

RIGHT
NOW[®]




S U M M I T 0 9

**ESTABLISH A KNOWLEDGE
FOUNDATION - *KNOWLEDGE
BASE 101***

Doug Warner

Director of Product Management



Knowledge Base 101

Agenda

- ▶ Populating Your Knowledge Base
- ▶ Social Knowledge Management
- ▶ Managing User Access
- ▶ Workflow and Ideas
- ▶ Reports
- ▶ Open Discussion

8 Steps to Great Customer Experiences

1. **Establish a Knowledge Foundation**
2. Empower Customers
3. Empower Frontline Employees
4. Offer Multi-Channel Choice
5. Listen to Your Customers
6. Design Seamless Experiences
7. Engage Proactively
8. Measure and Improve Continuously

Populating Your Knowledge Base

- ▶ Find existing information
 - Support staff
 - Corporate website
 - Product documentation
- ▶ Structure and categorize
 - How many products?
 - How many categories?
 - Clever use of product and category structures

Products (Agent Visible)

- Products
- General
 - Cables & Installation
 - Cameras & Camcorders
 - Car Audio & Video
 -
 - Cell Phones and Accessories
 - GPS & Car Accessories
 - Home Theater & Audio
 - MP3 & Portables
 - TVs, Blu-ray & Gaming
 -
 - Marine
 - Telephones
 - Home Security & Safety
 - Federal Government
 - Higher Education
 - Retail

Product: 139 - dwarnar - RightNow C

Home

Save Save & Close Refresh Find Copy Links From Remove All Links Visibility Description Category Links Disposition Links Product Reports

Name

Visibility

Interfaces	Administration	End-user
dwarnar	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Refresh Undock

Logged in as: Chris Morris Online 100%

Products (Customer Visible)

Product Hierarchy	
<u>General</u>	Used for Knowledge Syndication (Sales tax, privacy etc)
<u>Company</u>	
<u>Cables & Installation</u>	
<u>Cameras & Camcorders</u>	
<u>Car Audio & Video</u>	
<u>Cell Phones and Accessories</u>	Used for Knowledge Syndication in Catalog
<u>Cell Phones</u>	
<u>Global</u>	
<u>FishFone</u>	
<u>6215i</u>	
<u>8500i</u>	
<u>LG</u>	
<u>Chocolate</u>	
<u>RIM</u>	
<u>Blackberry Curve</u>	
<u>Nokia</u>	
<u>6260 Slide</u>	
<u>5800 XpressMusic</u>	
<u>Accessories</u>	
<u>GPS & Car Accessories</u>	
<u>GPS Navigation</u>	
<u>Handheld & Personal Training GPS</u>	
<u>Home Theater & Audio</u>	
<u>Home Speakers</u>	
<u>TVs & Video</u>	
<u>Televisions</u>	
<u>Projection Screens</u>	
<u>Accessories</u>	
<u>Accessories</u>	
<u>Blu-ray & DVD Players</u>	
<u>Accessories</u>	
<u>MP3 & Portables</u>	
<u>TVs, Blu-ray & Gaming</u>	
<u>Marine</u>	Being used for Knowledge Syndication in the catalog
<u>Satellite Radio</u>	
<u>Kenwood KDC-232MR</u>	AM/FM/CD receiver with 10-amp fuse inserted into chassis, US/European Tuning, Satellite Radio Ready

???

Populating Your Knowledge Base

- ▶ Which Answer fields to populate
 - Summary
 - Question
 - Answer
 - Product and Category
 - NOT Keywords!
- ▶ Historical usefulness
 - Place at
 - Fix at
- ▶ Review and Publish dates

Display Position

Answers Default 10 - Syncing PC's Music Lib...

Summary* Syncing PC's Music Library with MP3 Player

Status* Public

Language* English (US)

Assigned Knowledge Engineering
Robert Phelps

Access Level Everyone

Content Products/Categories Tasks (0) **Details** Attachments Audit Log Relationships

Display Position* Place at Top

Review On Historical Usefulness

Place at Bottom

Place at Middle

Guided Assistance Place at Top

Fix at Bottom

Fix at Middle

Fix at Top

Notify Subscribers No change

Publish On No Value

Options

Answer Subscribers

Record Count: 0

First Name	Last Name	Organization Name	Email Address	Start Date /
There are no items to show in this view.				

