

Knowledge – Centered Service

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KCS

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Before we start let's discuss:



- What are the goals of your organization?
 - List three to five goals
- What are the inhibitors you face in achieving these goals?
 - List the top three challenges

Top 10 Challenges

- 1 Managing an increased workload with existing staff (“doing more with less”)
- 2 Implementing new technologies
- 3 Successfully implementing knowledge management
- 4 Hiring, training, and recruiting the staff needed to succeed
- 5 Increasing analyst/technician productivity and/or efficiency
- 6 Increasing employee engagement and morale
- 7 Consistently meeting KPIs/SLAs
- 8 Developing a user-friendly, and support-friendly, service catalog
- 9 Continuously measuring and improving customer satisfaction
- 10 Securing the necessary budget/funding support

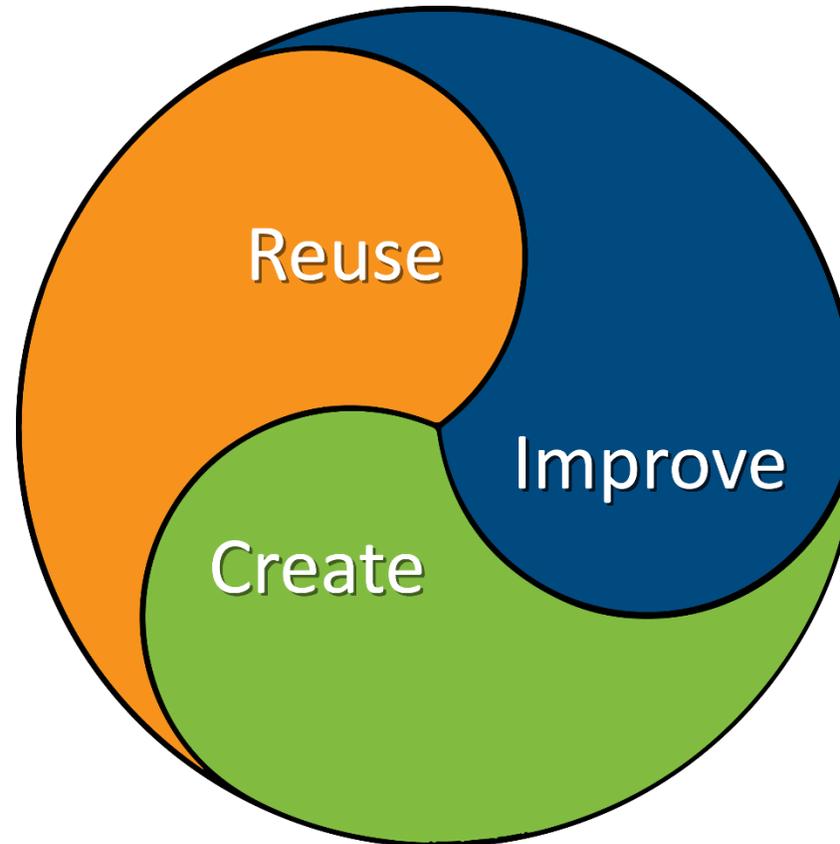
KCS is...

Knowledge-Centered Service is a methodology and a set of practices and processes that focuses on **knowledge** as a key asset of the organization.

KCS is not something we do in addition to solving issues, KCS becomes the way in which we solve issues.

KCS Seeks to...

