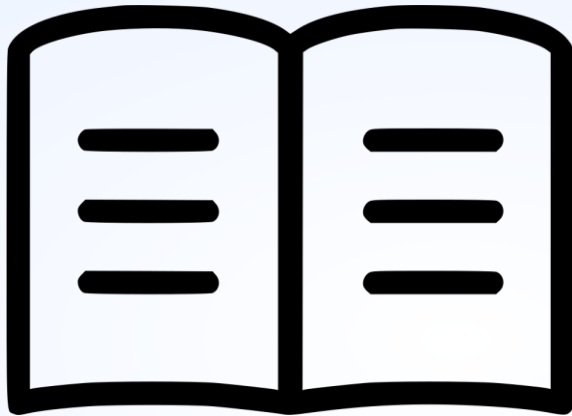
How to create a successful Knowledge base

Speaker

Selvaraaju Murugesan

Data strategist at Kovai.co

Overview
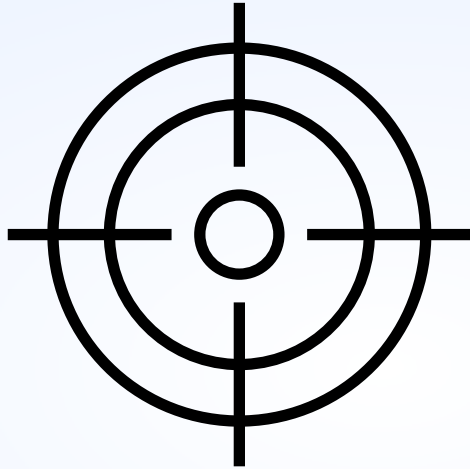

- Purpose of knowledge base

- Components of knowledge base

- **How-to** and success measures

- Best practices

- Close

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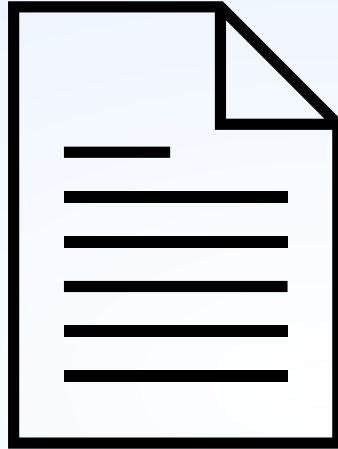# What is a knowledge base?

- Repository of information

- Information can be structured, semi-structured and unstructured

- Meets your **customer needs**
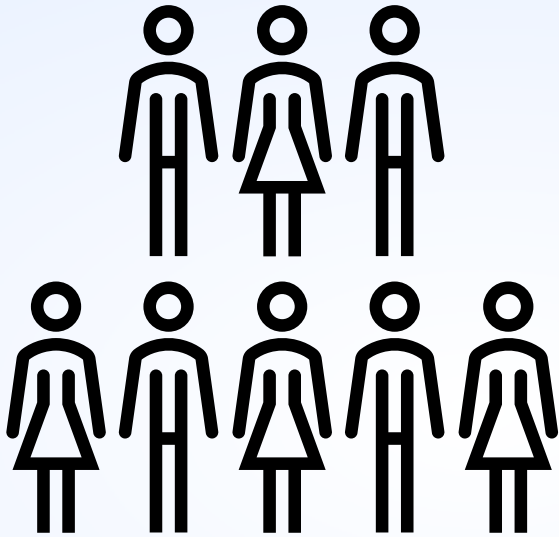
Purpose of knowledge base

- Product documentation

- Internal knowledge repository

- Customer support

- Troubleshooting guides

- FAQs

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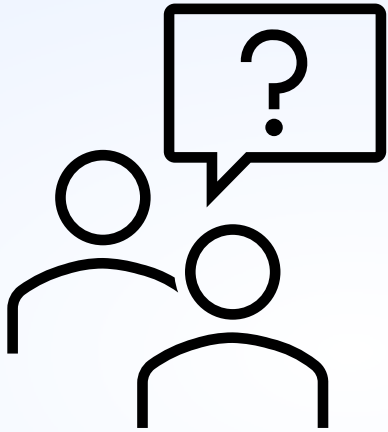# Product documentation

