Knowledge-Centered Support (KCSSM) Basics

By the end of this session, participants will be able to

- · describe knowledge and the purpose of a knowledge base;
- · define Knowledge-Centered Support (KCSSM);
- · explain the organizational value of KCS and the benefits of sharing knowledge;
- identify the four basic concepts of KCS;
- identify KCS roles and responsibilities; and
- · identify the key components of the Solve and Evolve Loop process.

Table of Contents

Directions: Click on any link below to navigate to that lesson. Click the **Prev** button to return to the last page visited.

Click the **Home** button to return to this page at any time.

Less	on
Com	pleted

- Introduction to Knowledge-Centered Support
- KCS Components and Concepts
- **KCS Practices**
- Roles and Responsibilities
- KCS in Action

Additional Notes and

Will not appear in

Questions final product.

Slide 1.0

Additional Notes & Questions

1. Introduction to Knowledge-Centered Support

Knowledge-Centered Support (KCSSM)

Apollo Education Group is promoting a knowledge-sharing culture by adopting the Knowledge-Centered Support (KCSSM) methodology, a set of practices and processes for creating and maintaining knowledge as a key asset of the organization. The Consortium for Service Innovation created and maintains the KCS methodology.*

Consortium for Service Innovation

- Non-profit alliance of customer service organizations working together to solve industry-wide challenges
- Consortium created in 1992 and maintains Knowledge-Centered Support (KCS) methodology
- Goal was to design and share best practices for capturing, structuring, and reusing knowledge
- We became a member in January 2012

*KCS is a service mark of the Consortium for Service Innovation.



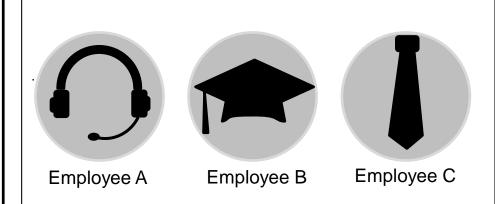
Slide 1.1

Additional Notes & Questions

Place the "*KCS is a service mark of the Consortium for Service Innovation." sentence toward the bottom of the page/screen.

Additional Notes & Questions

We are All Knowledge Workers



Adopting the KCS methodology is beneficial for all types of workers in virtually any industry. We all need access to different types of knowledge to support our customers both internal to the company and external.

The real challenge is adapting KCS practices into our individual workflow. KCS is not something we do in addition to work, KCS becomes integrated into the way we work.

Before we get into specifics about the practices and roles in KCS, let's take some time to think about what knowledge is and how we use it.

Additional Notes & Questions

What is Knowledge?

What is knowledge?

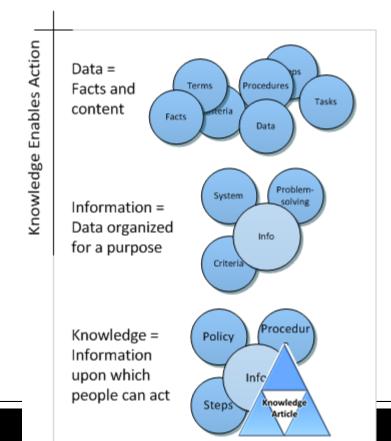
Defining knowledge itself is a challenge because knowledge is intangible, and is measurable by the value it creates for the recipient.

Narrate:

Knowledge is not just content, information made up of data, facts, procedures, concepts, and ideas.

Once content is organized for a specific purpose and context, we can then act upon this structured information.

Knowledge is information upon which people can act.



Characteristics of Knowledge





T- People's expectation of a knowledge base or a knowledge management methodology is perfect, pristine knowledge approved by experts. We have to change people's expectations of what managing knowledge is if we really want to capitalize on the collective experience of the organization.

T- We all have knowledge that we bring into any situation, gained through our life and work experiences. Think about something that others come to you to get advice about or assistance with, something that you are very knowledgeable about.

