

***Adopting and Sustaining KCS  
Techniques to Create and Sustain Engagement***

<b>Audience</b>	<b>Phase I - Planning</b>	<b>Phase II - Adopting</b>	<b>Phase III - Proficiency</b>	<b>Phase IV - Leverage</b>
<b>Executives</b>	<ul style="list-style-type: none"> <li>• Help develop the Strategic Framework</li> <li>• Review cost benefit analysis and baseline measures</li> <li>• Understand the timing of benefits</li> <li>• Understand the impact of self-service success on traditional measures, and support the introduction of new measures for the health and value of support</li> <li>• Contact references (Executives at other companies that have been successful)</li> <li>• Establish and support KCS Council</li> <li>• Engage C level execs in the business benefits of KCS (strategic framework)</li> </ul>	<ul style="list-style-type: none"> <li>• Review strategic framework</li> <li>• Receive regular updates on the status on adoption activities and success stories</li> <li>• Build relationship and communications with marketing, product management and development about the value of Article reuse reporting and root cause analysis</li> <li>• Advocate the value support creates for the business (to C level executives)</li> <li>• Align Director goals and measures (VP direct reports) to re-enforce/recognize KCS behaviors</li> <li>• Support KCS assessment program for teams (KCS council manages and evolves)</li> </ul>	<ul style="list-style-type: none"> <li>• Get reports on the benefits: performance against baseline measures</li> <li>• Review top reused Article report with analysis</li> <li>• Review plans for the new measurement model for phase IV: self-service measures and cross-functional measures (time to cure)</li> <li>• Acknowledge KCS impact and value in communications (new letters, all hands meetings)</li> <li>• Advocate the value support creates for the business</li> <li>• Prepare C level execs for new measures of value and health of support that includes self-service</li> </ul>	<ul style="list-style-type: none"> <li>• Review strategic framework</li> <li>• Review reports on customer success with self-service measures and a summary of top reused Article (combined internal reuse and customer use) reports</li> <li>• Review cross-functional measures (time to cure)</li> <li>• Acknowledge KCS impact and value in communications (new letters, all hands meetings)</li> <li>• Advocate the value support creates for the business</li> </ul>

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<b>Managers</b>	<ul style="list-style-type: none"> <li>• Representative managers involved in design session and adoption planning</li> <li>• Receive KCS overview and information about how it will help them</li> <li>• Help with identification of early adopters and KCS Coaches</li> </ul>	<ul style="list-style-type: none"> <li>• Receive training on KCS concepts and new performance assessment model (old measures that can disrupt KCS success)</li> <li>• Align team goals to re-enforce and recognize KCS behaviors</li> <li>• Celebrate achievement of KCS licensing levels (recognition of those who earn license)</li> <li>• Support KCS coach activities</li> <li>• Coaching for managers</li> <li>• Management representation on the KCS council (selection and/or rotation)</li> </ul>	<ul style="list-style-type: none"> <li>• Training on new measurement model for phase IV - leverage (next phase),</li> <li>• Develop team measures</li> <li>• Provide constant feedback to support analysts on their knowledge contribution</li> <li>• Acknowledge support analysts who are creating value</li> </ul>	<ul style="list-style-type: none"> <li>• Celebrate customer success with self-service</li> <li>• Celebrate changes in the products, services and/or policies due to patterns in the KB</li> <li>• Acknowledge support analysts who are creating value (article value/article impact model)</li> </ul>

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<b>Support Analysts and/or Engineers</b>	<ul style="list-style-type: none"> <li>• Representative Analysts/Engineers from L1, L2, L3 involved in design session and adoption planning</li> <li>• Receive KCS overview and information about how it will help them</li> </ul>	<ul style="list-style-type: none"> <li>• Attend KCS training and get a KCS coach</li> <li>• Anecdotes about success</li> <li>• Recognition for achievement of KCS licensing levels</li> </ul>	<ul style="list-style-type: none"> <li>• Internal reuse reports, Analysts must be able to see how often others are using Articles they have contributed to</li> <li>• Gamification (opportunity?)</li> <li>• Include Article creator, modifier and link rate as part of the Article metadata, reports and subscription model</li> <li>• Article value assessment</li> </ul>	<ul style="list-style-type: none"> <li>• Access to internal and external reuse reports</li> <li>• Acknowledgement for their contribution to self-service success</li> <li>• Visibility to and acknowledgement for changes in product due to patterns in the KB (their contribution)</li> <li>• Gamification (opportunity?)</li> </ul>
<b>Product Management and Development</b>	<ul style="list-style-type: none"> <li>• Representative managers involved in design session</li> </ul>	<ul style="list-style-type: none"> <li>• Periodic status on progress</li> </ul>	<ul style="list-style-type: none"> <li>• Review information about the analysis of most used articles and their associated cases</li> </ul>	<ul style="list-style-type: none"> <li>• Review information about self-service activity patterns, trends and customer feedback</li> <li>• Review information about community activities patterns, trends and sentiment</li> </ul>