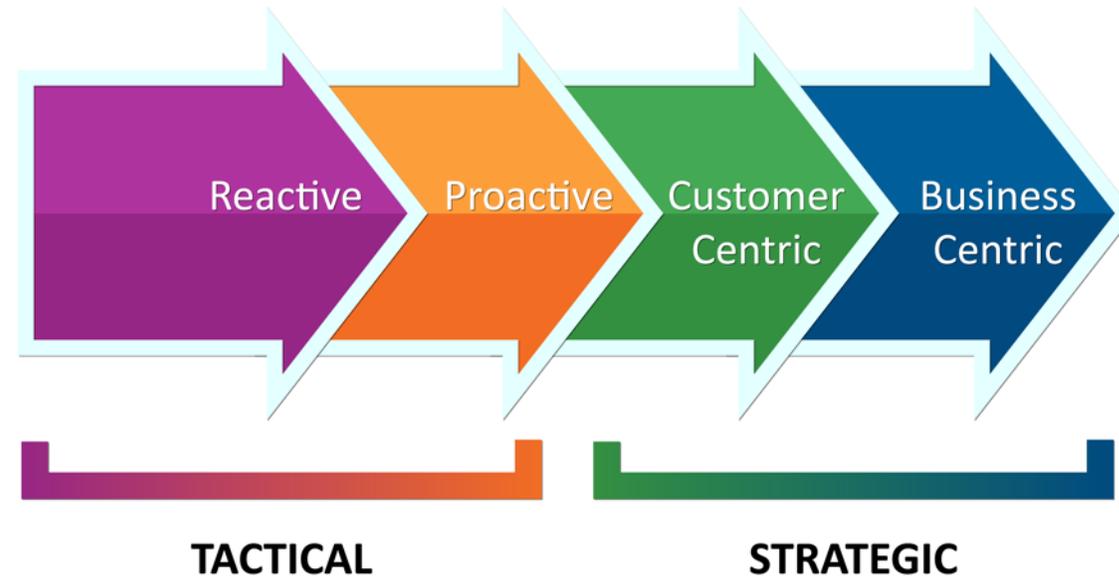
- Create content as a by-product of solving issues
- Evolve content based on demand and usage
- Develop a knowledge base of collective experience
- Reward learning, collaboration, sharing, and improving



Lack of Knowledge: Impact on Stakeholders

- **Customer**
 - Lacks confidence in service organization
- **Knowledge Workers**
 - Burnout and lacks job satisfaction
 - Repetitive problem-solving
 - Inability to meet customer's needs
 - Lack of trust in how organization values their worth
- **Organization**
 - Resource constraints
 - Lack of expertise
 - Expectations continue to grow

HDI Support Center Maturity Model



- *Maturity Model – An Evolution*
- *Knowledge is a key enabler to the evolution from operational to tactical to strategic*

Top Ten Reasons You Need KCS

10. Respond to and resolve issues faster.
9. Provide answers to complex issues.
8. Provide the same answers to the same questions.
7. Knowledge workers suffering from burnout.
6. Address the lack of time for training.
5. Provide an answer to recurring questions.
4. Identify opportunities to learn from customer's experiences.
3. Improve First Contact Resolution.
2. Enable self-service.
1. Lower costs.

What are Knowledge Assets?

- **Knowledge Articles**
 - Problems & Resolutions
 - Questions & Answers

What is a candidate for a knowledge article?

 - How To documentation
 - Error Messages
 - Standard Operating Procedures
 - Known Defects
 - Diagnostic Information
 - Proper Configuration Settings
 - Interoperability Issues
 - And much more...
- **People Profiles**
 - Subject Matter Experts
 - Their skill sets
- **Account Profiles**
 - Customer Information
- **Customer Configuration**
 - Products and configuration in the customer's environment

What is the difference?