- Product features

- Configuration guides

- Best practices

- Tutorials

Internal knowledge repository

- Collection of corporate knowledge

- Internal business process

- Standard Operating Procedures

- Strategic initiatives

- Programs and projects

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# Customer support, FAQs and Troubleshooting guides

- Support guides

- Internal diagnostic procedures

- Common questions

- Tips and hacks

- Tools

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Knowledge Base (KB) Vs Content Management System (CMS)

- KB is tailored to meet technical writers requirements

- Core functional requirements – version, workflow, category management

- Access : public, private and mix of both

- Content needs frequent update

- CMS is suited for technical web developers and admins

- Core functional requirements – SEO, multimedia, forms

- Public access

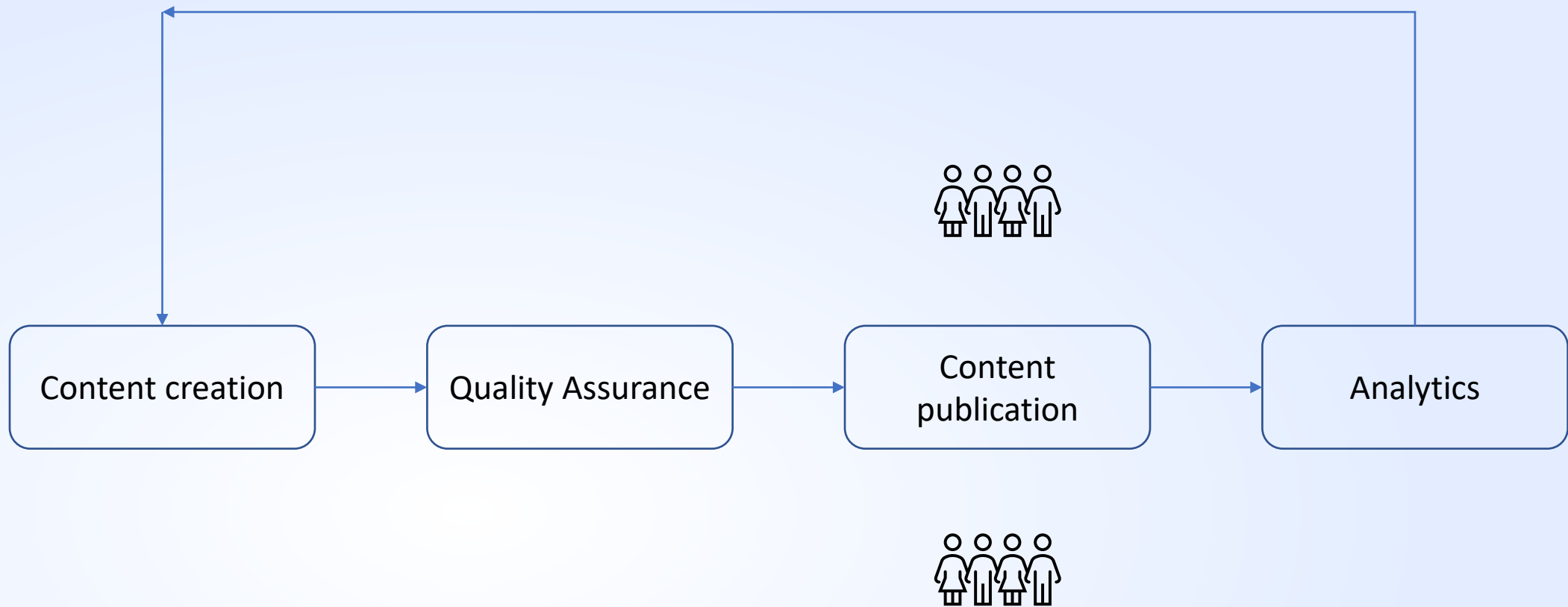- Content gets updated occasionally

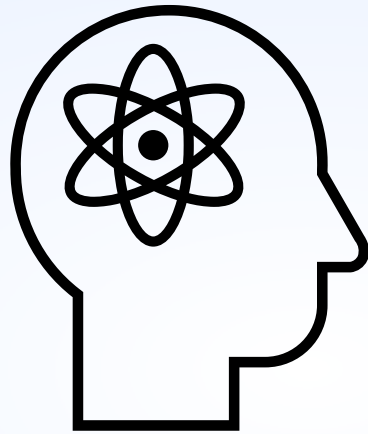**DOCUMENT36O**

Components of knowledge base
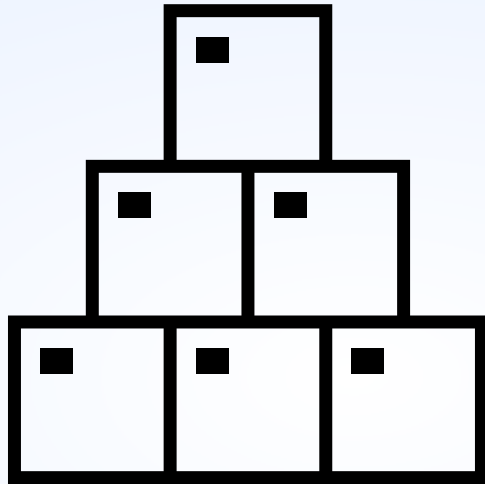
- Content taxonomy

- Information discovery

- Tool for authoring and publishing content

- Analytics – content producers and consumers

- Customer collaboration – Feedback

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# Lifecycle
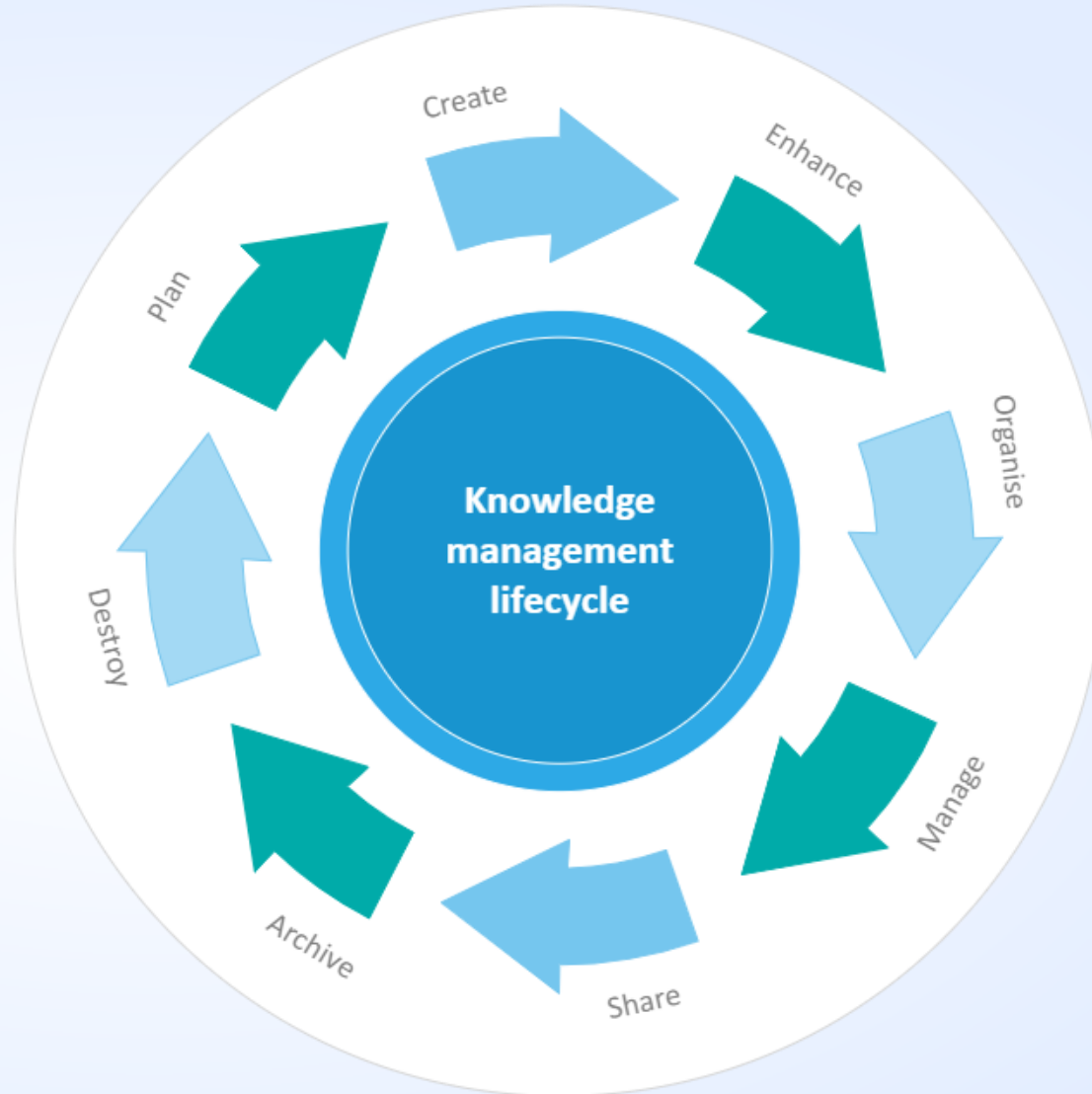
Creating a knowledge base – Content

