



Webinar On



Promoting crowd-sourced contributions with KCS and AI



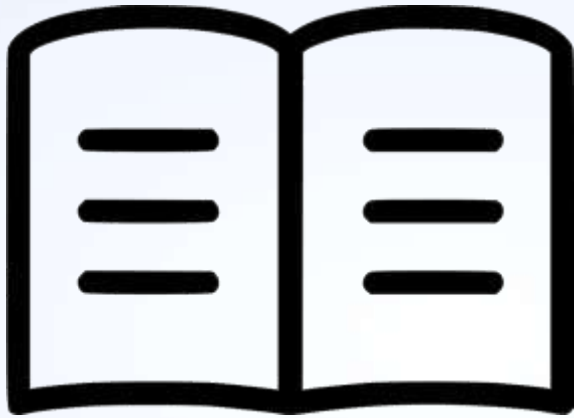
Speaker

Sally Stumbo

Senior Technical Writer

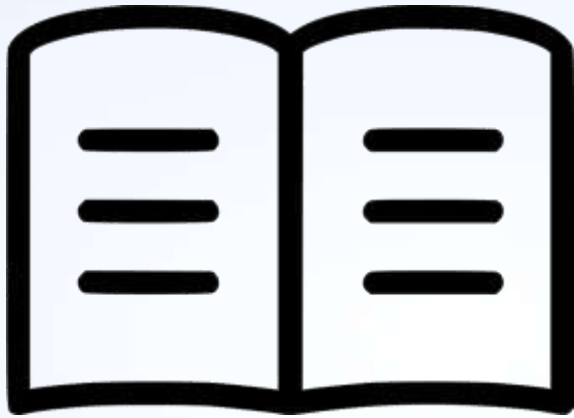
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What we'll talk about today



- How to encourage meaningful, high quality content contributions from across your organization
- How KCS can help drive contributions from support teams and others
- How AI can help reduce friction in the process

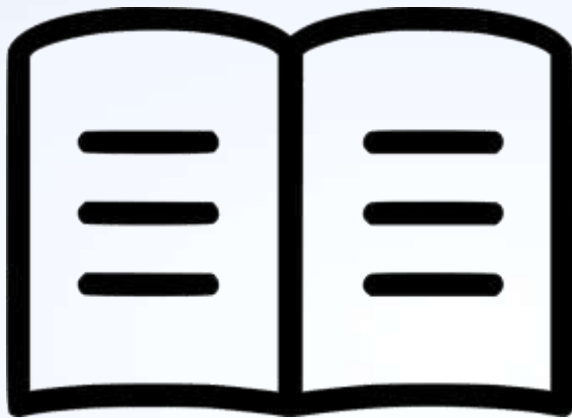
Problem: Docs teams can't scale linearly



- Growing product complexity
- SMEs have implicit knowledge but do not explicitly write it anywhere
- Bug fixes and other updates slip through the cracks, delaying content updates
- Result: Higher likelihood of content gaps, which can increase support volume

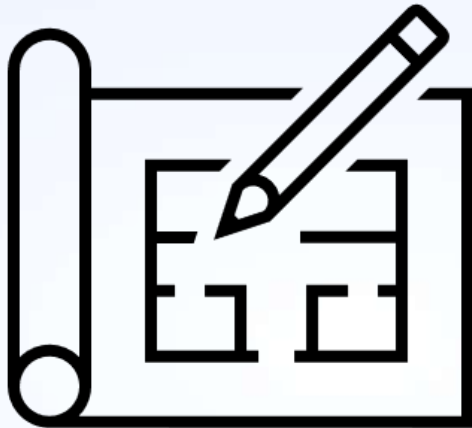
Knowledge-Centered Service (KCS)

KCS is a methodology designed to capture, structure, and reuse knowledge during support interactions.



