

Scaling KCS & AI Through Transformation

October 2026

Empowering Globalpayers Through Knowledge-Centered Success (KCS®) to scale expertise

Welcome & Context

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**Meet The
Team**

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**Company and
KM Overview**

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**Aims Through
Transformation
& Journey So Far**

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**Transformation
Challenges +
Separation &
Integration**

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**Applied AI
(Not Hype)**

6.0

**Key
Takeaways**



We are also certified in [KCS V6 Practices Certified](#) / [KCS Fundamentals](#) and aligned with ITIL helping to support Globalpayers to perform Knowledge Management effectively !



We support our business with Knowledge Management on ServiceNow which we are proud is a [KCS V6 verified tool](#) !



Shannon Tanner
Global Knowledge, Catalog & Request
Management Process Owner (California, USA)

Experience

28+ years in Technology Services; 22 in Knowledge-Centered Success (KCS)

Expertise

Led KCS programs to infancy to award winners;
Examples TSIA, JD Powers & HDI

Successfully managed KCS program introductions and integrations



Ross London
Global Knowledge Management Manager
(Midlands, UK)

Experience

17+ years in Technology Services, with over 12 years in Knowledge-Centered Success (KCS) and ITIL.

Expertise

Knowledge Management KCS Process, Intelligent Swarming, Reporting, Analytics and AI propagator.

Successfully implemented KCS and ITIL process adoption driving customer success.

We're purely focused on **payments**

175+

countries

153

currencies

6m

merchant locations

\$3.7t

Processed annually

94b

transactions processed
Annually

90+

unique payment
methods

Our mission and vision:
**To ignite business growth
and make everyday commerce
better.**

24/7

dedicated customer
service **365 days a year**

We work with the world's **best-known brands**

Google

NETFLIX

Kroger

PlayStation

TARGET

BRITISH AIRWAYS

Etsy

Disney

Walmart

Apple

NORDSTROM

airbnb

UNITED

amazon

DELTA

We are trusted in the industry with **top honors**

//
Excellent"

//
Strong performer"

//
Best Performing Gateway"

★ Trustpilot
★★★★★

FORRESTER®
Forrester Wave™
Merchant Payment Providers

tsg
2025 Real Transaction
Metrics Awards

And are well connected with the **top payment partners**

VISA

mastercard

AMERICAN
EXPRESS

GoDaddy

ORACLE®

Klarna.

verifone

FREEDOM.PAY

shopify

BIGCOMMERCE

Sabre



Painting a picture from a Knowledge perspective



Scaled Knowledge Adoption

- **598K** article views
- **45.6K** knowledge reuse events
- **11.4K** knowledge consumers
- **5.3K** active articles
- **765** active contributors

Result: Significant growth in knowledge engagement and organisational self-service.



Improved Operational Efficiency

- **28.6K** incidents supported by knowledge reuse
- **45K+** reuse events across support teams
- Knowledge-enabled incidents resolved **3-5x faster**

Result: Reduced MTTR and improved support efficiency.



Advanced AI & Governance Capabilities

- Delivered AI Search, NAVA and Now Assist enhancements
- Established KCS maturity, AQI, feedback and business value reporting
- **2,228** new articles published
- **4,245** article updates completed
- **2,270** feedback submissions
- AQI/Content Standard Check Score: **93.99**

Result: Stronger governance, content quality and AI-powered self-service experiences.

