



Optimization Basics for KB Search

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Agenda

- Why optimize? (5 minutes)
- Approaching the problem (10 minutes)
- How do I optimize? (35 minutes)
 - › Analyze & Adjust
- Summary and questions (10 minutes)

Target Audience

- < 2 years managing the RN KB
- Anyone looking for first steps with optimization
- Anyone looking for a refresher on optimization best practices



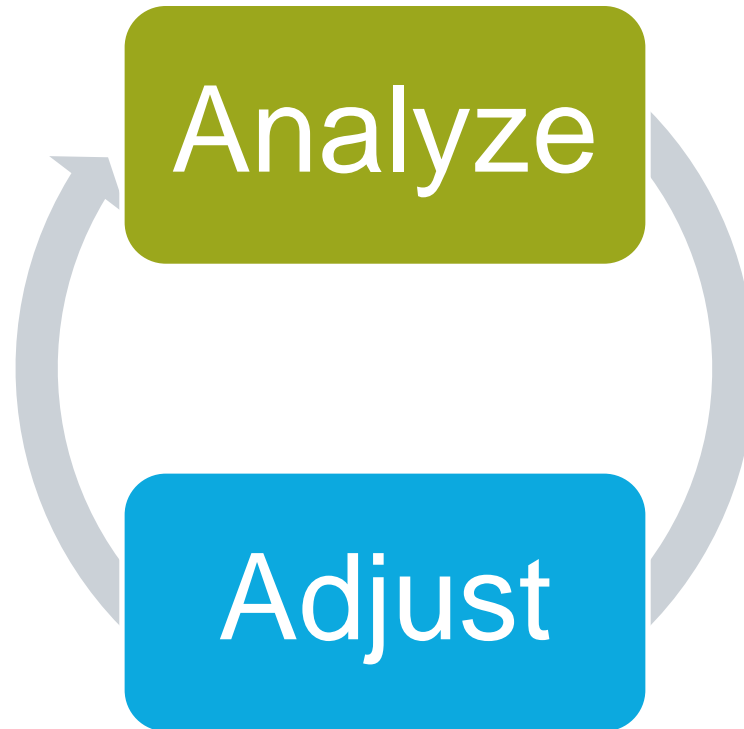
Best Practices at RightNow

- What is a best practice?
- How did RightNow identify our core KB best practices?
- What kind of business impacts will I see from following these practices?
- Who else is following these practices?