- Structure your content
  - Create optimal taxonomy
  - List customer centric topics

- Ease of navigation
  - 2 – 3 sub-layers optimal
  - Consolidate relevant content

- Content
  - 2 - 4 mins read : 500 words per article
  - Simple words
  - Consistent business vocabulary

- Content growth
  - Information architect to review

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# Creating a knowledge base – Information discovery

- Ability to search using keywords
  - Fast
  - Responsive
  - Real-time
  - Index newly published article in lighting speed

- Content
  - Bring right articles
  - Needs to scale to your organisational needs
  - Suggest right content based on search interests

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Creating a knowledge base – Tool
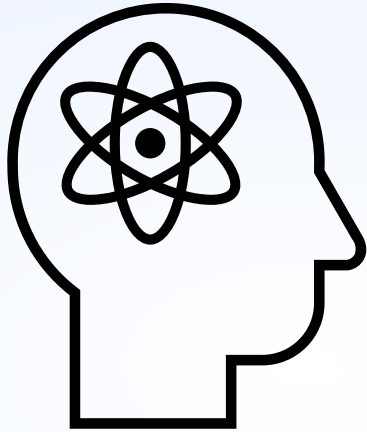
- Content management
  - Category management
  - Article assets – screenshots, multimedia

- Editor capabilities
  - Text formatting
  - Linking of internal and external content

- Workflow management
  - Quality assurance process

- Access control
  - Public site
  - Private – access privileges
 - Mixed

Creating a knowledge base – Tool
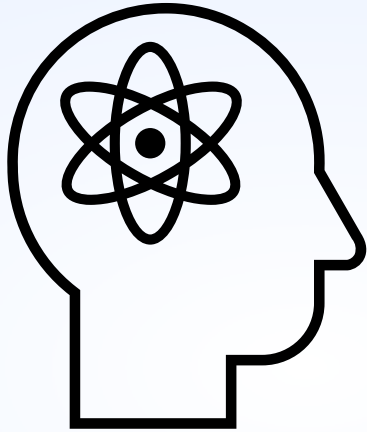
- Publishing content
  - Branded custom domain
  - SEO friendly
  - Customisable homepage