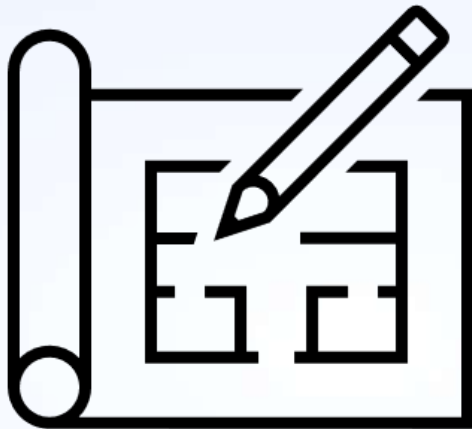
- During the support process, support agents should create KB articles in response to customer requests
- If content exists, support agent sends it to the customer.
- If content doesn't exist, support agent documents it.

Use AI to supercharge contributions



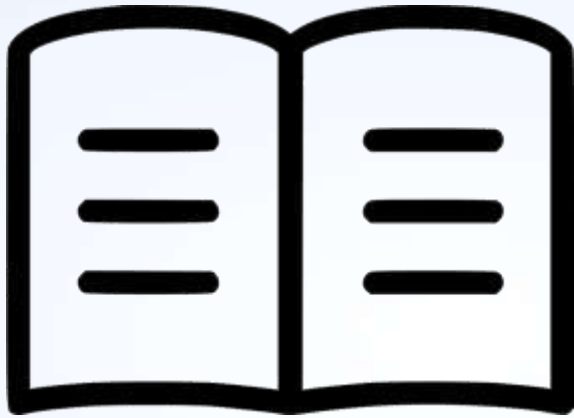
- Turn rough notes or support case threads into polished KB articles
- Use applications that read your internal resources to answer questions - use those questions and answers to create content
- Set up custom GPTs to help with style and tone when writing AI-generated content

Example workflow



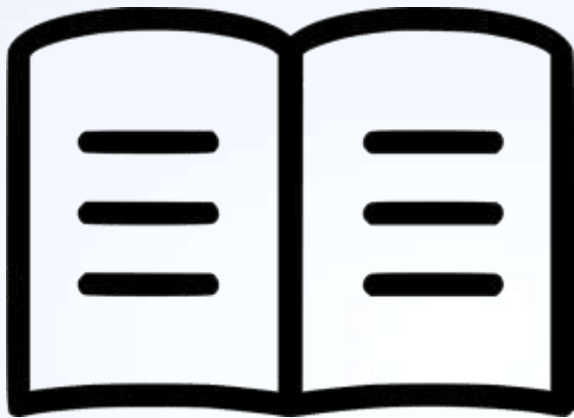
1. You come across new information.
2. Write out rough notes about issue and its resolution. Put them into an AI tool, such as ChatGPT, and prompt it to turn into docs-ready content:
I am writing a KB article based on this information. Make this sound good and format it to be in a KB.
3. Copy/paste the content into your docs or KB and review it. Make sure to edit for tone and style.

Keep content fresh



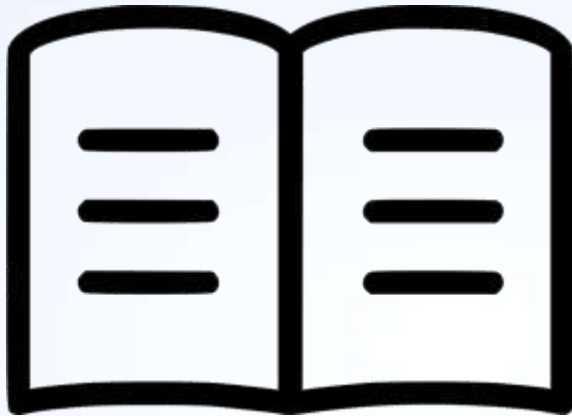
- When someone uses a docs page or a KB article, that usage should act as *a review of the content*.
 - If the content is not accurate, they should update it.
- You can also find AI tools that search for knowledge gaps and updates

Building a culture that supports crowd-sourced knowledge



- Make contributions as easy as possible
- Make docs writing a part of the product development process
- Reward or recognize contributors

Takeaways



- Find a process that works for you
- Make sure you reduce friction in the process
- Promote the use of AI for efficient contribution
- Make content writing part of your company's culture

Questions ?

Thank You!