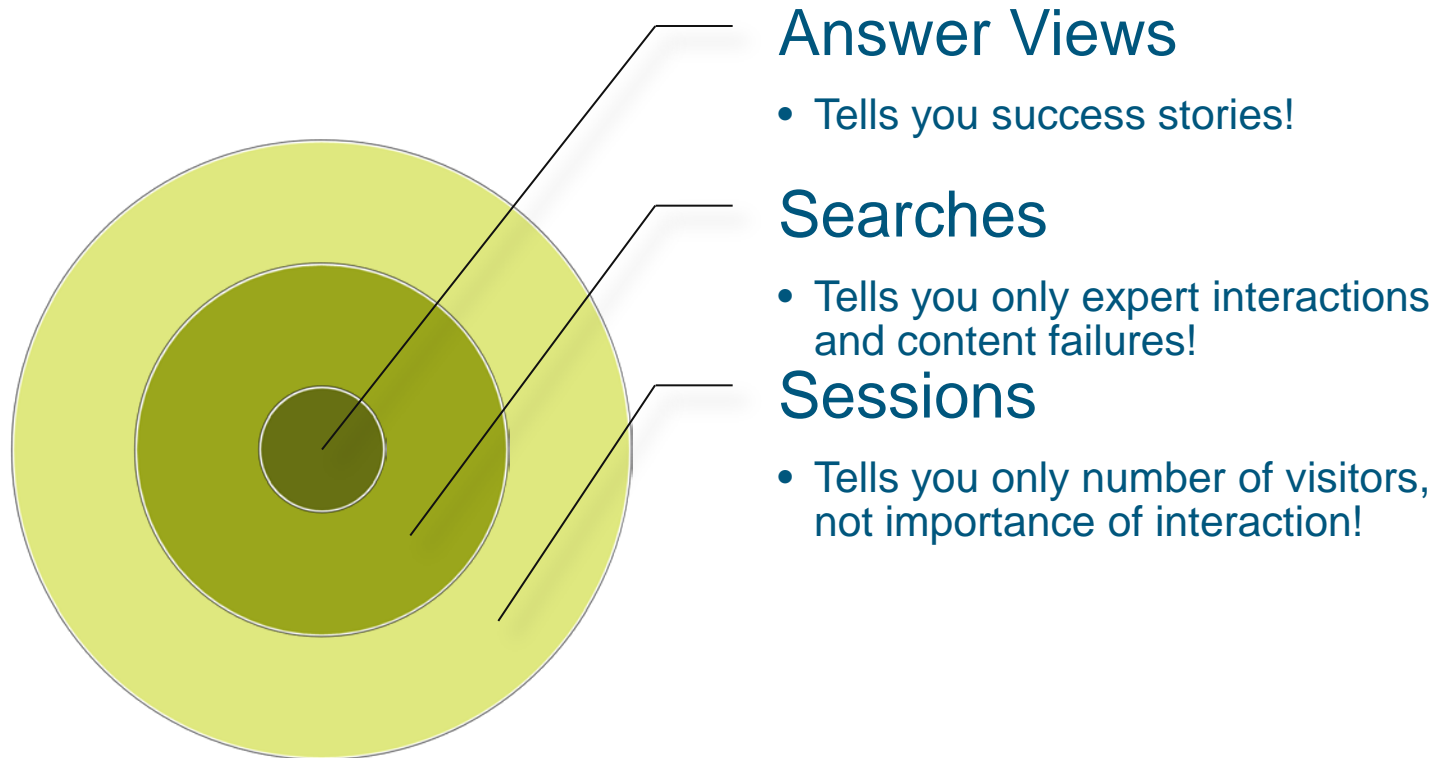
Intro to RightNow KB Best Practices

- Knowledge Optimization is a process—there is no single best approach or quick fix!



• How to evaluate effectiveness:

› Compare ratios, focus on Answer Views



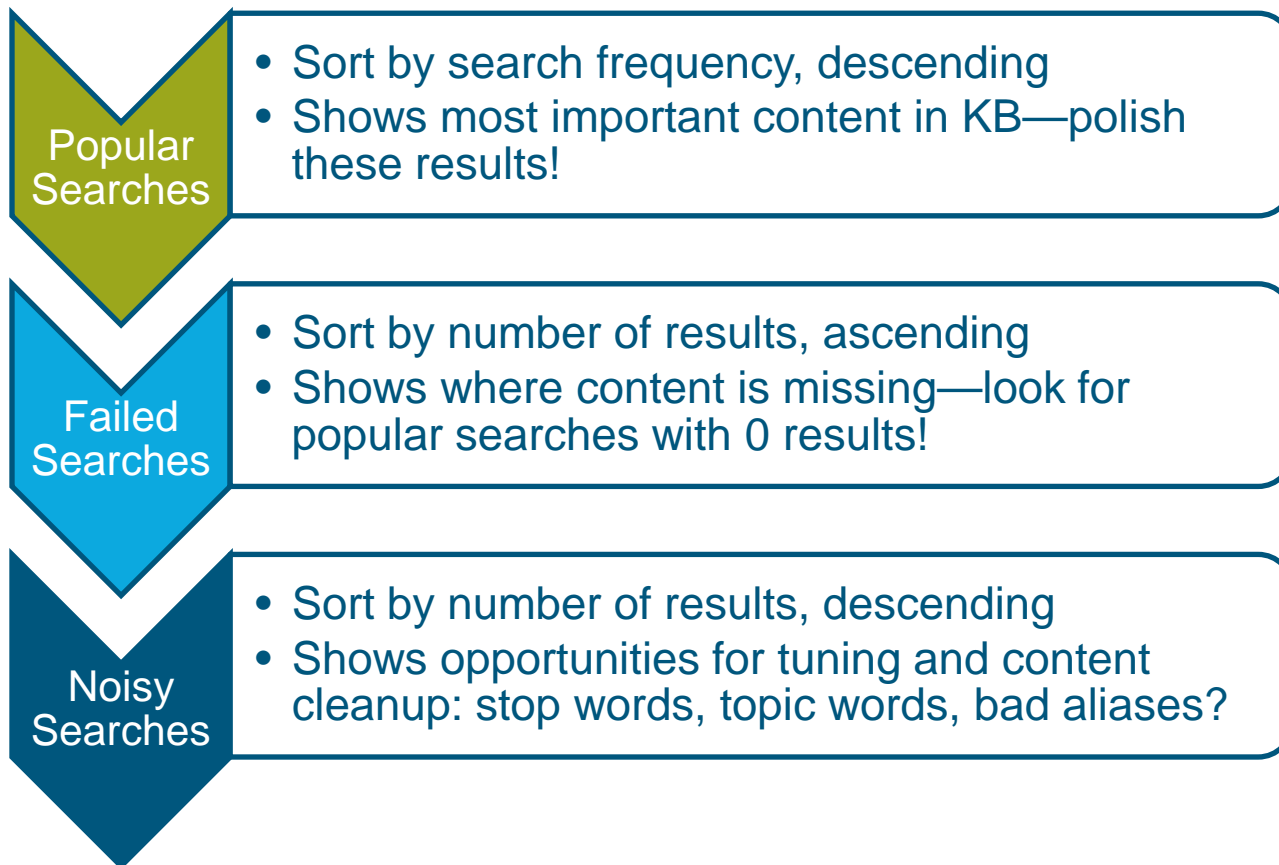
- Think like your most common users
- Review Answer predictions
 - › Overall, and by product
- Evaluate top 20 searches





Tour of KB Reports

• Keyword Search report: Review regularly!

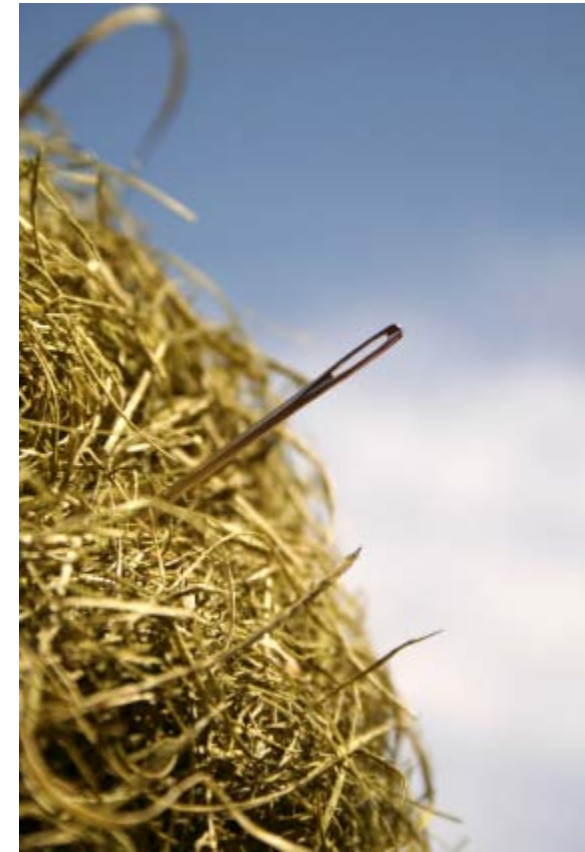


Keyword Search report demo

Keyword Search		
Keyword Searches		
Phrase Stem		
Phrase Stem	Search Count	Answers
FOCUS	58	2
CAMERA	28	12
LIGHT TIP	17	6
CONNECT	12	13
MUD	11	0
LEN	8	3
TEST	8	5
GRIT	7	0
LIGHT	6	5
FISHFON	5	7
MICROFIB	4	0
LIGHTN	4	1
TRADE	3	0
81	3	1
WET	3	1
WATER	3	4
CLEAN LEN	3	5