Review On Date

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Status* Public Language* English (US)

Assigned Knowledge Engineering Robert Phelps Access Level Everyone

Content Products/Categories Tasks (0) **Details** Attachments Audit Log Relationships

Display Position* Place at Top Notify Subscribers No change

Review On No Value Publish On No Value

Guided Assistance

Answer Subscribers

Record Count: 0

First Name	Last Name	Organization Name	Email Address	Start Date /
There are no items to show in this view.				

Options

September 2009

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

Today - 09/28/2009
No Value

Publish On Date

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Review On No Value Publish On No Value

Guided Assistance

Answer Subscribers

Record Count: 0

First Name	Last Name	Organization Name	Email Address	Start Date /
There are no items to show in this view.				

September 2009

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30	31	1	2	3	4	5
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

Today - 09/28/2009
No Value

Quiz

What should be difficult to find in your published content?



Social Knowledge Management

- ▶ Grow organically with “propose”
- ▶ Leverage rankings
- ▶ Consider: Syndicated knowledge widget

GS FishFone
 7 People say: ★★★★★
 Item #305LN10460 ✔ IN STOCK
Price: \$ 160.00
 Savings: - \$ 25.00

[Purchase](#) »

[Product guide\(s\)](#) **FREE**
[Shipping](#) **FREE**

FEATURES:
 TFT touchscreen, 256K colors
 5 MP Camera/Video
 Browser, Email, Maps, & Games
 Cutting Edge Multimedia
 Built in GPS

Recommended Accessories:

GS Bluetooth Headset



GS Leather Belt Holster



GS Car Charger



Live Help



Click the image above to chat live with one of our experts.

Online Collaboration



Let our experts guide you through our site to help you find products or resolve problems. Click above to get started.

Overview

Stay in touch near water without worry of damage

The FishFone is the worlds first cellphone to meet JIS7 waterproof specifications, which means it can be submerged up to 1 meter for 30 minutes with no damage to internal parts. This submersible phone gives you the mobility you need to stay in touch by the pool, in the garage or next to the kitchen sink.

Learning Center - FishFone

Top Questions

Search

[Submersible Phone](#)

The GS FishFone can withstand more shocks and drops than its predecessor and can also be...

[Call Interruptions](#)

There can be a variety of reasons: - The caller is entering an area with poor or no service -...

[Operating frequencies for radio equipment](#)

Here are some operating frequencies for various types of radio equipment. FM Radio: 87.9 -...

[3G Capabilities](#)

3G provides accelerated data speeds and simultaneous voice and data capabilities for an amazing...

[3G Availability](#)

Disclaimer: 3G network not available in all areas Coverage Viewer Disclaimer: Referenced speeds...

Manage Your Account

[Sign In](#) or [Register](#)

[My Notifications](#)

[My Profile](#)

[Change Your Password](#)

[Store Locator](#)

Support

[Support Home](#)

[Ask A Question](#)

[Answers](#)

[My Account](#)

[Live Chat](#)

Recent News

[Worried about getting your Phone wet? Check out the new FishFone from Global Solutions](#)

[Take a look at our June Newsletter for new product bulletins and up-to-the-minute sale prices.](#)

Learning Center - FishFone

Top Questions

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Disclaimer: 3G network not available in all areas Coverage

Viewer Disclaimer: Referenced speeds...


Managing User Access


- ▶ Basic search
 - Stemming
 - Aliases
 - Instead of Keywords
 - Stop words
- ▶ SmartAssistant
 - Auto response via rules
- ▶ Notifications: how and when/how often


Notifications (Customer)


 **Answer** We store all resolved problems in our solution database. Search by product, category, keywords, or phrases.

Search by Keyword [Search Tips](#)
 Search
[Advanced Search](#)

 **Which MP3 player is right for me?**
Which MP3 player is right for me?

 That depends on how you plan to listen to your music. See our article on [choosing an MP3 player](#) to get an idea of which features you should look for.




