

AI-Supported Knowledge Management at G+D

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Two Who Went Up a Hill and Came Down a Mountain

There was a time when we climbed real mountains

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PREQUEL



We Brought a Map, Just Not the
Right One

Our Knowledge Management Journey

- 2018: we started with a knowledge engineering approach
- 2023: KCS* became the turning point
- We had to introduce KCS during an ongoing transformation. The MS Dynamics rollout was already underway, based on our former Knowledge Engineering model.
- KCS was pushed into sprints and stories, but with little priority and limited budget
- Progress was driven by individual commitment and strong allies

[*Knowledge-Centered Service \(KCS\) v6 - Consortium for Service Innovation](#)



We have left the valley, but the summit is still ahead

What we have achieved

- Clear content standard in place
- Our knowledge portal G+D Xpert* is established as the leading knowledge system
- KCS integrated into the workflow
- Clear licensing and publishing workflow, with internal availability in less than 1 hour, regardless of article status
- Visible adoption through early supporters, a growing article base, and an increasing link rate

What is still ahead

- Coaching and adoption need to grow further
- There is still unused capture potential
- Metrics are not yet consistently in place
- Dedicated time and people are needed to make KCS sustainable

*G+D Xpert is based on easybrowse by www.gds.eu





The Hill We Set Out to Climb

AI for an Improved Search

Does AI Search Better?

- With a powerful full-text and faceted search, we can provide information efficiently. Most users, however, prefer classic full-text search over faceted search and filters.
- There are situations where the traditional search reaches its limits.
- In contrast, AI can search huge amounts of data within seconds and deliver answers even when the data is scattered.



The Motivation Behind

Time- and productivity-based KPIs in Customer Service:

- Average Handle Time (AHT)
- Average Speed of Answer (ASA)
- First Response Time (FRT)
- Time to Resolution (TTR)
- Service Level Compliance
- Agent Utilization Rate
- Agent Occupancy Rate
- Contacts Handled per Agent
- Schedule Adherence
- Reopen Rate / Repeat Contacts





