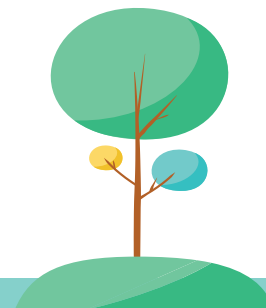


A smooth knowledge base experience for your customers

Create a tree of wisdom

If you want your knowledge base to be accessible, structure is everything. Set up the right architecture from the start. A branching system helps customers navigate the knowledge base in an intuitive way. Plus, a solid structure prevents chaos when you start adding more knowledge items.



What's in a name? A lot, actually

Keep a standard title format for all knowledge items. Customers will get used to the format, so they'll be able to browse and search more easily.

For example:

[Main issue] – Short description
Printer error – Printer shows error 9090



The best descriptions are short and sweet

Use the top of your knowledge item to provide context. A short description shows the reader whether they're reading the right article.

Does your knowledge item apply to multiple problems? Don't be afraid to include them:

- Inbox doesn't sync on mobile
- Working from home will not update my emails
- Refreshing my emails gives a syncing error



Focus on fixing the problem

Get to the point quickly in your article. If you want to add further reading, provide links.

Keep in mind:

- Indicate how long the fix is going to take.
- Rate the complexity of the issue.
- Provide a step-by-step solution that's easy to follow.

Language:

- Keep it professional. You don't know who's reading.
- Keep it simple. Avoid jargon and technical language.
- Keep it consistent. Check other knowledge items to get an idea of the right style.

Avoid these pitfalls:

- Too many images. You don't need a screen shot for every step. In fact, ask yourself whether you really need images at all.
- Don't let customers get stuck on the wrong knowledge items. Provide contact details for the helpdesk and links to related content.
- Don't exclude frequently asked questions that aren't related to your department. Use links or contact information to direct customers to the right place.
- Never record passwords, login credentials or other confidential information in the knowledge base. Including sensitive information is against security best practices and, in some cases, the law.