SHARE 

Details 

How well did this answer your question?
☆☆☆☆☆
Not Helpful Helpful

Answers others found helpful

- [Syncing PC's Music Library with MP3 Player](#)
- [Will my MP3 player work with both my Windows PC and my Mac?](#)
- [Can Blu-ray players play audio and MP3 CDs?](#)
- [How good is an MP3 player's sound quality?](#)
- [Resetting frozen MP3 Player](#)

[« Go Back to Search Results](#)  Print  Email this page  **Notify Me**

Notifications (Agent)

Answers Default 10 - Syncing PC's Music Lib...

Summary* Syncing PC's Music Library with MP3 Player

Status* Public Language* English (US)

Assigned Knowledge Engineering Robert Phelps Access Level Everyone

Content Products/Categories Tasks (0) **Details** Attachments Audit Log Relationships

Display Position* Place at Top

Review On No Value

Guided Assistance

Notify Subscribers No change

Publish On

- No change
- Do Not Notify
- This Hour
- End of Today
- End of this Week
- End of this Month

Answer Subscribers

Record Count: 0

First Name	Last Name	Organization Name	Email Address	Start Date /
There are no items to show in this view.				

Quiz

What are 2 ways to provide searchable text that is not visible?



Workflow and Ideas

- ▶ Answer feedback
 - Comes in as an incident
- ▶ Agent productivity
 - Standard text
 - SmartAssistant

Message Thread | Details | Contacts | Session | Organization | Survey by Proxy | Co-Browse | Guided Assistant

Subject* Battery intallation

Send On Save | SmartAssistant | Search Knowledgebase | Standard Text | A

Add ▾ View All ▾ Sort Date - Descending ▾

Response Edit Delete

SmartAssistant

Click on add as link or add as text to insert the answer, external document or web link into the current thread. Multiple entries may be added.

Incident Subject

ID	Summary	Weight	Access	Status	Action
66	What is the power output of the radios as rated in Watts?	100	Everyone	Public	Add as Link , Add as Text , View
12	Marine Audio Installation Suggestions	65	Everyone	Public	Add as Link , Add as Text , View
14	Marine Installation Notes	57	Everyone	Public	Add as Link , Add as Text , View
73	What is the battery life of the marine radios?	56	Everyone	Public	Add as Link , Add as Text , View
32	XM Satellite Radio	45	Everyone	Public	Add as Link , Add as Text , View

Close

Customer By Web Form Joe Smith, 07/31/2009 12:25 PM

How do I replace the battery in my Marine Satellite radio?

Message Thread | Details | Contacts | Session | Organization | Survey by Proxy | Co-Browse | Guided Assistance

Subject* Battery intallation

Send On Save | SmartAssistant | Search Knowledgebase | Standard Text | A

Add ▾ View All ▾ Sort Date - Descending ▾

Response Edit Delete

Auto-Response Auto-Response, 07/31/2009 12:25 PM

Title: What is the power output of the radios as rated in Watts?
Link: http://smartech95.rightnowdemo.com/app/answers/detail/a_id/66

Title: What is the battery life of the marine radios?
Link: http://smartech95.rightnowdemo.com/app/answers/detail/a_id/73

Title: Marine Audio Installation Suggestions
Link: http://smartech95.rightnowdemo.com/app/answers/detail/a_id/73

Title: Marine Installation Notes
Link: http://smartech95.rightnowdemo.com/app/answers/detail/a_id/73

Title: XM Satellite Radio
Link: http://smartech95.rightnowdemo.com/app/answers/detail/a_id/73

Customer By Web Form

How do I replace the battery in my Marine Satellite radio?



Standard Text ? X

Click a standard text entry to see its hotkey and preview. To add the text to the current thread select an item and press ok. You may also double-click items to add multiple entries without closing this dialog.

[Find in List](#)

- Angry Customer
- Forgot Password
- Happy Customer
- Customer Greeting**
- Customer Closing
- Chat Transcript

Name

Hotkey

When adding standard text, press F8 to access hotkey menu.

