

RIGHT
NOW[®]



A blue silhouette of a mountain peak with a sharp central peak and sloping sides.
S U M M I T 0 9

GETTING MORE FROM YOUR KNOWLEDGE BASE

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Curriculum & Solution Training
Specialist



Knowledge Base Best Practices Agenda

- ▶ Start it clean; Keep it clean
- ▶ Make the most of searching
- ▶ Provide relevant information
- ▶ Keep the information up-to-date

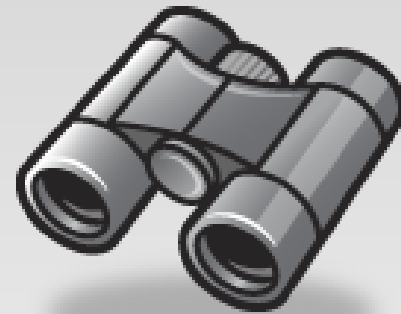
Start It Clean; Keep It Clean

- ▶ Leverage a “style guide”
 - Short, concise summary lines
 - Use customer terminology
 - Use a consistent format for summary and content

- ▶ Provide a clean display of answers
 - Remove unnecessary text
 - Avoid extraneous scrolling
 - Don't distract with other information

Start It Clean; Keep It Clean

- ▶ Let's take a look!
 - Style Guide > Summary Lines
 - Display



Start It Clean; Keep It Clean



Installing Version 9

Start It Clean; Keep It Clean

Smart TECHNOLOGIES ABOUT US PRODUCTS SUPPORT CONTACT

Support Home | Answers | Ask A Question | Live Chat | My Account

Log In

Answers

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

Search by Keyword Search

[Advanced Search](#)

You are viewing 1-10 of 61 Results

- 1. What is the battery life of the marine radios?**
Battery life for our radios as specified on packaging or in an industry standard called 5:5:90. This standard is based on a cycle of: Transmitting 5% of...
Date Updated: 06/26/2009
- 2. Credit Card Question**
Your credit card account is serviced by SmartBank North America. You can contact them toll free at 1-800-365-1352 or you may visit their <https://www.SmartBank.com> for further...
Date Updated: 05/27/2009
- 3. Gift Cards**
We do sell gift cards and e-mail gift cards. It's easy to order a Gift Card. You can select any value of \$25 or above, and you can pay for it with your credit card (regular shipping for Gift...
Date Updated: 02/17/2009
- 4. 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.
Date Updated: 02/17/2009
- 5. How do I Connect a GPS to the marine radio?**
Here is the basic wiring method between the radio and a GPS. (+) Radio GPS data IN wire (GREEN) TO (+) GPS/NMEA data OUT wire (+) Radio GPS data OUT wire (YELLOW) TO (+) GPS/NMEA data IN...
Date Updated: 06/26/2009
- 6. Open Box or Scratch and Dent Items**
Yes, we do sell Open Box (Outlet) and Scratch & Dent items at a substantial discount. The bulk of our Outlet items come from customer returns, so the packaging is not factory sealed...
Date Updated: 02/17/2009
- 7. Marine Audio Installation Suggestions**
 1. Mount the amplifiers, processors, and other components where they won't get wet. A boat will see lots of water, and not all of it will remain outside the...

▶ Customer could ask:

• Where to start?

Where's the bottom?

How do I use this page?

Start It Clean; Keep It Clean

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Answers

Enter Keyword [Help](#)

[Advanced Search](#)

You are viewing 1-10 of 61 Results Page 1 of 7

1. **Updated** - [Marine radio battery life](#)
2. **Updated** - [Contacting you about a credit card](#)
3. [Gift Cards](#)
4. **Updated** - [Selecting an MP3 player](#)
5. **Updated** - [Connecting GPS to the marine radio](#)
6. [Open Box or Scratch and Dent Items](#)
7. [Marine Audio Installation Suggestions](#)
8. **Updated** - [Blu-ray HDTV 1080p resolution](#)
9. [Submersible Phone](#)
10. [Order Online](#)

Page 1 of 7

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.
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RIGHT NOW

- ▶ Simple
- ▶ Less distraction
- ▶ View entire page



Make the Most of Searching

- ▶ Review word list files
 - Setup aliases
 - Review stopwords
- ▶ Check your keywords
 - Review the Keyword Search report
 - Add Answer ID to the keyword
 - Don't reuse words

