Webinar On

How to create a successful Knowledge base

Speaker

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Overview

- Purpose of knowledge base
- Components of knowledge base
- How-to and success measures
- Best practices
- Close
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
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
Customer support, FAQs and Troubleshooting guides

- Support guides
- Internal diagnostic procedures
- Common questions
- Tips and hacks
- Tools
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
Components of knowledge base

• Content taxonomy

• Information discovery

• Tool for authoring and publishing content

• Analytics – content producers and consumers

• Customer collaboration – Feedback
Lifecyle

Knowledge management lifecycle

- Create
- Enhance
- Organise
- Manage
- Share
- Archive
- Destroy
- Plan
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
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
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
Creating a knowledge base – Collaboration

- Content collaboration
  - Content writers collaboration
  - Discuss
  - Workflow history
  - Article version control

- Integration with organisational team collaboration tools
  - Slack / Teams
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)
Demo: Creating product docs

- SaaS product documentation
- Feature documentation
- Release notes
- Troubleshooting guides, tutorials, FAQs
- Self-service portal
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.
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
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
Thank You!
Questions ?