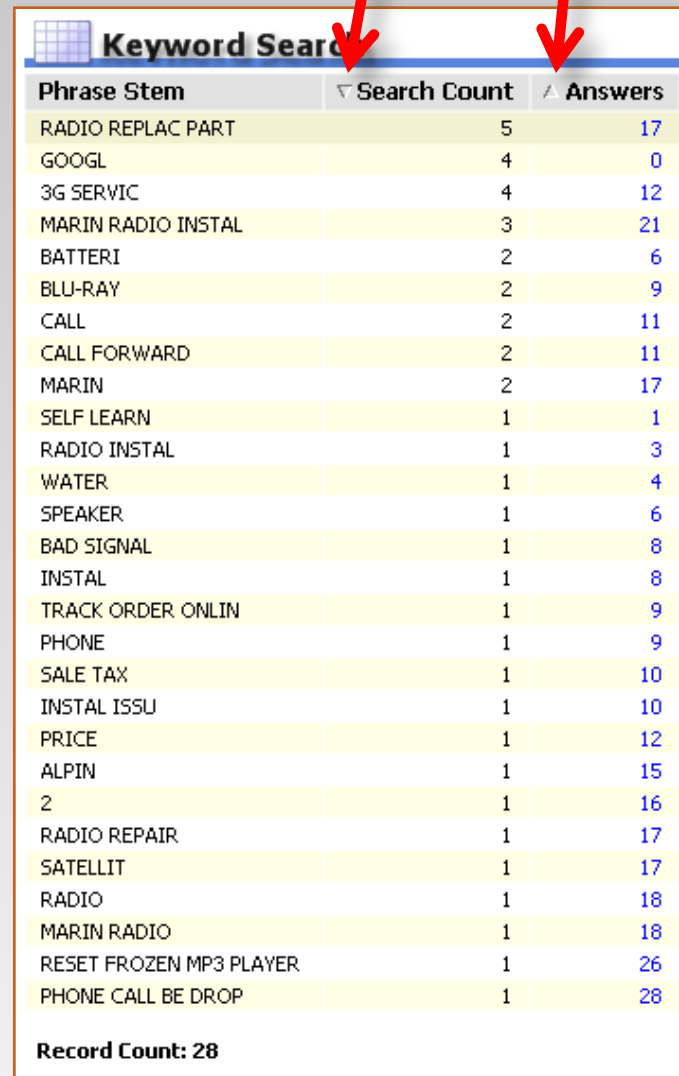
Preview

Dear \$contacts.name.first,
Thank you for contacting \$name. Please find our response to your questions regarding \$incidents.ref_no below.

Reports

- ▶ Knowledge Base Performance Dashboard
 - Keyword search report (review regularly)
 - Most popular search terms
 - Most returned Answers
 - Least returned Answers
 - Answers Viewed by Answer (review regularly)
 - Answer feedback
 - Question Submittal (review regularly)
 - Tells user actions before submission