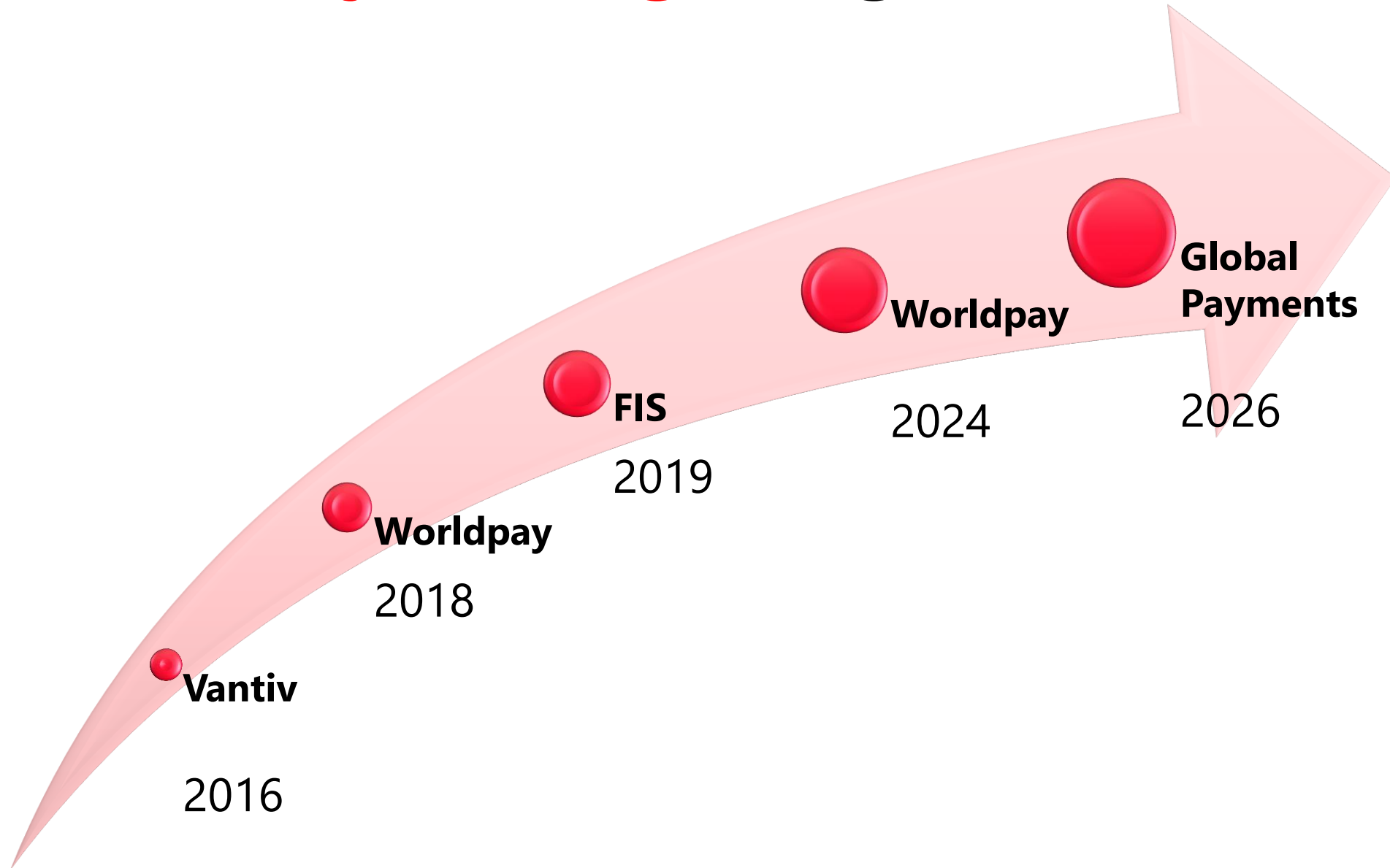
The Opportunity

The Known Knowns & Aims

- **Sustaining KCS During Change**
 - KCS is a long-term capability that evolves with organisational transformation, not a one-time implementation.
- **Impact of Large-Scale Transitions**
 - Mergers and acquisitions introduce complexity in people, processes, tools, and culture affecting knowledge management.
- **AI as an Enabler**
 - AI strengthens KCS behaviors by supporting knowledge workers, not replacing them.
- **Practical Insights for Resilience**
 - Focus on applied lessons to help organisations keep KCS resilient during technology shifts and integrations.



KCS Continuity Through Organizational Change



Journey From 2016

- **Where we started:**
 - Initial drivers for KCS adoption
 - Early maturity challenges
- **Key milestones:**
 - Adoption phases (Adoption → Proficiency → Leveraging → Optimisation)
- **Lessons learned:**
 - What worked vs. what didn't
 - Culture vs. process vs. tooling balance



