

Join us outside London to hear KCS in Action stories, and explore KCS as the Great Enabler. We'll cover:

- KCS implementation case studies: KCS in Action
- KCS as Agile Knowledge Management
- Intelligent Swarming: collaborating in a knowledge-centered environment
- Tools and services available to help enable your KCS journey

Agenda		
Time	Topic	Description
9:00	Tea and Coffee	Start the conversation. Sponsor information available.
9:30	Welcome KCS: The Great Enabler	The Consortium for Service Innovation continues to maintain and evolve the KCS methodology as well as four other initiatives to drive service excellence. Over the years the Consortium has developed best practices around KCS adoption. What's next on the roadmap? <i>Matt Seaman, Consortium for Service Innovation</i>
10:00	KCS as Agile Knowledge Management	The alignment between Agile and KCS. <i>Greg Oxton, Consortium for Service Innovation</i>
10:30	Break	
10:45	KCS in Action	Ten years into their KCS journey, PTC has learned many best practices. Hear how they identify content for being improved and advertised along with techniques to recognize and retain the motivation of knowledge workers. <i>Romain Garcia, PTC</i>
11:30	KCS in Action	Content is King: case study. <i>Bonnie Chase, MindTouch</i>
Noon	Lunch	Table topics available
1:00	KCS in Action	Shifting the New vs Known ratio. <i>Silvia Menon, Autodesk</i>
1:45	KCS in Action	KCS in Action with ServiceNow. <i>Steve Young, ServiceNow</i>
2:15	KCS in Action at Coveo	Learn about Coveo's own transformation to bring unified, relevant experiences to every digital platform across their ecosystem. Coveo has launched a new relevance-powered community designed to be a single source of content, expertise, and collaboration that supports customer and partner success. They will share best practices, lessons learned, a phased approach to AI-powered relevance, and where they are headed next. <i>Jennifer MacIntosh, Coveo</i>
2:45	Break	
3:00	KCS in Action with ComAround	Stockholm University launched self service with ComAround in 2015 in order to reduce the increasing number of cases and improve customer satisfaction. In 2016 they launched KCS, which increased self service

		usage by 750% and had a resolution rate of 81%. Learn what strategic decisions they made, what their challenges have been, and where they are today. <i>Maria Cronfalk, Stockholm University</i>
3:30	Intelligent Swarming	Organizing a support organization who is dealing with mostly new issues: an overview of the Intelligent Swarming Guide. <i>Greg Oxton, Consortium for Service Innovation</i>
4:00 - 5:30	Networking Reception	Sponsored by Coveo and Consortium for Service Innovation. Table topics for discussion groups, and resources available to support you on the KCS journey.

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ComAround Knowledge™ is an independent knowledge tool specialized in capturing, structuring and sharing knowledge. ComAround helps hundreds of customers around the globe to keep their knowledge relevant and structured – at any time, at any place and with any device. ComAround Knowledge™ is powerful, cloud-based and built on the latest Microsoft technology. ComAround also offers training and consulting in KCS, Knowledge Management and Self Service.



[Coveo](#) personalizes every digital experience for customers, partners, dealers, and employees. Coveo combines unified search, analytics and machine learning to deliver relevant information and recommendations across every business interaction, making websites, ecommerce, contact centers and intranets effortless and efficient. With more than 55 KCS certified Coveo employees, the Coveo for Salesforce solution is recognized as a KCS v6 *Aligned* product by the KCS Academy.



[MindTouch](#) is knowledge management software that enables support teams to dynamically capture and deliver content across all channels. Intelligent content delivery through MindTouch helps global companies fuel their self-service support, resulting in increased agent productivity, enhanced operational efficiency, and improved customer experience. MindTouch is a KCS v6 Verified tool and offers training by our KCS Academy Certified Trainers.



[ServiceNow Customer Service Management](#) helps increase customer satisfaction while reducing costs. Offer customers an effortless service experience with a personalized customer service portal and self-service options powered by virtual agents, knowledge management, online communities, and automated solutions. Improve agents efficiency with streamlined processes designed to help them provide solutions faster. Deliver service as a team sport by connecting customer service to

other departments with workflow, holding teams accountable to deliver permanent solutions. Move from reactive to proactive service by identifying issues early through monitoring IoT devices and the use of analytics, then notify customers of solutions before they encounter issues.



[RightAnswers](#) improves customer service and IT support through knowledge management software and self-service portals that are KCS v6 *Verified*. It enables you to provide the right answers to the right people at the right time through a centralized knowledge repository that powers all your support

channels. More than 70 KCS processes are built into RightAnswers products and workflows. KCS training and certification is available from RightAnswers through their Certified Trainers authorized by the KCS Academy. RightAnswers educates clients on KCS best practices through its complimentary Customer Success program.



[The Consortium for Service Innovation](#) is a non-profit alliance of service and support organizations focused on innovation around customer engagement, productivity, and success. Members create and maintain innovative operational models - including KCS! - through a process of collective thinking and experience. The Consortium's work integrates academic research and emerging business trends

with members' operational perspectives. The results are new strategies and models that improve the customer experience. The KCS Academy is a wholly-owned subsidiary of the Consortium.