



## KCS v6 Practices Workshop

Knowledge-Centered Service (KCS<sup>sm</sup>) is a best practice for knowledge management in support organizations that creates short-term and long-term benefits.

### **KCS Benefits:**

- Improve support center efficiency, consistency, and capacity
- Dramatically reduce time to proficiency (new people, new offerings)
- Increase support analyst job satisfaction
- Improve the customer's success with self-service
- Identify potential business improvements based on the customer experience
  - Business improvements include: offerings, feature, functionality, processes, policies

KCS is a methodology that integrates the creation and maintenance of knowledge into the problem solving process. This methodology has been developed through the collective experience of the members of the Consortium for Service Innovation. For more information about KCS and the Consortium visit the web site at [www.serviceinnovation.org](http://www.serviceinnovation.org).

### **Learning Objectives:**

- Identify the link between the support organization's goals and KCS. What will KCS do for you and your customers/stakeholders?
- Gain an understanding of the KCS principles and practices – what's different?
- How do we motivate the support analysts to participate in the knowledge processes?
- How do we assess individual and team contribution; what are the metrics? We know putting goals on knowledge creation or reuse does not work – what does work?
- How do we manage article quality when everybody gets to create and modify?
- The critical role of leadership in creating a knowledge sharing culture and sustaining a knowledge practice.

## KCS v6 Practices Workshop

Agenda - Day 1		
Time	Topic	Outcome
9:00	What is this all about?	Welcome and introductions. Workshop objectives.
	Where are we going?	Business objectives – organization’s high-level vision for the future, goals, and desired results
	Support from the customer’s point of view	Implications of KCS in the bigger picture.  The evolution of support.
	Is there another way?	KCS benefits: why should we care?
	What’s different? The KCS Practices	Introduce the double loop concepts and the KCS Solve and Evolve Loops.
Noon	Lunch	
1:00	Process improvement	Understand different types of change and how it relates to KCS.  Identify the critical success factors for successful adoption.
	Roles and responsibilities, proficiency development	Understand KCS license levels and roles – knowledge worker, coach, knowledge domain expert (KDE),  The critical role of the coach and criteria for picking coaches
	Content is King!  Content Health	Review the content health techniques and what needs to be in the content standard. <ul style="list-style-type: none"> <li>• The value of context</li> <li>• Structure</li> <li>• States and lifecycle</li> <li>• Style and preferred vocabulary</li> </ul> Indicators of Content Health <ul style="list-style-type: none"> <li>• Article Quality Index (AQI)</li> </ul>
	Article state transitions	Understand the connection between KCS roles (license levels) and article state transitions
4:30	Reflect and Adjourn	

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Day 2		
<b>Time</b>	<b>Topic</b>	<b>Outcome</b>
9:00	Welcome	
	Process Integration	Understand how we integration use of the knowledge base into the workflow.  Indicators of health for Process Integration
	Performance Assessment and KCS measures	How do we determine who is creating value?  Review the measures that are important in a KCS environment
Noon	Lunch	
	Scenarios	Group exercise: KCS measurement scenarios, ditch avoidance, lessons learned.
	Leadership and Communication	Identify the role of leaders/managers.  Understand what motivates people.  The power of a vision: compelling purpose, mission, values, brand promise  The strategic framework – link the business goals to the KCS benefits.  Indicators of Leadership and Communication health
	Adoption	Review practices for KCS adoption.  Understand adoption waves and phases
4:30	Reflect and adjourn	

## KCS v6 Practices Workshop

Day 3		
<b>Time</b>	<b>Topic</b>	<b>Outcome</b>
9:00	Welcome back	
	The challenge of communication	Identify the elements of the communications plan: <ul style="list-style-type: none"> <li>• Identify audiences</li> <li>• Key messages</li> <li>• KCS Q&amp;A/FAQ</li> <li>• “Elevator pitch”</li> <li>• Vehicles for delivery</li> </ul>
	What are the underlying beliefs of KCS	Understand the KCS Principles and Core Concepts
	Reflect and adjourn	
Noon	Lunch	
1:30	KCS v6 Practices Certification Exam	Allowed exam time is 120 minutes.
3:30	Adjourn	