NH- Hmmm. I am really good at creating tables and reports in Excel and am always asked to help my coworkers with formulas.

T- How did you get that knowledge?

NH- Well I took a course for the basics, but am mostly self-taught through research and trial and error on projects. I also learned a lot from coworkers in the beginning.

T- When did you stop learning?

NH- Never. I learn on every project, even if it is only a more efficient way to do something. Plus, the application has improved over time, so with every version of Microsoft® Office I have something new to learn.

T- How confident are you in your knowledge? Are you 100% confident in what you know?

NH- Well, my confidence depends on the situation and how often I have done something. Plus things never stop changing and I learn new things. Even if I am really sure that I know something, I still wouldn't say 100% confident.

T- How did you gain confidence in what you know?

NH- Through experience and working with others.

T- Exactly right. We are constantly gaining new perspectives and enhancing what we know. And we gain confidence in what we know by trying it, the same way we gain it initially, through experience.

Knowledge is:

- · Gained through interaction and experience
- · Constantly changing (we never stop learning)
- Never 100% complete or 100% accurate
- Validated through use, experience, and interaction (not by subject matter experts)

Slide 1.4

Additional Notes & Questions

Conversation between trainer (T) and a new hire (NH)

Slide 1.5

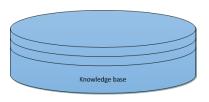
Additional Notes & Questions

People

Value of a Knowledge Management Strategy

Value of a Knowledge Management Strategy

If you have used a knowledge base before, then you may be asking yourself how KCS is different. The difference is that a knowledge base is technology and KCS is a holistic methodology that incorporates people, processes, and technology. The technology piece is important to get right, but people and processes are what make or break KCS.





Managing the knowledge base takes place in real time by the people who use the knowledge. Each of us is responsible for generating and maintaining the knowledge in an ongoing process represented by the acronym U.F.F.A.

Use it – Every time you have or answer a question, search the knowledge base.

Flag it – When you notice errors or content gaps in an article, provide feedback.

Fix it – When errors are identified, a person with rights can implement the feedback.

Add it – When a knowledge article does not already exist, a person with rights can add it.



Without KCS

In the absence of KCS or another knowledge management strategy, employees will do their best to get the knowledge they need to serve their customers.

Explore typical sources of knowledge before KCS:

Action: Ask your manager

- Walk over to your manager's desk
- Send an email

Result:

- Unavailable talking on the phone, with a peer, in a meeting
- Distance from procedures, doesn't do the job every day

Action: Ask a coworker

- Talk over the cube
- Send an email
- Find someone available on IM

Result:

- Ask two people get conflicting answers
- Out-of-date information

Action: Search the intranet

- Search SharePoint
- Review role or team sites (advisor dashboard, team q/a)
- Review training materials
- Presentations created for meetings

Result:

- Too much information to sift through quickly
- Questionable accuracy; who created? When was it valid?

Slide 1.6

Additional Notes & Questions

Use desk background on following slide to work through the different scenarios

Without KCS

Action: Search personal files

- Search for emails
- Saved files and presentations
- Post-it notes
- Printed job aids, training materials, and meeting notes

Result:

Information hard to find, unstructured, out of date

Action: Memory/I know this!

Recall previous experience

Result:

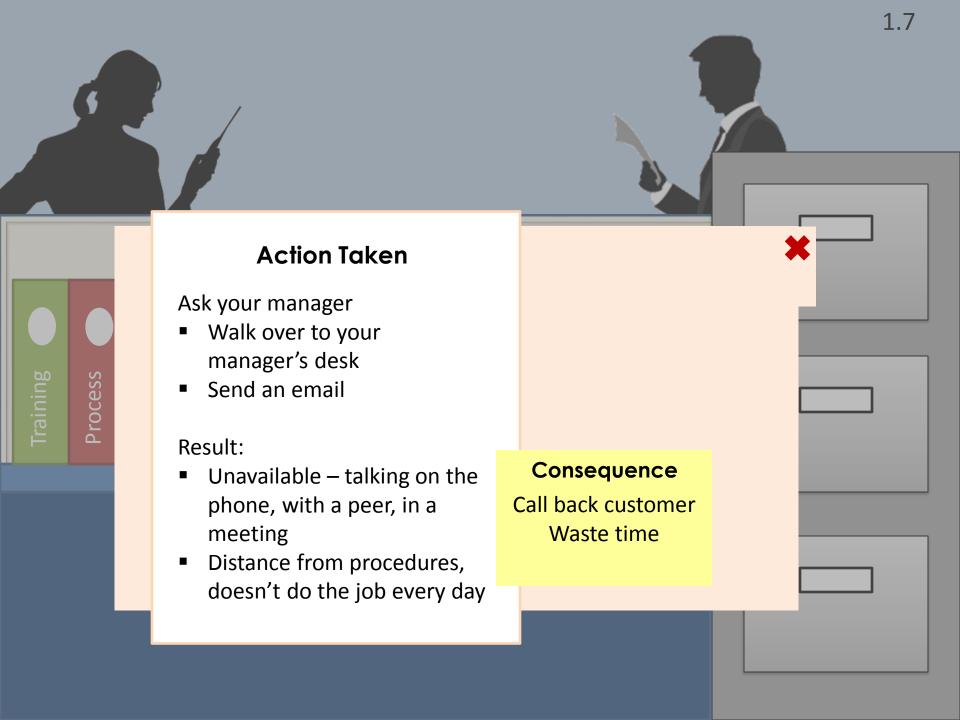
- Memory is fallible
- Information, processes, and policies change
- No one else benefits

Slide 1.6

Additional Notes & Questions

Use desk background on following slide to work through the different scenarios





Additional Notes & Questions

Consequences

Consequences of not consistently creating and sharing knowledge Customer

- Inconsistent answers
- Delays and callbacks
- Can't help themselves; vetted knowledge could be used for self-service Employee
- Time wasted looking for answers
- Lack of "real-time, fingertip knowledge" causes the need for specialization
- Multiple ways to do everything, but the best way should be the way
- Lack of easy knowledge is painful and demoralizing to staff

Organization

- Change happens roles, areas of expertise, teams, processes, policies, terminology
- Lack of easy knowledge increases time to efficiency for new hires
- Loss of historical information and expertise with attrition
- Mis-advisement wrong answers that affect the student, lower confidence, cause write-offs and lawsuits
- Lack of easy-to-retrieve knowledge causes call-backs, mistakes...all negative student impacts

Benefits

Benefits of consistently creating and sharing knowledge:

Customers

- Increased confidence
- Improved experience (speed, accuracy, consistency)

Employees

- Feel personal empowerment and recognition
- Receive peer feedback
- Broader expertise and job satisfaction

Organization

- Improved effectiveness and efficiency
- Evolving resources and expertise (capacity)
- Improved relevance and loyalty

Slide 1.9

Additional Notes & Questions

Work is Problem Solving

At a basic level, we can think about our work and interactions with others as a series of questions to be answered.

We naturally go through a problem-solving process multiple times a day, usually without much thought about the mechanics of how we solve problems, answer questions, and generally get things done.

Your process probably looks something like this:

Question is asked

- Student question
- Coworker question
- Personal question
- Process or project question

Go through personal problem-solving process

- Do I know the answer from memory?
- Have I asked or been asked this before?
- Do I need more information?
- Are there other variables?
- Is there a process/policy/system involved?

Question is answered

- Research
- Advise customer (self, student, or coworker)
- Move on to next question/interaction/task

Question is asked... again

- Didn't I already answer this?
- Where is that email?
- There has to be an easier way!

There is a better way! KCS gives us a structured way to solve problems and capture the information in an article for reuse by us and others.