Knowledge Engineering

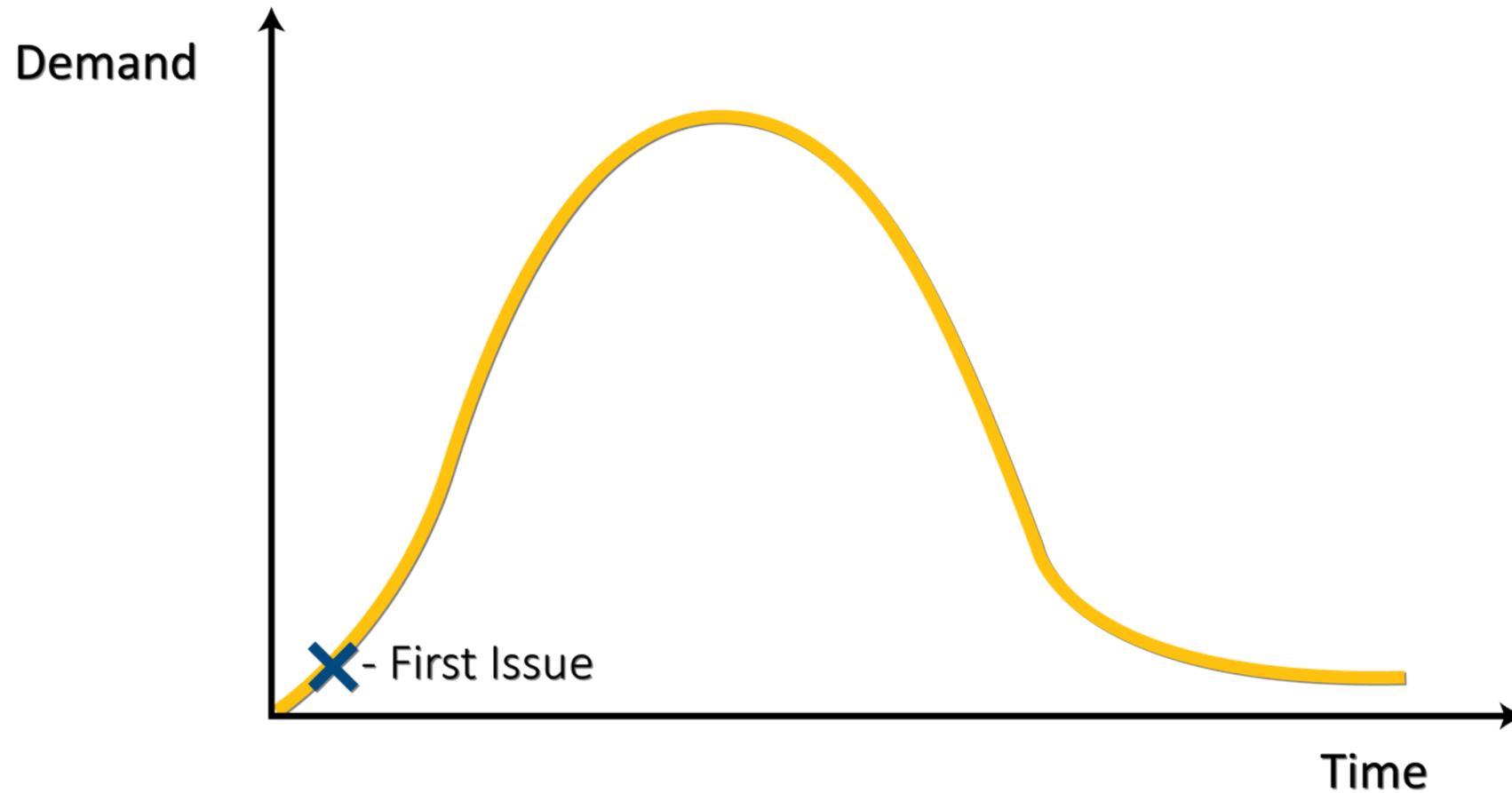
VS.

Knowledge