As employees rely on an ever-growing number of SaaS applications to keep pace with fast-moving business, quickly answering their IT questions has never been more critical. But given the global shift to remote work, it’s also never been more challenging.

Today’s employees are expected to be increasingly self-sufficient when finding the knowledge they need — like changing their virtual background on Zoom, or troubleshooting error messages on Slack. The problem is, in many organizations, knowledge is scattered everywhere from Confluence to Guru to ServiceNow. And even if employees manage to find the right knowledge base (KB), outdated search systems make it difficult to find the right article.

But some companies, including Broadcom, AppDynamics and Slack, have transformed their approach to knowledge management to overcome these challenges. We consolidated insights from three IT leaders and synthesized these 5 steps to build a better knowledge base:

1. **Broadcom**
   - **Stanley Toh**, Head of End-User Services & Experience, Broadcom
   - Broadcom is a global infrastructure technology company with $20 billion in revenue and 15,000 employees worldwide. In the last two years, its IT team has systematically improved its knowledge base using Moveworks AI platform.

2. **AppDynamics**
   - **Russ Harris**, VP of Operations, AppDynamics
   - AppDynamics is the leader in application performance monitoring. To ramp up its IT service while limiting cost, its team implemented a new approach to enterprise search — powered by AI.

3. **Slack**
   - **Stephen Franchetti**, VP of Business Technology, Slack
   - Slack is a leading business communication platform that enables millions of employees to collaborate instantly. To keep IT support in pace with its fast-moving business, Slack created a single interface for all knowledge.
For knowledge articles to be useful, employees must understand them.

An effective knowledge article allows employees to fix their IT issues without going to the experts. However, many articles are structured as technical manuals, rather than easy-to-understand guides created for the end user.

Empowering true self-service for non-technical employees involves placing answers front and center. This requires more than just content. It also requires clear organization, minimal jargon and focus on a single topic.

“End users won’t understand technical terms, so don’t give them technical documents. Our team makes sure that all of our articles are simple to follow.”

— Stanley Toh, Head of End-User Services & Experience, Broadcom
Track employee engagement with your knowledge base

Improving your knowledge base means identifying gaps in real time.

Service desks invest a huge amount of time and resources in adding new articles, but without knowing how employees are using these articles, they can’t prioritize their efforts. A holistic view of how your workforce interacts with your KB — every question they ask, every article they receive, and their level of satisfaction with these answers — allows more precise prioritization of knowledge.

“As a company that drives collaboration, our top priority when it comes to IT support is delivering a phenomenal employee experience. And that requires consistently improving the effectiveness of our resources.”

— Stephen Franchetti, VP of Business Technology, Slack
The best enterprise search systems aren’t limited to your own knowledge.

Chances are IT teams are writing and constantly updating articles about third-party tools like Microsoft Outlook and Zoom. But these efforts end up being duplicative because the answers are already on the web.

To save time for article writers and keep your KB from being outdated, incorporate credible external sources as links or references. The three leading companies are also using new machine learning techniques to understand context and decide the most relevant knowledge to surface, either from an internal KB or the web.

“We’re transitioning everyone to Microsoft Office 365. Moveworks makes sure the migration runs smoothly by giving employees regular reminders about the program and linking them to the help and information they need.”

— Russ Harris, VP of Operations, AppDynamics
Implement a smarter enterprise search system

Providing the right IT solution requires understanding employees’ symptoms.

Even when employees can access all articles in your KB, many of their questions still go unanswered. That’s because users tend to describe the superficial symptoms of their issues, like “my laptop screen turned blue,” while most articles are centered on technical solutions. And because conventional enterprise search systems rely on matching keywords, they can’t bridge this gap.

On the other hand, the latest systems leverage AI to determine exactly what employees are asking. They are able to understand IT terminology by training on millions of historical IT tickets, and match employee symptoms to the exact answer. These AI-powered enterprise search systems can do more than link to the right article. Some can go one step further: extracting only the most relevant snippet of information.

“If your initial interaction with an automated tool feels unnatural, you lose people pretty quickly. With machine learning, Moveworks is able to improve over time, which allows it to learn how our business works, understand our local lingo, and engage with us in natural conversation.”

— Stephen Franchetti, VP of Business Technology, Slack
Create a single interface for all enterprise knowledge

Employees can only find answers if they know where to look.

Here’s the problem: multiple teams at the company are creating knowledge all over the place. But employees simply don’t know where to look, so they file a ticket with the IT team. These tickets drown the service desk, employees wait for days on their answers, and the productivity of the entire company falls.

The solution is a single interface to search all KBs, regardless of where they reside. This allows knowledge creators to use their preferred tools while maintaining a go-to place for end users to search. Ideally, this interface is accessible and frictionless. In modern business, this means living on the messaging tool, such as Slack or Microsoft Teams, that employees already use throughout the day.

“You don’t want your users going all over the place to search for information. The advantage of our Moveworks bot is that there’s one familiar go-to place for employees to get their answers.”

— Stanley Toh, Head of End-User Services & Experience, Broadcom
Moveworks combines conversational AI and natural language understanding (NLU) with deep integrations into enterprise systems, enabling companies to resolve IT issues in seconds.

When the best solution to an issue is in the knowledge base, Moveworks Semantic Search understands the employee’s symptoms to provide the exact, snippet-sized answer they need.

Learn more: info@moveworks.com

**56%**

BROADCOM

Is now resolving 56% of all of its IT issues autonomously.

**slack**

Slack created a one-stop shop for employees to get answers in seconds.

**30%**

AppDynamics grew at 30% while keeping IT headcount in check.