Slide 1.10

Additional Notes & Questions

Slide 2.0

Additional Notes & Questions

2. KCS Components and Concepts

Three Components of KCS

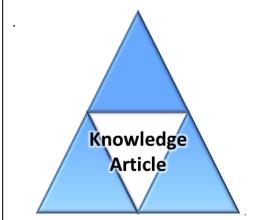
KCS is broken into three main components:

- 1. Knowledge article the content
- 2. Solve Loop four transactional practices
- 3. Evolve Loop four organizational practices

Knowledge is at the heart of KCS.

Knowledge must be

- timely;
- · findable; and
- usable by a target audience.



Slide 2.1

Additional Notes & Questions

Three Components of KCS

The eight practices of KCS are divided into two loops that reinforce each other and are focused on creating and maintaining knowledge articles through regular business practices.

There is no chronological order to these practices; the activities can happen at any time and in any order.

Solve Loop – the transactional practices

The first loop, called the Solve Loop, represents daily activities including capturing, structuring, reusing, and improving a knowledge article. Some examples could be addressing a student's question, creating a knowledge article, making a suggestion, or correcting an article.

Evolve Loop – the organizational practices

The Evolve Loop represents the processes that occur at the organizatior level. These are practices that help set the stage for the quality of the knowledge article. This involves activities such as monitoring content hea integrating knowledge processes, overall performance assessment, and leadership.

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Slide 2.2

Additional Notes & Questions

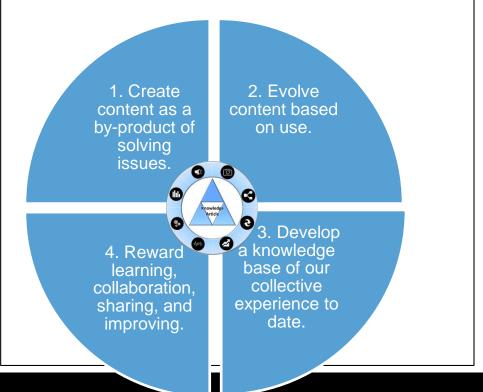


Four Basic Concepts

The KCS methodology can be summarized in four basic concepts:

- 1. Create content as a by-product of solving issues.
- 2. Evolve content based on use.
- 3. Develop a knowledge base of our collective experience to date.
- 4. Reward learning, collaboration, sharing, and improving.

All the KCS roles and practices work together to enable these four concepts.

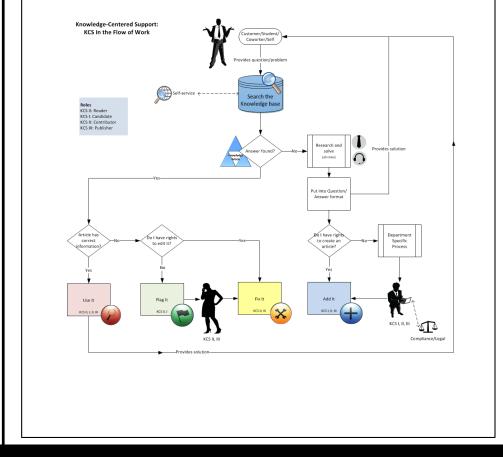


Start Learning Button

Create Content as a By-Product of Solving Issues

KCS becomes integrated into the way we work only through making a conscious effort at first, but it will become second nature over time.

We need to get to the point where KCS is not something we do in addition to work, KCS becomes the way we work.



Evolve Content Based on Use

Articles are reviewed and updated only when they are used. That means that we only spend time on additional styling and confirmation for those articles that are being searched for and validated.

An article in Not Confirmed status has not been searched for and used enough to trigger it to be reviewed, validated, and put into a Confirmed status.

Over time, some articles will be put into Approved status and be published for use by external customers, and some articles will be Archived due to lack of use.