- Powerful search engine

- Content management
  - Manage article at scale

- Analytics
  - Usage analytics
  - Customer feedback

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# Creating a knowledge base – Collaboration
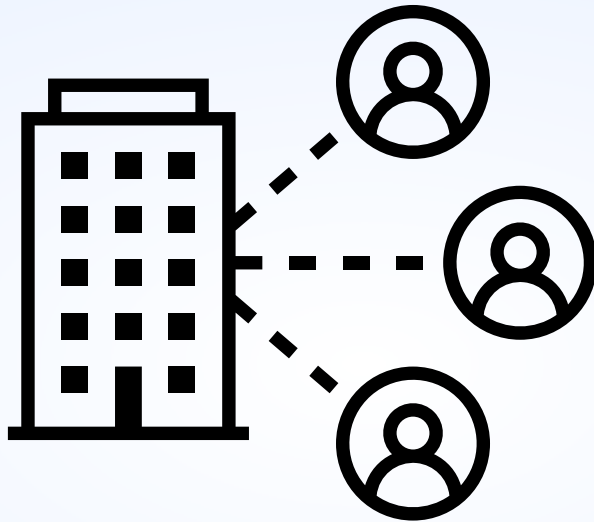
- Content collaboration
  - Content writers collaboration
  - Discuss
  - Workflow history
  - Article version control

- Integration with organisational team collaboration tools
  - Slack / Teams

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Creating a knowledge base – Analytics
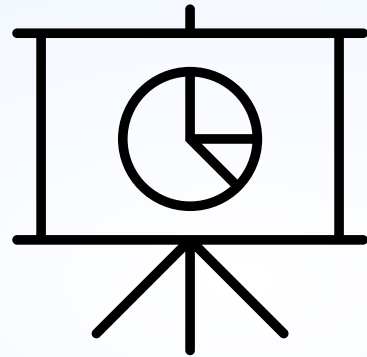
- Content consumer analytics
  - Geography
  - Behavioural flow

- Feedback
  - Quality assessment
  - Customer expectation

- *No search result* keywords

- Broken links – UX and Search Engine Optimisation (SEO)
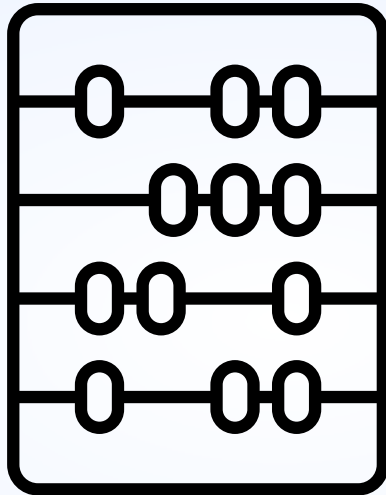
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Demo: Creating product docs
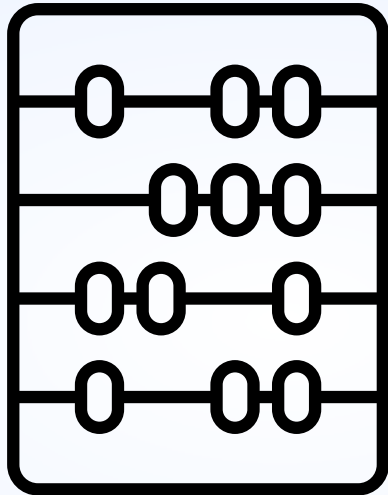
- SaaS product documentation

- Feature documentation

- Release notes

- Troubleshooting guides, tutorials, FAQs

- Self-service portal

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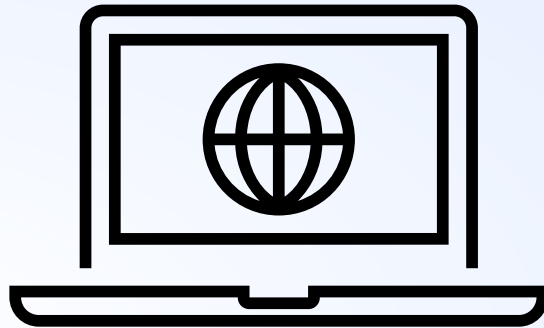
Demo