Centered Service

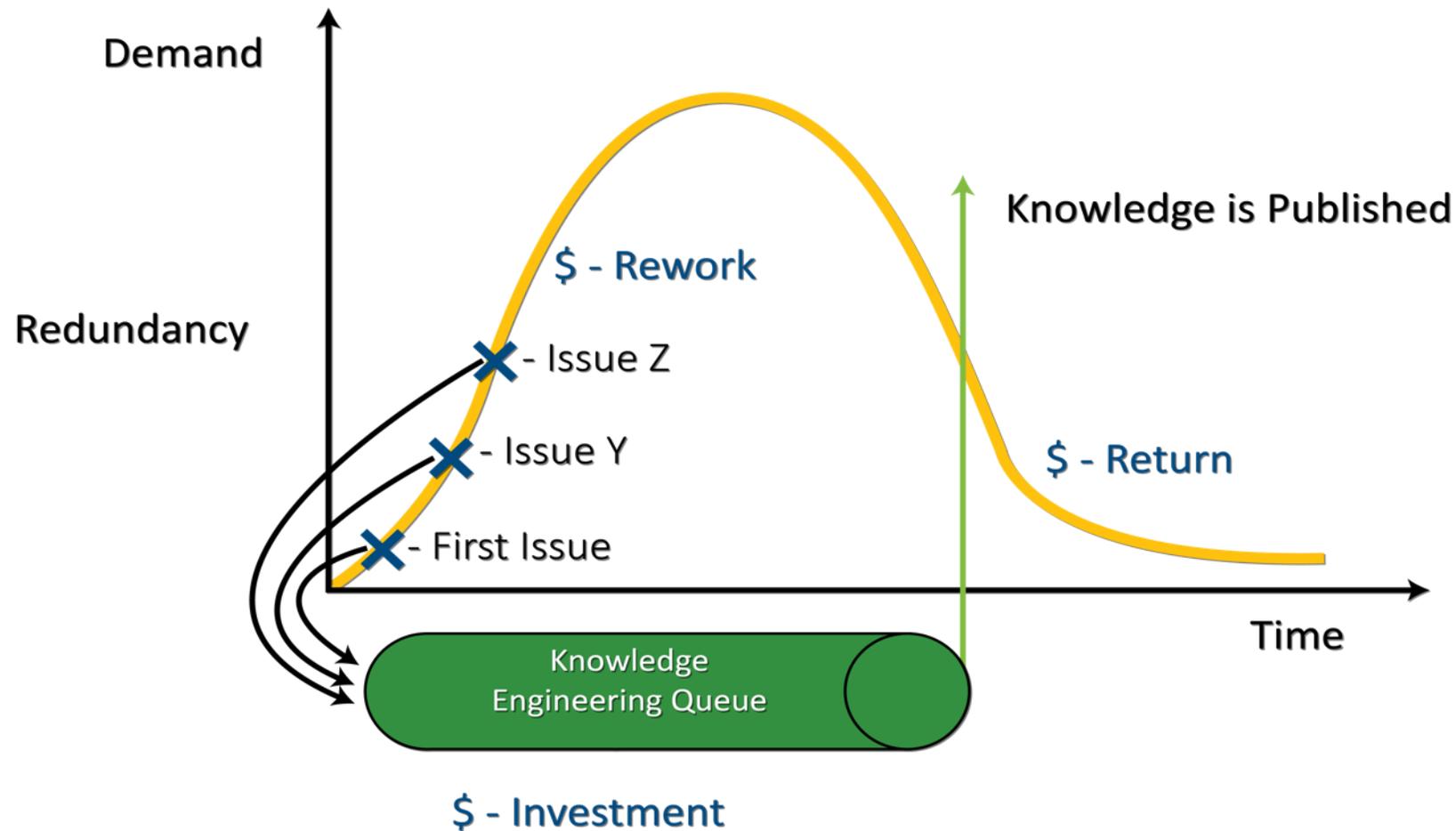
Let's watch & Learn!!!