Article A

 Not Confirmed

Article B

Confirmed

Article C

Approved

Article D

Confirmed

Article E

 Not Confirmed

Article F

Archived

Additional Notes & Questions

Develop a Knowledge Base of our Collective Experience to Date

KCS breaks through the limitations of traditional knowledge strategies and enables organizations to deliver greater value with more efficiency. The secret? Capitalizing on what we already have—knowledge.

This increased value is created and managed by capturing the collective experience of the organization in solving problems and answering questions for internal and external customers. Making that knowledge reusable, and evolving it to reflect organizational-level knowledge, creates huge leverage.

- Process and Procedures
- Services and Product Knowledge
- Training Material
- Question/Answer
- Lessons Learned
- Best Practices

Knowledge Rowledge Article

Additional Notes & Questions

Reward Learning, Collaboration, Sharing, and Improving

For most organizations, the adoption of KCS represents a major shift in thinking. It requires a shift in the organization's culture (values and focus) from:

Old Value and Focus

- Individual
- Activity
- Completion
- Escalation
- Content
- Knowing

New Value and Focus

- Team
- Value Creation
- Evolution
- Collaboration
- Context
- Learning and Sharing

KCS is a journey, not a destination.

Slide 3.0

Additional Notes & Questions

3. KCS Practices

Eight Practices

Knowledge is at the center of KCS, content is king.

The eight practices of the Solve and Evolve loop answer fundamental questions that must be addressed when implementing a knowledge management strategy.

Capture: How do we capture knowledge?

Structure: How do we make the knowledge readable and findable?

Reuse: How do we leverage existing knowledge?

Improve: How do we keep content current and accurate?

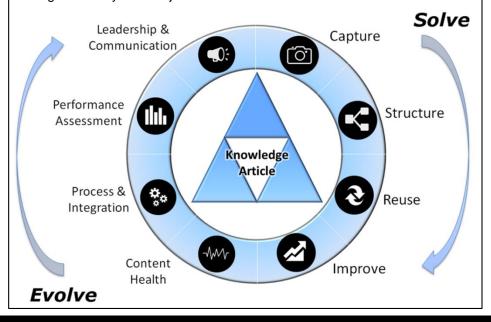
Content Health: What are we trying to create?

Process and Integration: How are we going to create good content?

Performance Assessment: How do we measure how we are doing?

Leadership and Communication: How do we get people to buy-in and

change how they do their jobs?



Slide 3.1

Additional Notes & Questions

Zoom in on each practice and show the corresponding question in a call out.

Additional Notes & Questions

Customer = target audience, could be you, student, coworker, boss, etc.

Solve Loop Practices

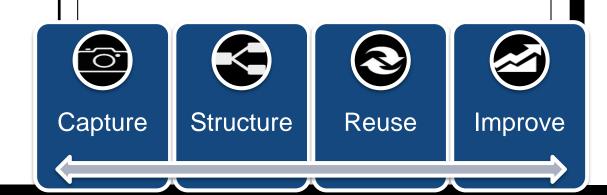
These four KCS practices contribute to the creation and maintenance of knowledge in the Solve Loop.

Capture - Capture in the workflow: While solving the problem, we capture the customer's context (his or her words and phrases), as well as our own knowledge.

Structure - Structure for reuse: Consistent structure, simple templates, and a crisp style improve KCS article readability. We can identify existing KCS articles and their relevant elements quickly to solve the problem.

Reuse – Search early, search often: Searching the knowledge base is part of the problem-solving process. "Search early, search often" ensures that we are not re-working a problem that already has an answer and that we benefit from the collective experience of the organization.

Improve - Reuse is review: As employees, we take responsibility for the articles we interact with. If we see something that is wrong or that we do not understand, we have the responsibility to "flag it or fix it." If this sense of ownership is developed, reuse becomes review. We constantly review and improve the KCS articles that are being used.



Additional Notes & Questions

Evolve Loop Practices

The four KCS practices in the Evolve Loop are a continuous improvement process that integrates the individual-level responsibility for solving problems with organizational-level processes.