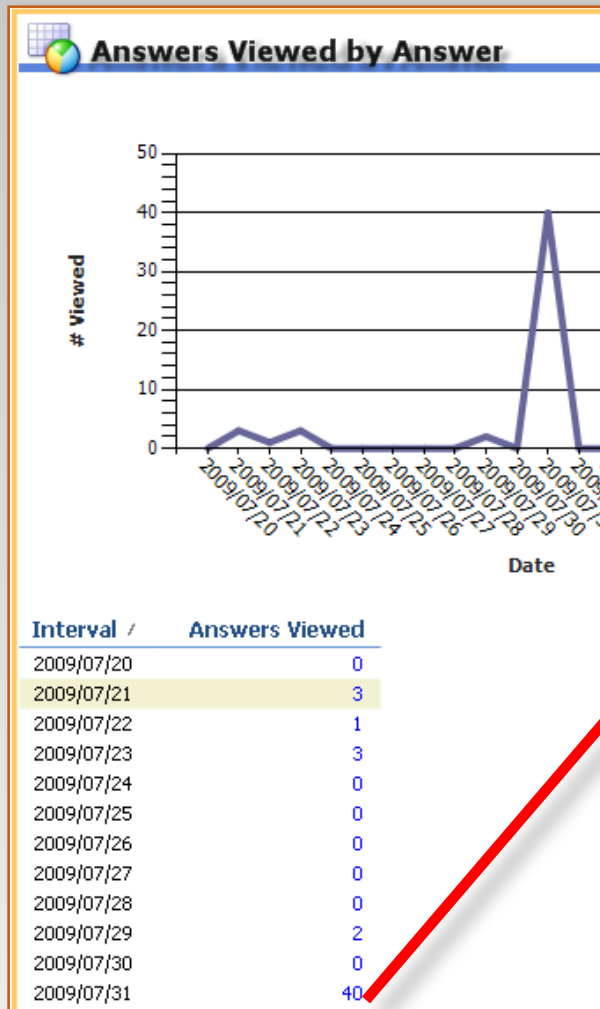
Keyword Search



Phrase Stem	Search Count	Answers
RADIO REPLAC PART	5	17
GOOGL	4	0
3G SERVIC	4	12
MARIN RADIO INSTAL	3	21
BATTERI	2	6
BLU-RAY	2	9
CALL	2	11
CALL FORWARD	2	11
MARIN	2	17
SELF LEARN	1	1
RADIO INSTAL	1	3
WATER	1	4
SPEAKER	1	6
BAD SIGNAL	1	8
INSTAL	1	8
TRACK ORDER ONLIN	1	9
PHONE	1	9
SALE TAX	1	10
INSTAL ISSU	1	10
PRICE	1	12
ALPIN	1	15
2	1	16
RADIO REPAIR	1	17
SATELLIT	1	17
RADIO	1	18
MARIN RADIO	1	18
RESET FROZEN MP3 PLAYER	1	26
PHONE CALL BE DROP	1	28

Record Count: 28

Answers Viewed by Answer



Answers Viewed by Answer							
Top Level > 2009/07/31							
Answer #	Summary	Hits	0%	25%	50%	75%	100%
4	Open Box or Scratch and Dent Items	3	0	1	0	0	0
5	Gift Cards	4	0	0	0	0	3
7	Order Online	1	0	0	0	0	0
11	Factory Plug cut	1	0	0	0	1	0
12	Marine Audio Installation Suggestions	4	0	0	0	0	0
13	Operating frequencies for radio equipment	1	0	0	0	0	1
14	Marine Installation Notes	1	0	0	0	0	0
16	Email Privacy Policy	1	0	0	0	0	0
20	How to determine the signal resolution of the program or video signal the TV is receiving?	1	0	0	0	1	0
22	What's the difference between DVD and Blu-ray Disc™?	1	0	0	0	0	0
23	Do I have to have a 1080p HDTV for Blu-ray?	4	0	0	0	0	1
25	Which MP3 player is right for me?	2	0	0	0	0	0
28	Submersible Phone	2	0	0	0	0	1
29	3G Capabilities	1	0	0	0	0	0
31	3G Availability	3	0	0	0	0	0
37	Amplifiers-keep separate	1	0	0	0	0	0
39	Pay Credit Card Bill On-line	1	0	0	0	0	1
65	How do I Connect a GPS to the marine radio?	3	0	0	0	0	2
68	How do I send my Marine radio in for realignment?	1	0	0	0	0	0
73	What is the battery life of the marine radios?	4	0	0	0	0	2