Conclusion

Information Retrieval Time is Crucial



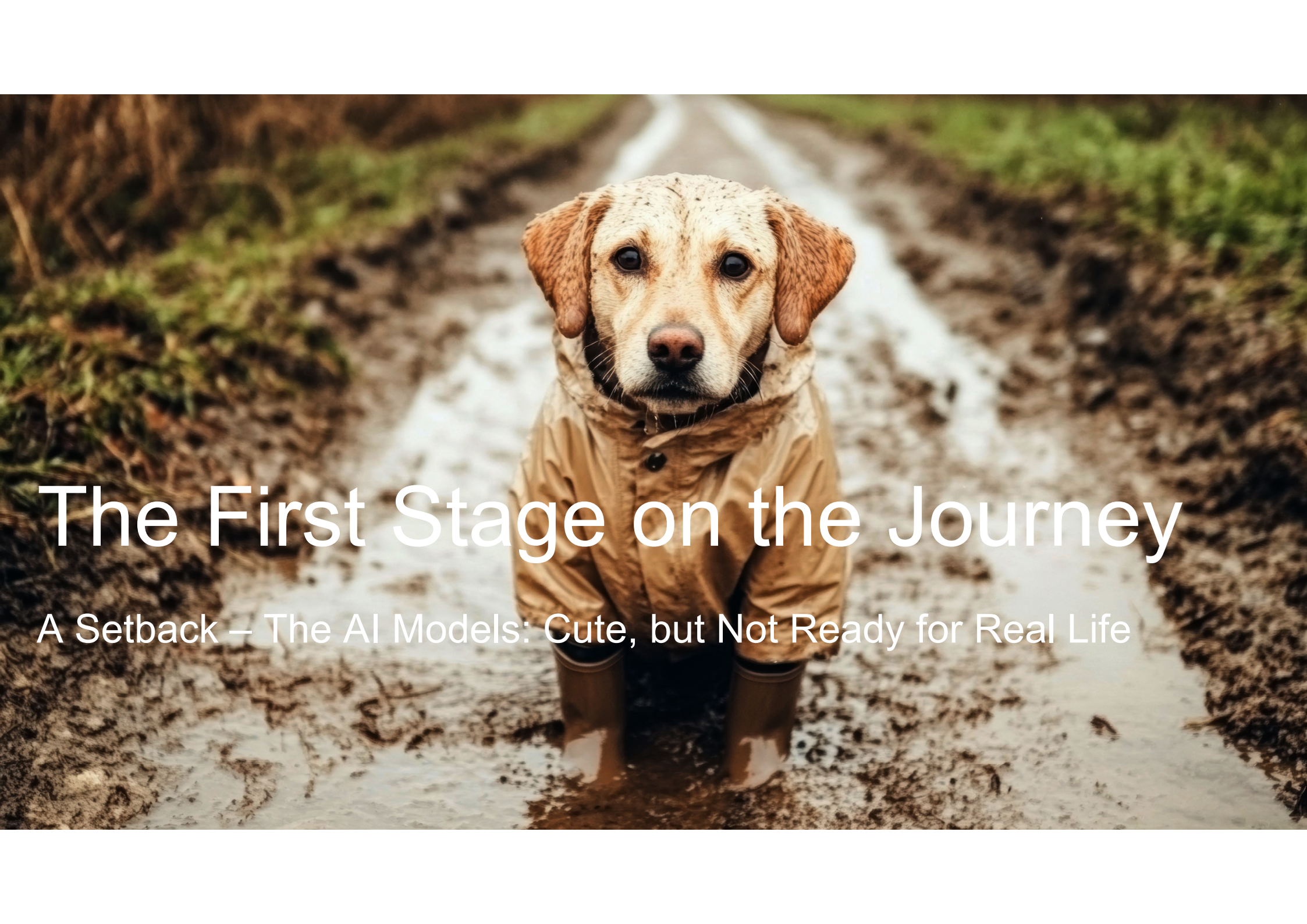
The Equipment

Fortunately, We Were Well Prepared

Already in our Backpack – the Tools for a Solid Foundation

- A modern Content Delivery Portal G+D Xpert
- A sophisticated metadata concept
- A powerful user management
- A large, structured, and continuously updated database
- Active knowledge management with KCS