Content Health details the techniques that address article structure and life cycle. These techniques help guide in creating a style guide, what information is required, the criteria for evaluating an article, and how to assess the value of an article. Additionally, this practice addresses the analysis of new and reoccurring issues and the development of self-service articles.

Process and Integration addresses not only the adoption of tools and methods to make the Solve Loop seamless, but also addresses the process of problem solving itself (knowledge generation in the workflow: employee asks manager a question, gathers information, creates article, directs employee to article).

Performance Assessment techniques cover the various roles and measurements of the individual as well as departments, and define how value is created and measured.

Leadership and Communication become imperative to the success of any initiative and this is addressed in this KCS practice. The KCS methodology addresses the importance of creating a compelling vision that is in alignment with department and company goals.



Content Health



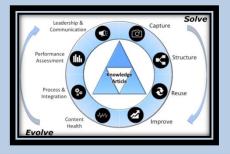
Process & Integration



Performance Assessment



Leadership & Communication



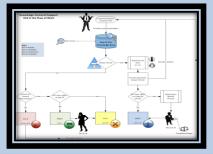
Roles

KCS 0: Reader – Uses knowledge

KCS I: Candidate – Creates knowledge

KCS II: Contributor – Validates and styles

KCS III: Publisher - Publishes to self-service



Evolve

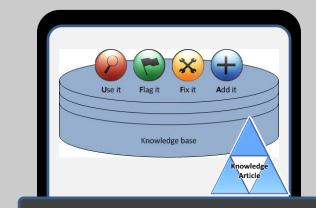


Process & ntegration

Content Health



Leadership &







Capture

| Structure





mprove

Four Basic Concepts

Create content as a byproduct of solving issues. Evolve content based on use.

Develop a knowledge base of our collective experience to date. Reward learning, collaboration, sharing, and improving.





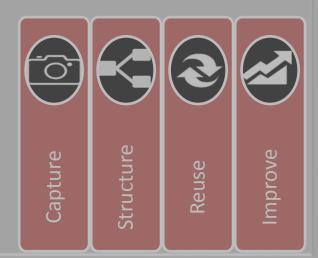
Capture

How do we capture knowledge?

Capture - capture in the workflow: while solving the problem, we capture the customer's context (his or her words and phrases), as well as our own knowledge.



Solve



wledge llective late; and Reward learning, collaboration, sharing, and improving.



Create content as a byproduct of solving issues; Evolve

Content Health

Content Health

What are we trying to create?

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addresses the analysis of new verse known issues and the development of self-service solutions.



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Slide 4.0

Additional Notes & Questions

4. Roles and Responsibilities

Licensing Model

▲CAUTION Student Driver

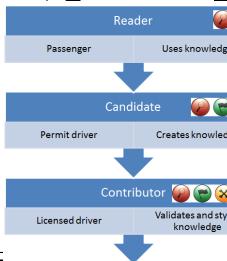
For most employees, learning to capture and structure knowledge represents a significant change in behavior and activities. The KCS knowledge and competency model defines responsibilities, system rights, and privileges for each role: KCS Reader, KCS Candidate, KCS Contributor, and KCS Publisher.

If we use a driving metaphor, adopting KCS is like learning to drive a car. Before getting behind the wheel, we were passengers and got the benefit of riding in the car without the responsibility of driving. When we first started, we got a learner's permit, and we had to have a licensed driver along as a coach. Initially, we had a great deal to think about and driving took all of our attention.

Earning a driver's license gave us new rights and privileges and enabled us to drive on our own. For most of us, this represented a significant increase in our independence with a corresponding increase in our parents' anxiety. Our parents worried about the risk and whether we would make the right decisions. Eventually, with enough experience, driving became second nature to us. As with driving, some people will choose to progress further, study more, and gain more advanced skills.