Record Count: 20

Question Submittal

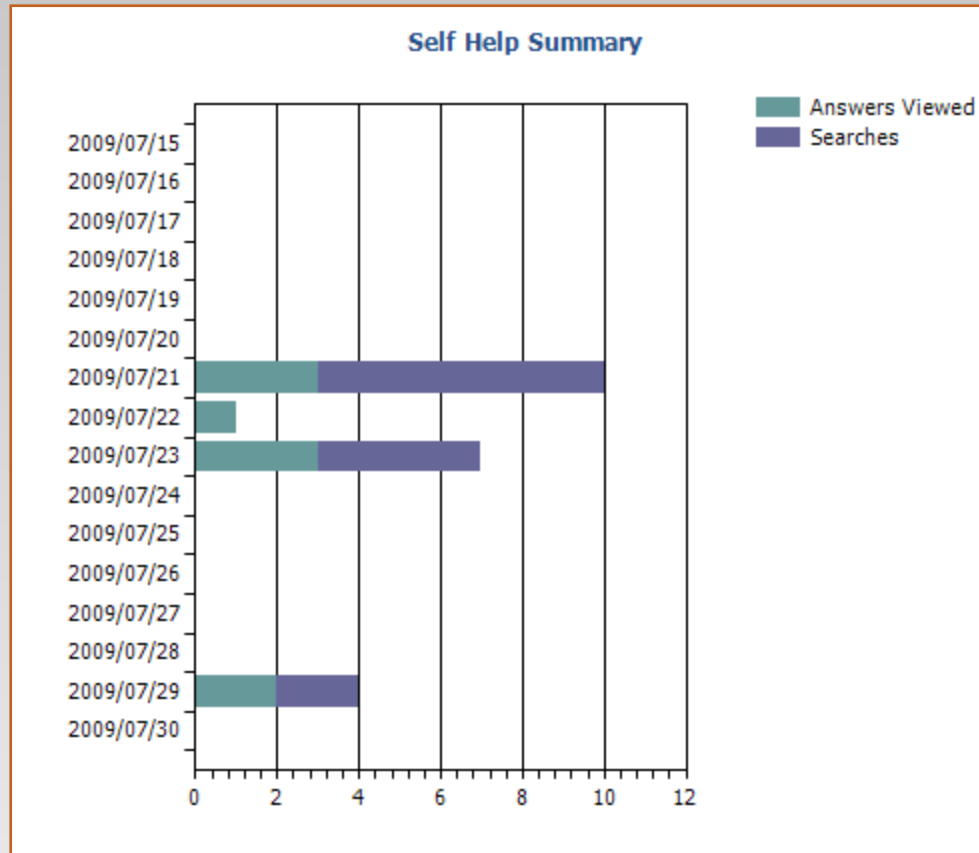
Session Type	Submitted	Confirmed	Resolved
Question Only	2	2	0.0 %
Answer Only	5	0	100.0 %
Search Only	0	0	0.0 %
Search and Answer	6	5	16.7 %

Reports

► Site Administration Dashboard

- Self-Help Summary (review regularly)
 - What “knowledge activity” is occurring on the site?
- Service Summary (tabular) (review regularly)
 - How does “knowledge activity” relate to site usage and questions submitted?
- Pages per Session (review occasionally)
 - What is the page breakdown of how people browse your site?

Self-Help Summary




Service Summary (tabular)

Date /	Searches	Answers Viewed	Sessions	Hits	Web Questions	Email Assists
2009/07/15	0	0	16	24	0	0
2009/07/16	0	0	4	4	0	0
2009/07/17	0	0	3	3	0	0
2009/07/18	0	0	2	2	0	0
2009/07/19	0	0	2	2	0	0
2009/07/20	0	0	8	13	0	0
2009/07/21	7	3	11	54	1	0
2009/07/22	0	1	11	56	0	0
2009/07/23	4	3	10	51	2	0
2009/07/24	0	0	9	20	0	0
2009/07/25	0	0	3	8	0	0
2009/07/26	0	0	2	2	0	0
2009/07/27	0	0	8	15	0	0
2009/07/28	0	0	4	6	0	0
2009/07/29	2	2	6	11	0	0
2009/07/30	0	0	3	3	0	0
Total	13	9	102	274	3	0

Record Count: 16

Pages per Session

 Pages per Session		
Page	Hits	Avg. Pages
Support Home	71	0.7
Answer List	4	0.0
Answer Detail	9	0.1
Related Answer	0	0.0
Browse	0	0.0
Browse Details	0	0.0
Ask Question	10	0.1

Quiz

How do I judge the quality
of my content?



Open Discussion

▶ Other KB Sessions

- Today @ 1:30
 - Power Users: Advanced KB Concepts
- Today @ 3:00
 - Best Practices: Getting More from Your Knowledge Base
- Tomorrow @ 11:15
 - Best Practices: Tune-Ups in Action

▶ Open Discussion