The First Stage on the Journey

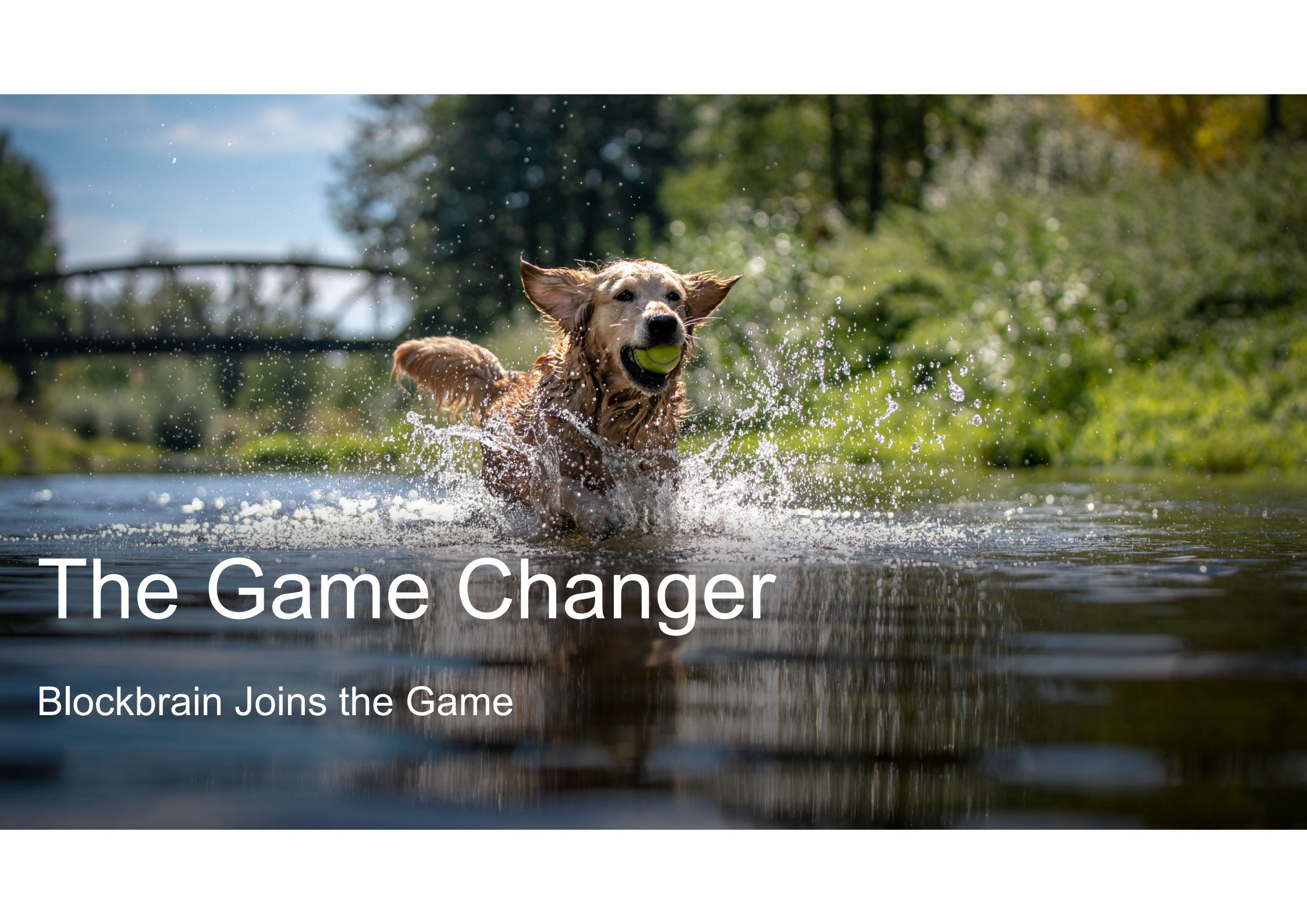
A Setback – The AI Models: Cute, but Not Ready for Real Life

Testing the AI Models

- 7 pilot projects with global providers + internal ChatGPT
- Standardized test: 14 documents, 1 day for setup
- 21 questions, answers rated by expert team (0–5 points)
- Best result: 58 out of 105 points (internal ChatGPT: 56/105)

Conclusion: Answer quality not sufficient – we almost turned back





The Game Changer

Blockbrain Joins the Game

Blockbrain

- AI Startup from Stuttgart
- Joined the pilot project later
- Outstanding results!
- 92 out of 105 points!
- Not a single wrong or missing answer!
- Answers even included images!



Blockbrain Changed the Game, but Not the Basics

- Some answers were too general, too long, too short
- Hallucinations occurred when the database had no information on the topic, or the question lacked context
- Answers sometimes mixed up different products



No Treats, No Tricks

- AI needs data
- AI cannot create new knowledge to fill data gaps
- Successful knowledge management, like KCS, is essential to ensure a strong data foundation
- Human expertise is irreplaceable, but can be supported by AI





Our Journey to the Summit

Stay on the Trail!

- No separate user management
- Existing permission concept must be reflected in the AI
- AI may only use documents approved for the user
- Keep the data room as small as possible
- No extra data maintenance

G+D Xpert is the leading system!