Slide 4.1

Additional Notes & Questions



Licensing Model

Adopting KCS is like learning to drive. People learn how to do the KCS processes as they are resolving issues. Like learning to drive, we can be told the concepts in a classroom setting, but only with practice can we internalize the behaviors and competencies so they become second nature.

As with driving, each license is earned based on demonstrated consistent behaviors that align with the KCS role. Some departments also require a test to move from one level to the next. As with a license to drive a car, an employee who frequently breaks the rules or demonstrates poor judgment may lose his or her license.

Three additional support roles are identified by KCS: the KCS Coach, Knowledge Domain Expert (KDE), and KCS Council.



Additional Notes & Questions

For each question, the learner should select the correct "license"

Roles Match **Solve Loop**

Explore the KCS Roles and Responsibilities by answering the following questions:

Which role can use knowledge and flag articles, but does not have the rights to add articles?

Reader (KCS 0)

Which role would you need to be to create a new article? Candidate (KCS I)

Which role can validate and style articles created by a Candidate? Contributor (KCS II)

Which role is responsible for preparing self-service articles? Publisher (KCS III)

Which role can create new articles, but does not have rights to fix articles? Candidate (KCS I)

APOLLO EDUCATION GROUP KNOWLED KCS 0: Reader: Use Knowledge Rate Articles Submit Suggestions Request New Articles







APOLLO EDUCATION GROUP

KCS III: Publisher All KCS II Responsibilities

- Provide additional validation
- Prepare Articles for Self-Service Consumption
- Manage Feedback







Slide 4.4

Additional Notes & Questions

For each question, the learner should select the correct "license"

Roles Match Evolve Loop

Which role provides feedback to other KCS roles and is a change agent? Coach

Which role monitors content health and provides reporting to leadership? Knowledge Domain Expert (KDE)

Which role provides department-level direction and is actually a group that consists of at least one manager, KDE, and representation from KCS roles within the department?

KCS Council

APOLLO EDUCATION GROUP Coach: Assist with all KCS roles Provide feedback and coaching to KCS Is, IIs, and IIIs Perform routine AQIs on team members Be a change agent

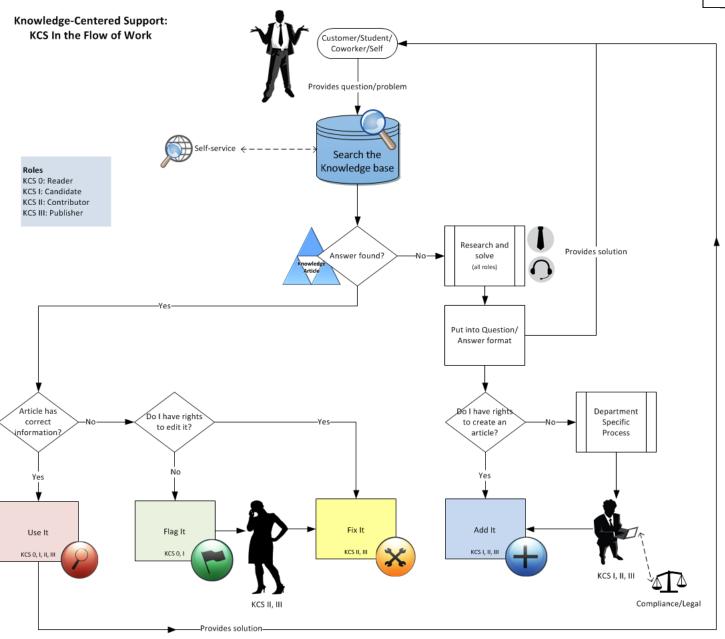




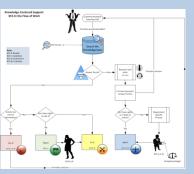
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Additional Notes & Questions

5. KCS in Action







n:

I change my information in MyHR?

ge or edit information in MyHR:

MyHR in the address bar.

into MyHR using your ntlogin and password.

Main Menu.

Self Service.

Personal Information.

ct the information you would like to edit.

update your personal information.