Demo: Creating product docs

- Shift customer mindset

- Self-service – an optimal way to scale your customer base without compromising quality of service

- Reduce customer support tickets and staff for optimising business process efficiency

- Deflect customer support ticket and use it as part of your feedback

Benefits
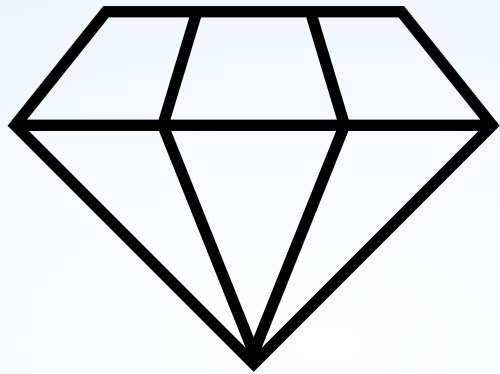
- Self-serve digital savvy customers

- Self-service customer support

- Customer satisfaction and engagement

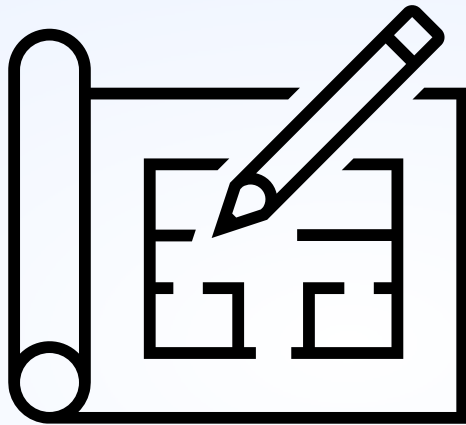- Reduce customer churn

- Propel Innovation
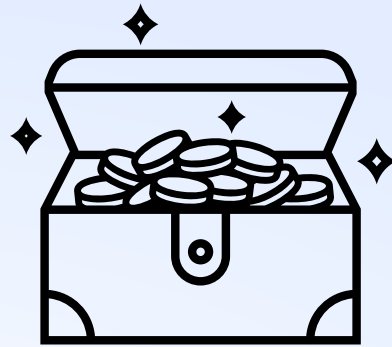
Knowledge base is an organisational asset as it holds institutional memory

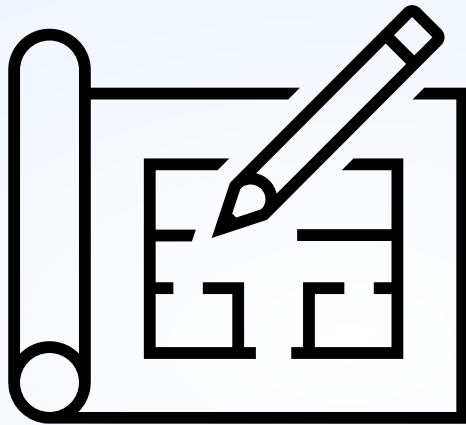DOCUMENT36O

How will you measure success?

- Outcome focussed metrics
- Content quality metrics
  - Readability
  - Workflow metrics
  - Discoverability
- Content consumption
  - Customer feedback
  - Content engagement
- Customer satisfaction
- Cost savings metrics

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Best practices

- Produce typo free and technically accurate content

- Structure content for intuitive navigation

- Use right tools for authoring and publishing content

- Utilise analytics to improve content quality

- Outcomes as success metrics

Best practices

- Setup documentation workflows to ensure quality

- Prepare checklist to ensure revisions are kept to optimal

- Collaborate across product engineering, sales, customer support and customer account manager

- Respond to your customer feedback swiftly

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Questions ?