The Material that Turned the Hill into a Mountain

AI-powered ticketing portal

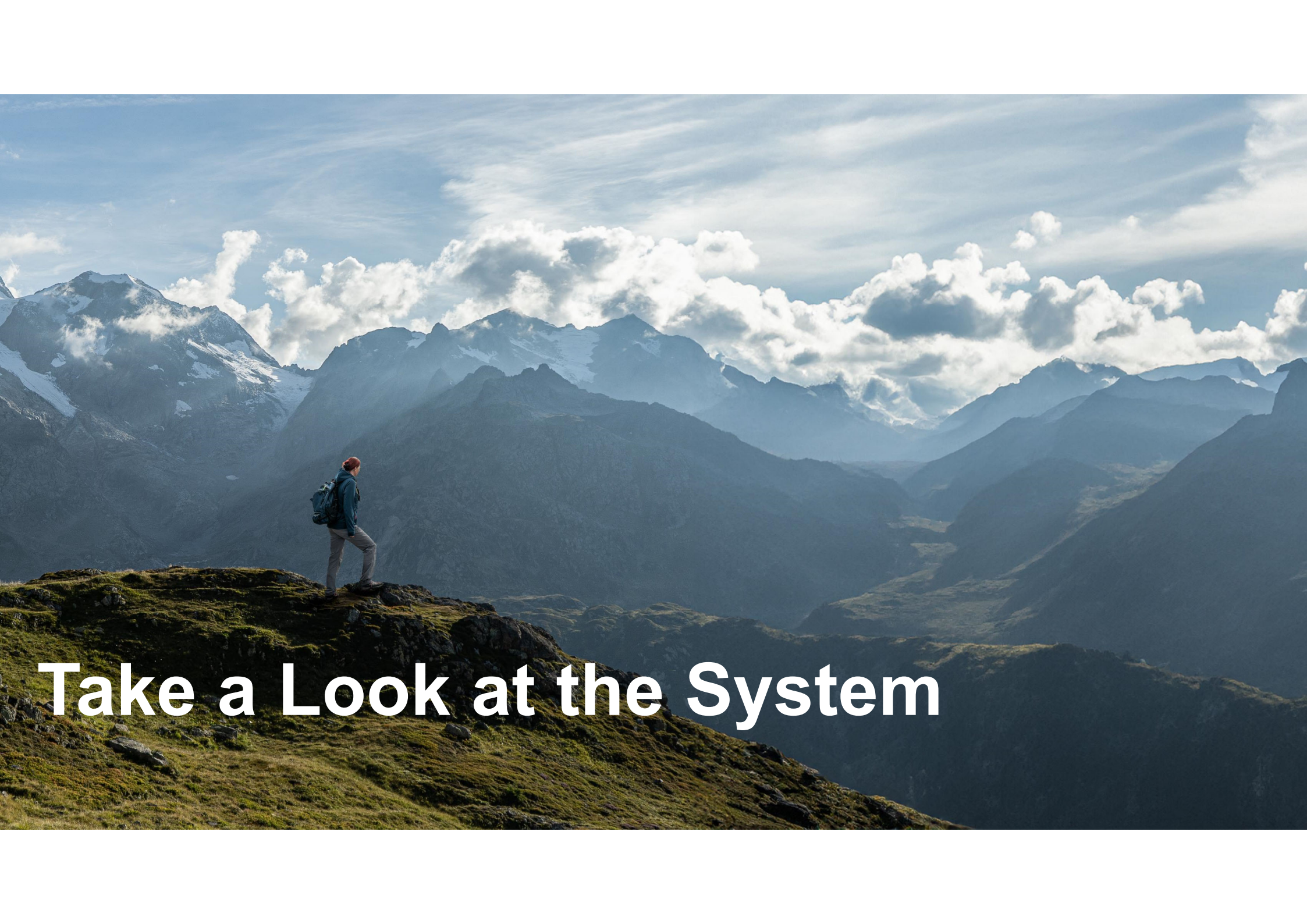
- Automated e-mail sorting
- Ticket creation from customer emails
- Case summarization

Full KCS support

- Search knowledge base within tickets (search)
- Link tickets to articles (reuse)
- Edit and improve articles (review + improve)
- Create draft articles from tickets (capture)

...and the mountain keeps growing!





Take a Look at the System

Key Takeaways

- KCS and AI belong together
- Better knowledge leads to better answers and better service, while AI also supports and accelerates KCS
- KCS can be built during a live transformation, but it takes patience and persistence

