Self-Service Strategy

Give your customers the timely and relevant knowledge they expect.

Customer self-service goals

- **Provide a low-effort support channel** for customers
- **Increase customer loyalty** by allowing customers to successfully self-serve
- **Deflect support tickets** by providing a guided self-service experience
- **Reduce mean-time-to-resolution** by allowing agents to quickly find solutions for customers
- **Generate actionable analytics** to prioritize optimization efforts

**Knowledge Management**

Knowledge Management principles enable organizations to effectively capture, distribute, and share knowledge.

  - Knowledge Base Software
• KCS Methodology

Knowledge-Centered Service (KCS®) integrates knowledge creation and improvement into operational processes.

◦ Apply KCS Principles to your content strategy
◦ Article Quality Index (AQI)
◦ KCS capabilities powered by MindTouch
◦ KCS Practice 1: Capture
◦ KCS Practice 2: Structure
◦ KCS Practice 3: Reuse
◦ KCS Practice 4: Improve
◦ KCS Practice 5: Content Health
◦ KCS Practice 6: Process Integration
◦ KCS Practice 7: Performance Assessment
◦ KCS Practice 8: Leadership and Communication
◦ KCS Training