Keyword Searches		
Phrase Stem	Search Count	Answers
RELEAS	473	296
FEEDBACK	292	38
UPGRAD	260	156
UNINSTAL	186	17
TASK	119	701
CHAT	87	82
INTEGR MANUAL	87	273
SYSTEM REQUIR	80	140
31	71	4
2246	68	1
CONNECT	62	0
INSTAL	55	133
CACH	53	26
SPAM	53	28
2412	51	1
SURVEY	49	104
ODBC	48	0
INTEGR	47	0
MALBOX	47	120

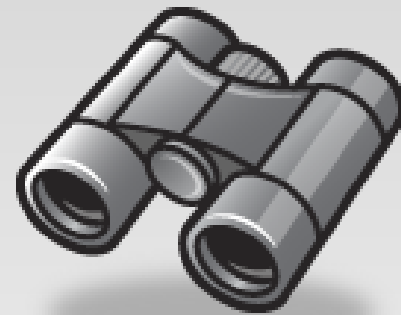
Make the Most of Searching

- ▶ Adjust your search settings
 - Do your searches return answers with product or category name versus content?
 - Do your searches return too many matches?
- ▶ Link Products and Categories
 - Redesigned in August '09!
 - = Easier browsing!

Make the Most of Searching

► Let's take a look!

- Word list files
- Keywords
- Settings
- Product Linking



Provide Relevant Information

- ▶ Configure Privileged Access
- ▶ Define Topic Words
- ▶ Manage answer relationships
- ▶ Configure SmartAssistant suggestions and tune the suggested answers
- ▶ Add the Syndicated Knowledge Widget
 - Improved in August '09!

GS FishFone
 7 People say: ★★★★★
 Item #305LN19450 ✔ 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 Multi-media
 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 start.

Product Search

[Home Theater](#)
[GPS Navigation](#)
[Cell Phones](#)
[Marine](#)

[Tools & Installation](#)

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...

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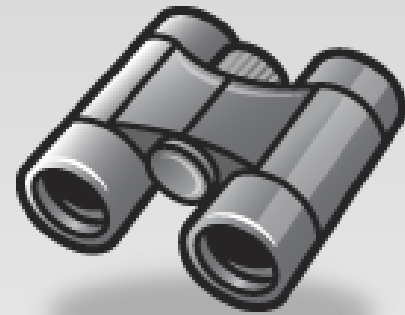
Recent News

[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.](#)

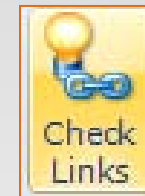
Provide Relevant Information

- ▶ Let's take a look!
 - Privileged Access in action
 - Topic Words in action
 - Managing answer relationships
 - SmartAssistant rule and tuning



Keep the Information Updated

- ▶ Review and maintain your answers
 - Check reports
 - Answers Last Accessed
 - Gap Analysis report
 - Use the Review On Date field
 - Check Links (New to February '09)



Keep the Information Updated

► Create a culture of experts

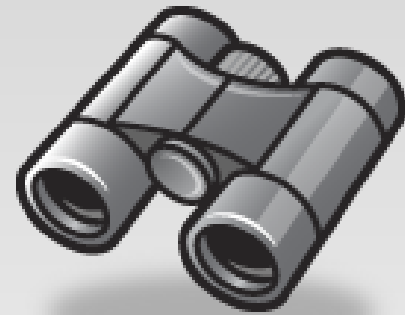
- Accept Answer Feedback from customers
- Allow agents to propose incidents as answers
- Listen to conversations from the social community
 - Consider these tools
 - RightNow Cloud Monitor
 - RightNow Support Community
 - RightNow Innovation Community



Keep the Information Updated

► Let's take a look!

- Review On Date and Check Links
- Answer Feedback in action
- Proposing answers



Knowledge Base Best Practices

Additional Material

▶ Sessions

- Establish a Knowledge Foundation - KB101
- Advanced Knowledge Base
- Social Web Landscape and Cloud Monitor
- The Whys and Hows of Branded Online Communities
- Roundtable: Leveraging Social Media in the Contact Center

▶ Handout

▶ Use the crm.rightnow.com site

- Check the Customer Community Forums

Knowledge Base Best Practices Review

- ▶ Start it clean; Keep it clean
- ▶ Make the most of searching
- ▶ Provide relevant information
- ▶ Keep the information up-to-date

Knowledge Base Best Practices

- ▶ Questions



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