Analysis: Benefits of a known error article over a prb record
Or The argument for documenting PRBs in the knowledge base

My Role: User Experience Business Analyst (2014)
Outcome: I was able to show that articles written with customer-empathy when creating the content in the knowledge base had a measurable impact on IT support costs.

Process: Data Collection > Standardization > Validation > Conclusion

- Data Collection: The primary database did not have a standard collection format for much of the data needed, so multiple data sources were needed to fill in the gaps.
    - Connected the data through a SQL database, where possible, otherwise the data was exported to excel and then connected to SQL
- Data Standardization > Even once the data was collected in a single place, it was really dirty. A lot of cross references were needed and cleaning up the data, like updating the State names to a standard format.
    - Most of this was manual, though some data transformation was possible with complex "fuzzy logic" SQL queries
- Data Validation: Not all the data points were clearly defined. The company used a multiple level query to evaluate if an incident is really reported by a customer or created through an automated process.

- ○ Since we were looking for user reactions it was important that the data was user generated. These were accounted for in the data collection stage but we had to run our numbers against other data models to make.

Report Conclusion: Time to Relief (TTR) was reduced by days when a KB was in existence at the time an issue was reported. This proved that once reported, it was easier to solve the issue if a known-error article was added to the knowledge base, instead of just providing the service desk with a technical problem record.

Results: The report was used by the Director of Knowledge Management to justify hiring knowledge writers to implement a known error process which in turn reduced support costs in increased customer satisfaction.

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