Keyword Search		
Top Level > LIGHT TIP		
Keyword Searches		
Search String		
Search String	Search Count	Answers
lighting tips	16	6
lighting tip	1	6
Record Count: 2		

- ◊ Answers Last Access Time
- ◊ Look at 0 score answers
 - › Purge or make private?
 - › Should be scored higher?
 - › How to functionally address its under-use?
- ◊ Look at answers not accessed for long time



Answers Last Accessed Time

Answers Last Access Time			
Answer ID	Summary	Score	Last Viewed
81	Lighting Tips	218	09/07/2010 07:00 PM
105	Need help connecting my camera to my pc to download pictures	193	08/24/2010 12:00 PM
85	\$100 Trade-in for your old point & shoot!	191	08/18/2010 08:00 AM
99	Issue focusing your camera	149	08/27/2010 12:00 PM
16	Email Privacy Policy	63	09/08/2010 12:00 PM
84	Where do you set exposure (manual & digital)	58	08/11/2010 09:00 AM
104	Tools to clean camera lens	57	09/09/2010 11:00 AM
73	What is the battery life of the marine radios?	56	07/07/2010 09:00 PM
10	Syncing PC's Music Library with MP3 Player	52	06/10/2010 09:00 AM
5	Gift Cards	49	05/31/2010 04:00 PM
48	Store Return Policy	39	03/18/2010 12:00 AM
101	Screen Sharing	33	07/07/2010 09:00 PM
82	How many megapixels is enough?	15	03/24/2010 09:00 PM
18	Why is the picture for some channels fuzzy (not sharp)?	15	08/18/2010 10:00 AM
20	How to determine the signal resolution of the program or video signal the TV is receiving?	14	03/17/2010 11:00 PM
14	Marine Installation Notes	14	08/23/2010 12:00 PM
41	Credit Card Question	14	02/25/2010 08:00 AM
4	Open Box or Scratch and Dent Items	12	03/17/2010 05:00 PM
79	What is Red Eye?	12	04/14/2010 01:00 AM
25	Which MP3 player is right for me?	12	03/17/2010 08:00 PM
86	Memory Card Compatibility	11	04/14/2010 12:00 AM
28	Submersible Phone	11	07/14/2010 06:00 AM
83	How do I know if the mirror in my camera is broken?	10	03/24/2010 09:00 PM



Troubleshooting Your KB

Problem:

The search returns zero KB Answers

Problem:

The search doesn't return the KB Answer you think should be returned

▸ Using keywords vs. aliases

- ❌ > Bad Practice
 - > Using keywords for universal synonyms
 - > Symmetrical aliases (A=B and B=A)
 - > Aliases matching content NOT in Answers

- ✅ > Good Practice
 - > Keywords used to boost rankings
 - > Less than 20% of Answers have keywords
 - > Aliases used for common acronyms and misspellings

Problem:

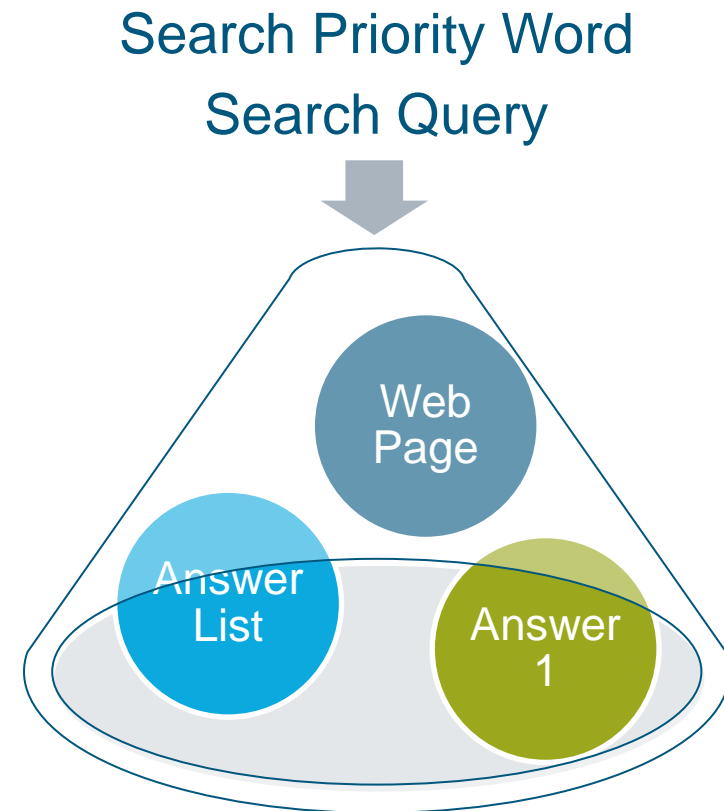
The search shows Answers in the "wrong" order

