

5 BEST PRACTICES FOR A BETTER KNOWLEDGE BASE

How leading service desks answer employees' IT questions in seconds

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 And even if employees manage to find the right knowledge base (KB), outdated search systems make it difficult to find the right article.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:



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.



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.



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.

01

Design articles with end users in mind

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



Good: Clear title with answer in chat-friendly format



Resetting Okta Verify: How do I authenticate in Okta with a different factor?

1. Go to Name > Settings > Extra Verification.
2. Next to Okta Verify Mobile App, click Setup. In the Set Up Okta Verify window, select your device, follow the prompts, and click Next.
3. (On your phone) Launch Okta Verify, click the Add Account icon, and scan the QR code. (If you can't use your device camera to scan the QR code, click Problems Scanning Barcode?)
4. Select how you'd like to receive the instructions (email, SMS, etc.) and follow the prompts. You're all registered!
5. Click Done.



Bad: Uninformative title with technical jargon and too many links



Miscellaneous Tips and Tricks 13:

Issues with MFA – For issues with your MFA, read our [MFA FAQ guide](#). If you're still having trouble, it usually means our API isn't detecting the presence of the MFA value in our authentication method referral claim. To check this, go to the [MFA self-service portal](#) and authenticate. Click the +Add button to add a new device and click the trash button to delete your old method. This will permanently remove your previous authentication token. Choose your second authentication option. Use at least two of the options listed below:
[Click here to read the full article](#)

Top articles surfaced by Moveworks

How to set up VPN

List of company holidays

COVID safety tips

How to reset my MFA

Resetting my password

Can I get access to Box

02

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

03

Incorporate external knowledge

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



Lewis 9:52 AM

Why isn't my outlook web app synced?



Moveworks 9:52 AM

Ok, here's what I found on Microsoft.com:

If there is an issue with a specific folder, you can resync the folder in Outlook. To do this, follow these steps:

1. Right-click the folder, and then click Properties.
2. Click Clear Offline Items, and then click OK.
3. On the Outlook 2010 ribbon, click the Send/Receive tab.
4. Click Update Folder.

<https://support.microsoft.com/en-us/help/2526306/synchronization-problems-occur-in-outlook-and-in-outlook-web-app>

04

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



Madison 10:19 AM

My laptop screen turned blue!



Moveworks 10:19 AM

Ok, just checked our knowledge base, here is the closest answer I could find:



Windows Blue Screen of Death (BSOD)

Here are some common troubleshooting steps you can take if your computer has restarted after a blue screen:

1. Remove any recently installed software, hardware, drivers or updates
2. Ensure that your hard drive has at least 10% of its capacity free.
3. Scan your computer for viruses
4. Apply all available Windows Service Packs

If the problem persists please file a ticket with support and provide the STOP code.



For more information about this issue and possible fixes, visit <http://windows.com/stopcode>

If you call a support person, give them this info.
Stop Code: **MEMORY_MANAGEMENT**

05

Create a single interface for all enterprise knowledge

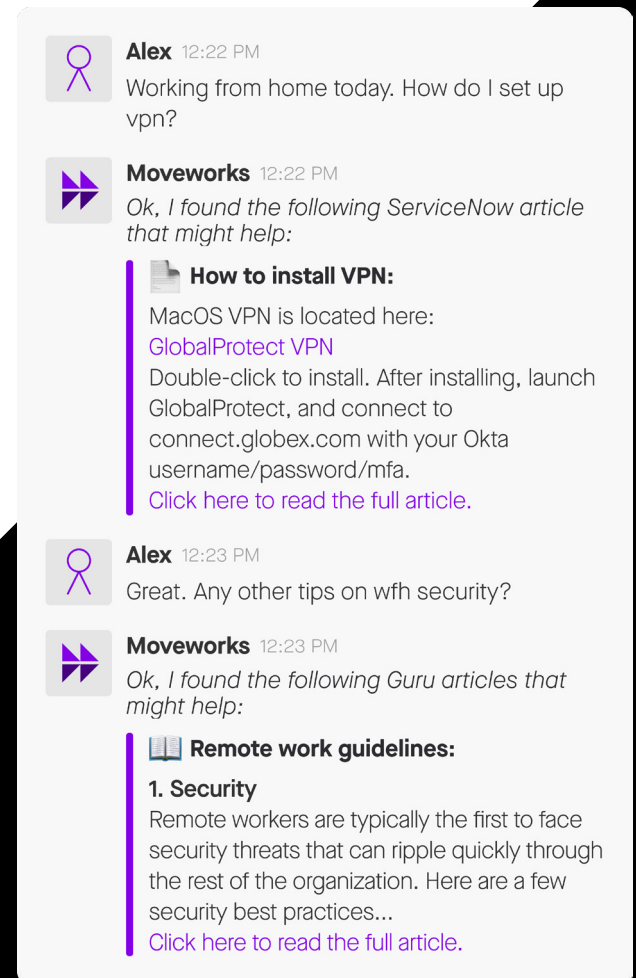
Employees can only find answers if they know where to look.


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 down 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




**Alex** 12:22 PM


Working from home today. How do I set up vpn?

**Moveworks** 12:22 PM


Ok, I found the following ServiceNow article that might help:

**How to install VPN:**


MacOS VPN is located here:
[GlobalProtect VPN](#)
Double-click to install. After installing, launch GlobalProtect, and connect to connect.globex.com with your Okta username/password/mfa.
[Click here to read the full article.](#)

**Alex** 12:23 PM

Great. Any other tips on wfh security?

**Moveworks** 12:23 PM

Ok, I found the following Guru articles that might help:

**Remote work guidelines:**

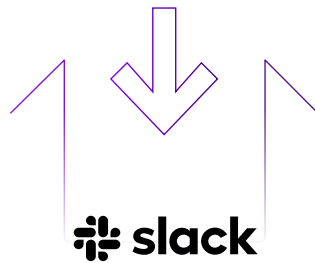
1. Security
Remote workers are typically the first to face security threats that can ripple quickly through the rest of the organization. Here are a few security best practices...
[Click here to read the full article.](#)

BY IMPLEMENTING THESE 5 PRACTICES:

56%



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



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

30%



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



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