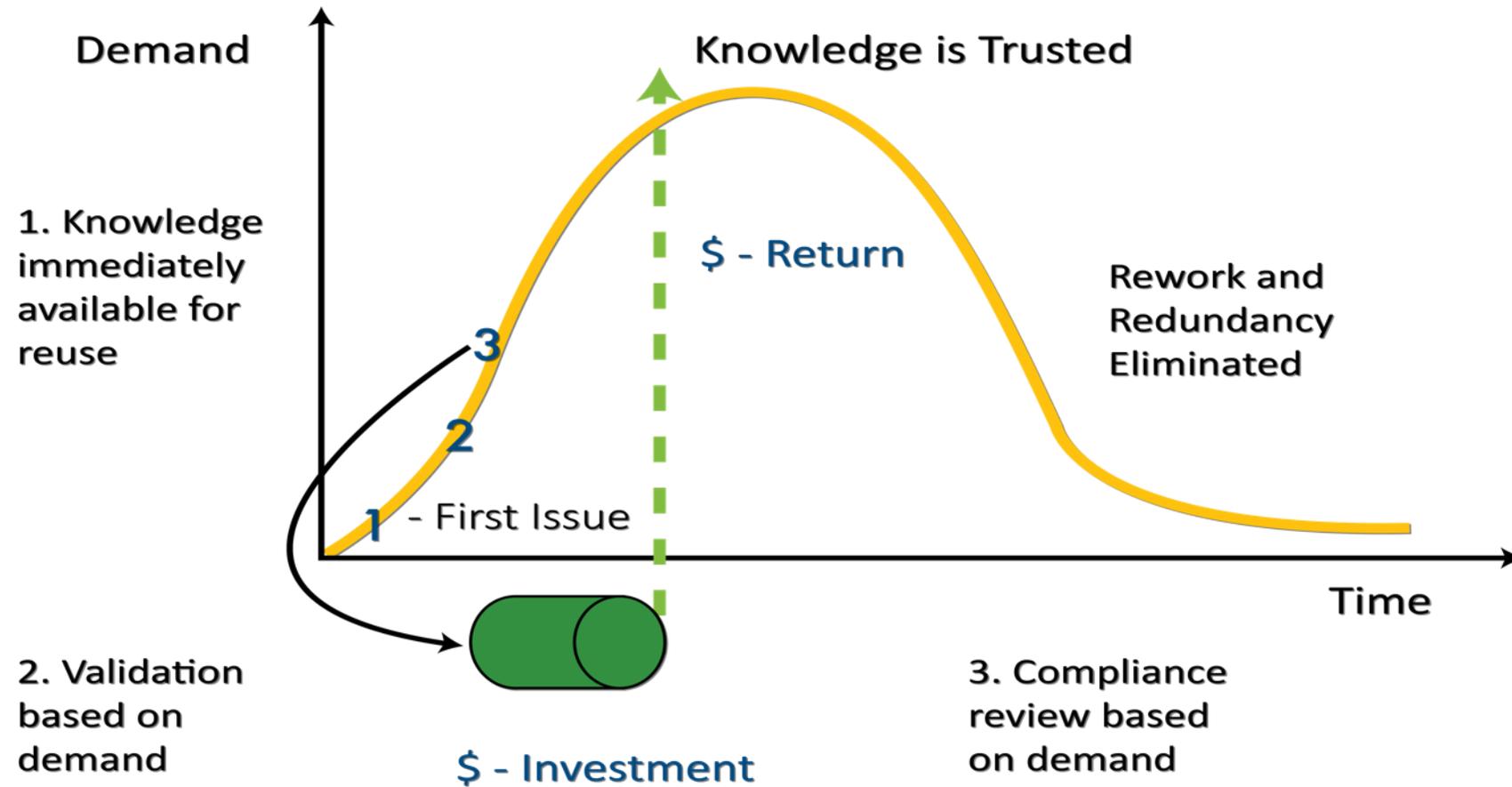
The Support Demand Curve



Knowledge Engineering



Knowledge-Centered Service



What are the Benefits of KCS?

Operational Efficiency

- Integrated knowledge in the workflow drives efficiencies
- Additional capacity
- Shorter time to proficiency

Self-Service Success

- Knowledge created based on demand and in customer's context is findable and useable
- Others benefit from collective wisdom through self service

Organizational Learning and Improvement

- Identification and prioritization of opportunities to improve processes, policies, products, and services
- Root cause assessment and corrective actions increase effectiveness and productivity

Benefits to Stakeholders

- **Customer**
 - Increased confidence in support
 - Improved response from support
- **Knowledge Workers**
 - Personal empowerment and recognition
 - Improved confidence
 - Broadened expertise
- **Organization**
 - Improved effectiveness/efficiency
 - Evolving resources and expertise
 - Improved relevance and loyalty

Common Benefits of Implementing KCS

- Solve Cases and Close Cases Faster
 - 50-60% improved time to resolution
 - 30-50% increase in First Contact Resolution
- Optimize Use of Resources
 - 70% improved time to proficiency
 - 20-35% improved employee retention
 - 20-40% improvement in employee satisfaction

Common Benefits of Implementing KCS

- Enable e-Service Strategies
 - Improve customer success and use of self-service
 - Up to 50% case deflection
- Build Organizational Learning
 - Actionable information to product development about customer issues
 - 10% issue reduction due to root cause removal

Two Case Study Examples

- Internet security services, high volume environment
 - Time to resolve from 7.0 min to 5.5 min (-28%)
 - Customer satisfaction +28%
 - Time to proficiency from 3 months to 1 month (-66%)
- Software Support
 - Time to relief -50%
 - Time to proficiency from 6 month to 1 month (-83%)

Who Has Invested in KCS?

- Lucent
- Nortel Networks
- Motorola
- 3Com
- Unisys
- Peregrine Systems
- Intel
- Network App.
- BMC Software
- EMC
- Microsoft
- Novell
- QAD
- HP
- Oracle
- Legato
- Lexmark
- SGI
- Amdahl
- Attachmate
- VeriSign
- CompuCom
- ARAMARK
- Texas Instruments
- Abbot Labs
- JP Morgan Chase
- Sanofi-Aventis
- Pepsi Co.
- Brigham Young University

Partial list

Activity Time!



Activity: Three lettered Creatures



What are all of the
names of
three-lettered
creatures you can
think of?

Record your answers.

Creatures

- ANT
- APE
- AUK (Bird)
- BAT
- BOA
- BOY
- BUG
- CAT
- COD (Fish)
- COW
- DOG
- DOE
- EEL
- ELK
- EWE
- FLY
- FOX
- GAL
- HEN
- HOG
- SNAKE
- JAY (Bird)
- KID
- KOI (Fish)
- MAN
- OWL
- PIG
- RAT
- RAY (Fish)
- ROO
- YAK
- ZHO (Yak & Cow)