KCS Program ChallengesThe Beginning



Absence of adoption of KCS Methodology and Capture in Workflow Best Practices



Insufficient Resources to Support KCS Program Success



No Established KCS Program Standards



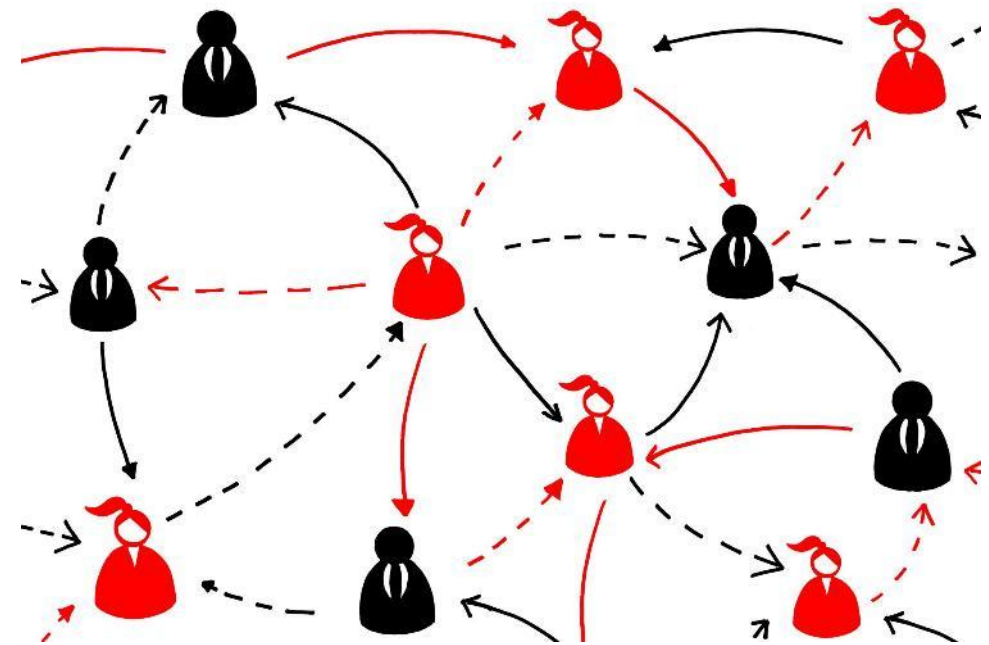
No Formal KCS Governance Structure



Application Issues Impacting Effective User Participation

KCS Through Separation

- **Challenges faced:**
 - Knowledge fragmentation
 - Platform/tooling separation
 - Ownership & governance gaps
- **Practical steps we took:**
 - Knowledge base restructuring
 - Content ownership model reset
 - Governance model redesign
- **What we'd do differently:**
 - Early alignment with architecture & data teams
 - Integration planning as part of KCS strategy



Preparing an Integration

Bringing a Mature KCS Practice into an Acquisition

- Assess Current State
- Build Relationships & Trust
- Identify Common Goals
- Establish a Baseline
- Define the Integration Strategy
- Prepare People for Change
- Evaluate Technology Readiness
- Establish Governance Early



Applied AI (Not Hype)

AI Search & Knowledge Discovery

- AI Search surfaces trusted Knowledge Articles
- Improves findability by understanding intent, not just keywords
- Promotes knowledge reuse before tickets are created

Virtual Agent & NAVA Integration

- Virtual Agent uses approved knowledge and requests as trusted answers
- NAVA provides guided conversations and self-service resolution
- Reduces effort by connecting employees directly to information and actions

KCS + AI Working Together

- Knowledge quality drives AI quality
- Reuse, improve, and evolve content through KCS practices
- AI amplifies knowledge worker effectiveness rather than replacing expertise

Governance & Trust

- Knowledge authors and coaches remain accountable for content quality
- Guardrails ensure AI responses originate from approved sources
- Continuous review improves answer accuracy and relevance

Future: Knowledge Center

- Unified destination for knowledge, services, and AI-assisted support
- Insights and automation discovery for content gaps, duplicate, content health and much more.

Key Takeaways

KCS as Business Capability

KCS should be recognized as a key business capability, vital during organizational transformation.

AI Augmentation Role

AI must augment human behavior and reinforce KCS principles, not replace critical thinking or accountability.

Investment in Governance and Coaching

Sustained investment in governance, coaching, and quality ensures long-term success.

Practical Application

We encourage any interested parties that may be going through similar scenarios to reach out and apply relevant principles in their own environments.

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is now **globalpayments**