Status: Not Confirmed

Question:

How do I change or edit personal informa

Answer:

To change or edit information in MyHR, perfollowing steps:

- 1. Open Mozilla Firefox web browser.
- 2. Type **MyHR** in the address bar.
- 3. Press Enter.
- 4. Log into MYHR using your ntlogin and p
- 5. Click **Main Menu**.
- 6. Click **Self Service**.
- 7. Click Personal Information.
- 8. Select the information you would like to

You can update the following information:

Personal Information Summary

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2. E

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4. S

pass

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Question:

How do I log in to eCampus with my University of Phoenix (UOPX) Mobile App?

Ans To lo

Answer:

re-enable the passcode feature from the Settings menu.

To log in with UOPX Mobile App v.2.0, perform the following steps: 1. Open the application. 2. Enter your **username** and **password** at the login screen.

3. Tap **Login**. 4. Set up a **passcode** (optional). If you opt for a

passcode, create a four (4)-digit PIN. 5. Confirm the **PIN**.

passcode, create a d for the PIN each you enter an nes, or tap Forgot ure is disabled and to enter a passcode disables the passcode

ny mobile app?

2.0, perform the

d at the login screen.

You are prompted for the PIN each time you access the application. If you enter an incorrect PIN three (3) or more times, or tap Forgot your passcode?, the passcode feature is disabled and the login screen reappears. Failure to enter a passcode or tapping Forgot your passcode? disables the passcode feature. Note: You can

Slide Additional Notes & Questions Review **Start Learning Button**

Slide

Capture

Drag each practice to the correct place on the Double Loop.

Evolve

Solve Structure Reuse Improve Knowledge Article **Content Health** Process and Integration Performance Assessment Leadership and Communication

Practices Knowledge Check

Explore your understanding of the KCS practices by answering the following questions:

Which practice focuses on creating content in the flow of our work while we solve problems? [Capture]

Which practice helps article readability and styling? [Structure]

Which practice ensures that we are not re-working a problem that already has an answer and that we benefit from the collective experience of the organization? [Reuse]

Which practice teaches us that we have a responsibility to "flag it or fix it" when we find issues with a knowledge article? [Improve]

Which practice monitors article life cycle and provides criteria for evaluating an article's value? [Content Health]

Which practice addresses the adoption of tools and methods to make the Solve Loop seamless, and also addresses the process of problem solving itself? [Process and Integration]

Which practice defines how value is created and measured? [Performance Assessment]

Which practice is imperative to the success of any initiative and addresses the importance of creating a compelling vision that is in alignment with department and company goals? [Leadership and Communication]

Slide

Additional Notes & Questions



Capture

Accoccment



Structure



Reuse



Improve

To learn m Innovation	nore about the KCS i:	S Methodology, v	isit the Consortium	ı for Sei
http://www	serviceinnovation	.org/kcs/		

- describe knowledge and the purpose of a knowledge base;
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- explain the organizational value of KCS and the benefits of sharing knowledge;
- identify the four basic concepts of KCS;
- identify KCS roles and responsibilities; and
- identify the key components of the Solve and Evolve Loop process.

Conclusion & Next Steps

Congratulations, you have completed the tutorial portion of this course. In this course, you have learned

(add the word "to" after learned above, and then list here with bullet points the learning objectives in the column on the left.)

To receive completion credit for this learning experience, you must close this window and successfully complete the accompanying

To complete the assessment now:

- 1. Close this tutorial window.
- 2. Click the **Return to Activity Progress** link on View Progress screen.
- 3. Click the assessment link on the Activity Progress screen.

To complete this at a later time:

Open **My Learning Self-Service>Learning>All Learning** and launch the assessment from your All Learning Activities screen.

Your feedback on this class and all others ensures continuous improvement of the courses we develop and deliver. Please take a moment to click the course survey link on your Activity Progress page to complete a short survey and provide your feedback.

Additional Notes & Questions