Problem:

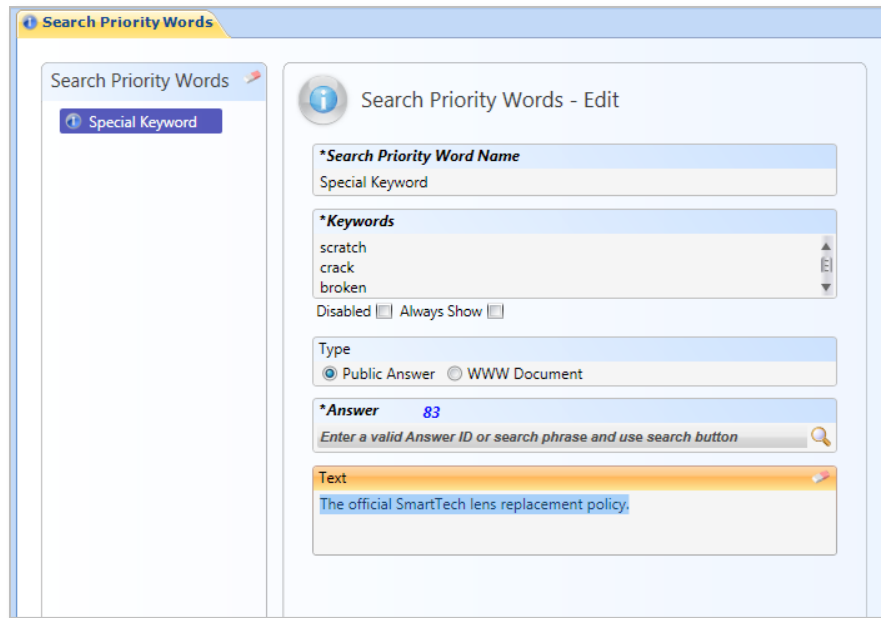
The search returns too many Answers in general

- Use Search Priority words to their full potential

- › Umbrella Answers
- › Promote frequent landing points
- › Teach users how to search/access your content



- Search Priority Words Demo
 - > With Umbrella Answers!



Recommended Links



[How do I know if the mirror in my camera is broken?](#)

This Answer provides a starting point for all questions related to broken mirrors.



Conclusions

- ◊ Use an iterative approach

- ◊ Analyze:
 - › Regularly monitor key reports

- ◊ Adjust:
 - › Target actions by problem context

- ◊ Better KB performance = Better customer experience and lower overall support costs



Additional Resources

- Advanced KB talk
 - › Wednesday, 3:00 p.m.
 - › Thursday, 2:30 p.m.
- KB Search and Answer Content Tune-Ups
 - › <http://community.rightnow.com/customer/support/tuneup.php>
- KB1 & KB2 pro-services packages
 - › Ask your CSM or Account Executive
- KB1 self-service
 - › http://communities.rightnow.com/files/14e9681120/KnowledgeBaseOptimizationSteps_May_2010.pdf
- Expert Seminars
 - › <http://communities.rightnow.com/resources/d0e6b57544/summary>

