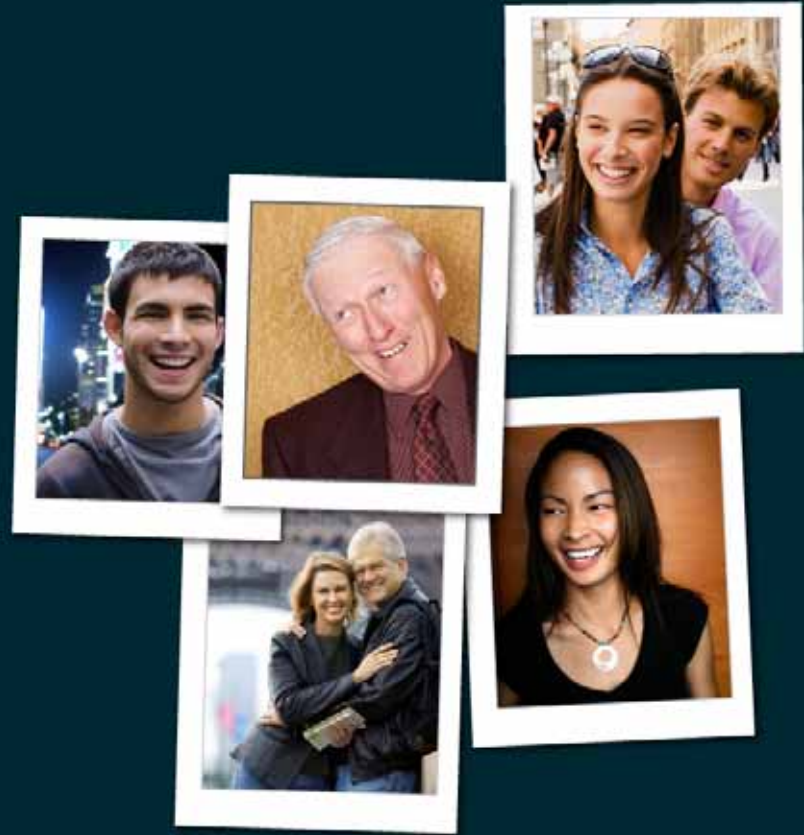


SUMMIT 08



ESTABLISHING A KNOWLEDGE FOUNDATION

Eric Gilje & Tiffany Larson

RIGHT
NOW.

- Review best practices for knowledge base administration
- Tips and Tricks for knowledge base tuning
- Three often overlooked items

- Answer Relationships (benefits of manual vs. learned)
 - Incorporating answer links as part of the KB process
 - Linking answers together within answer content
- Word Files
 - Alias text
 - Exclude words (thesaurus)
 - Word Stemming
- Incident/Knowledge base interaction from agents to administrators
 - Common FAQs?
 - Propose Feature
 - Automated Answer Text

Alias Text -

A word that represents another word or phrase. Aliases and the words or phrases they represent can be added to the synonym list to enhance customer searching.

Word Stemming -

A feature used in keyword indexing and text searching that finds the root of each word and stores the stemmed root instead of the whole word, thereby saving large amounts of space while making a search broader and more appropriate.

Business Rule -

A component in RightNow for defining processes to automate workflow, notification, and escalation.

Incident Thread -

The list of all activity on an incident, including the original question, agent responses and updates, customer updates, records of conversations, and staff member notes about the incident (which are not visible to customers). The incident thread lists activity in chronological order and can be filtered by thread type.

Standard Text -

Any text or response prepared in advance that can be sent to customers when responding to incidents

- **Sibling Answers:**

Answer which share the same products and categories

- **Manually Related Links:**

When editing an answer, the Manually Related Answers section on the Relationships tab allows you to select specific answers to display at the bottom of the end-user page when the answer is viewed. On the end-user pages, manually related answers are listed under the heading: “Answers others found helpful”

- **Learned Links:**

The Learned Links section on the Relationships tab displays answers that are related to the answer as determined by the application based on end-user link activity. On the end-user pages, answers listed in the Learned Links section of an answer display under the heading:

“Users who viewed this answer have also viewed”

- **Promoting learned link answers:**

Promote a learned link to the manually Related Answers section and enforce a specific relationship between the answers

- **Blocking learned link answers:**

If you determine that an answer listed in the Learned Link section should be removed, highlight the answer and click the Block/Unblock button

- Use a business rule to offer answer back to customer
- Base the rule on incident thread
- Screenshot

Edit Incident Rule

Editing Rule in State: In-progress

Rule Name

Answer Auto Response

Notes

If

1 Incident.Customer thread contains limit buffer by

Add condition based on:

Then

1 Append Existing Solution (by Answer ID) to Response Field

Delete Action

Add Action

- The exclude_answers.txt file includes common and frequently-used words such as pronouns and prepositions, including "your", "at", and "the"
- The exclude_answers.txt file specifies the words to exclude when searching answers on the end-user pages or the administration pages
- Path To Setting: Common Configuration > System Configuration folder > File Manager > Word List Files (from Switch To menu)

- Establishes a link between two words to treat them as synonyms for every search type
- FBI = Federal Bureau of Investigation
- Whiskey = Scotch
- Path To Setting: Common Configuration > System Configuration folder > File Manager > Word List Files (from Switch To menu) > alias.txt

- The search is performed on the root words which means the search results include words that have the same root word.
- Word-stemming allows matches for words with different suffixes, such as -s, -ed, and -ing. As a result, your search results include variant forms of the words included in the search.

- CONNECT CONNECTED CONNECTING CONNECTION CONNECTIONS

=> CONNECT

- Enable the front line
- Invite leading agents to weekly/bi weekly meetings
- Review current answers (top and bottom) with front line
- Might also review standard text at this time

- Short Subject lines for answers
- Meaningful Summary
- Review answer feedback (queue, routing, monitor that queue)
- Review and Publish on Dates
- Display Positions
- Direct access from website to answers/manuals
- One click access to support site
- Creating a link to a pre populated list of answers
- Popular reports (do you have a schedule set up?)

QUESTIONS

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