



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE

RIGHT
NOW
TECHNOLOGIES
SUMMIT 07

Knowledge Base Best Practices

Sheri Hastings
Senior Consultant
August 2007

Agenda

- The RightNow Search Algorithm
- Configuring for Improved Search Results
- Reporting Techniques for Monitoring your Knowledge Base
- Best Practices for Maintaining Your Knowledge Base

The RightNow Search Algorithm



- How the Search Algorithm works
- What are Match Weights?
- What is clustering?
- How the end user page configuration affects search results

Configuring for Improved Search Results

- Your toolbox:
 - Keywords
 - Synonyms
 - Aliases
 - Topic Words
 - Stop Words
 - Start -Stop Indexes
 - SLAs /Privileged Content

Keywords and Phrases

- Maximum length 25 characters
- Stemming
- Case Sensitive
- Phrase Indexing vs. Keyword Indexing (flagpole vs. flag, pole)
- Best practices for keeping keywords up to date

Synonyms, Aliases, and Topic Words

- Use and configuration of synonyms
- Use and configuration of aliases
- Use and configuration of topic words
- When to use keywords or phrases vs. aliases
- When to use topic words

Stop Words and Start-Stop Index,

- Using and configuring stop words
- Using start-stop index
- When to use stop words vs. start stop index

Reports to Improve your Knowledge Base

- Missing Keywords
- Missing Stop Words
- Answer Hit Rates
- Knowledge Base Peak Usage
- The Gap Report
- Site Summary Report
- Using Click Track to see who's clicking on what

Click Track Reporting

- Who is doing what in your KB?
- Is the Smart Assistant helping or are they bolting?
- Click Track vs. Smart Assistant reporting

Using SLAs for Answers

- What are SLAs
- Requirements for using SLAS
- What you can do with SLAS

Maintaining your Knowledge Base

- Define a Publishing Process
- Answer escalation rules
- Publish On
- Answer Notifications
- Answer Feedback
- End User Surveys

Answer Feedback and Answer Notification

- Answer Feedback Best Practices
- Answer Feedback and KB Maintenance
- Answer Feedback Reporting
- Answer Notification reporting

Adding Surveys to your KB

- Basic creation of a survey
- Adding a link for the survey to your KB pages