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## The Ultimate Guide to creating a Self-service Knowledge Base

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In order to make sure that your customers have the best possible experience while using your services, you should provide them with all the necessary and preferred ways to achieve what they desire.

A self-service knowledge base helps you with exactly that. It provides your customers with the information and knowledge they need in order to use your products and services on their own.

Studies show that customers prefer self-service options when it comes to finding information about a particular product or service.

But creating a strong and compatible knowledge base can be a tricky task at times. So we have listed down each and everything you possibly require to set up a self-service knowledge base for your clients.



## What is a self-service knowledge base?

A self-service knowledge base is primarily focused on providing all the relevant information required by customers and clients regarding a product/service.

An external knowledge base can carry information regarding various topics, including frequently asked questions(FAQs), product walkthroughs, how-to videos, user manuals, and product documentation.

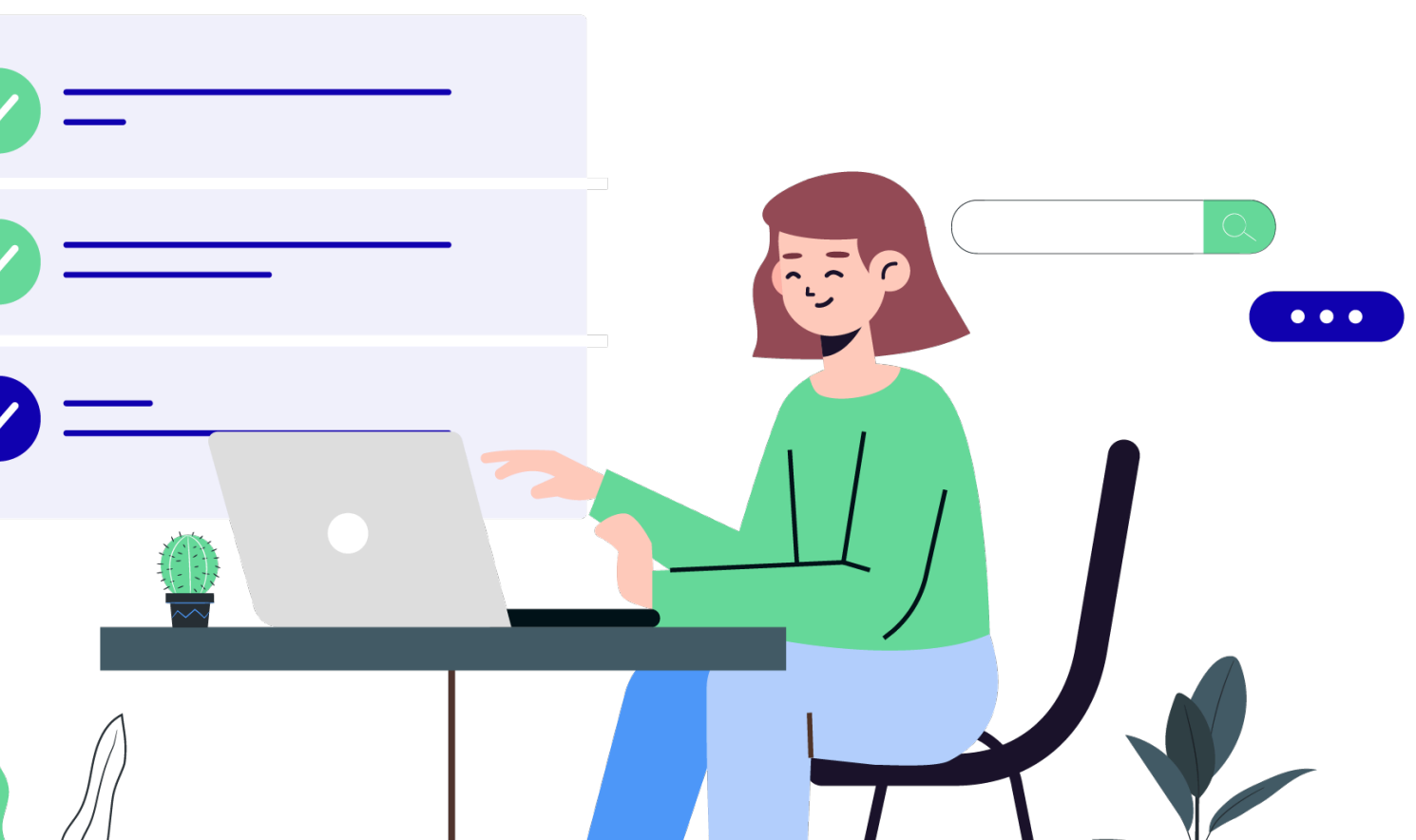
It is one of the most convenient and flexible ways to provide your customers with exactly what they need with greater ease and speed.

A self-service knowledge base can help you minimize the need for human intervention for queries that are comm on among the customers.

It ensures that customers and clients do not have to rely on customer support to get answers to very common and frequently asked questions and can easily navigate through the products and services on their own with greater ease.

It also allows your staff to reach out faster to the customers who actually require hands-on assistance with particular products and services.

It enables your customers to control their exposure and experience with the products and services and adds to the overall customer experience of your brand.



## Reasons to create a self-service knowledge base

### 01

#### Improve customer satisfaction

When you decide to provide your customers with everything they are looking for at the tips of their fingers, you are sure to make their experience a wonderful one.

With a short attention span, people need quick solutions to their problems and a self-service knowledge base provides them with exactly that.

Studies show that a large majority of customers prefer a self-service knowledge base as it provides them with flexibility and makes them feel empowered to find solutions to their problems.



## 02

### Reduce operating costs

When your customers cannot find answers to their questions, they look out for a support agent to help them.

But these live interactions can not only waste a lot of your time but also significantly add to your operating costs.

So a self-service knowledge base also helps you cut down on your overall operating costs.

## 03

### Consistent customer support

By creating a knowledge base, you provide your customers with 24\*7 support so that they can access the base from anywhere at any time of the day.

This especially turns out to be a blessing when you have customers all over the globe with different time zones.

Each customer receives optimum quality information without actually having to wait for assistance from support staff.

## 04

### Increased customer agents' efficiency

When the customers can solve their less complex issues such as troubleshooting on their own it allows the support staff to focus on tickets that require them to deal with much more complicated processes.

When the agents are not burdened by answering the same queries, they can work much more efficiently on other important tasks on hand.

## 05

### Time-saving

We cannot emphasize enough the fact that time is money. One of the biggest perks of having a knowledge base is that it is extremely time-saving on both the customers' and the staff's end.

One of the biggest reasons why customers prefer the self-service option for basic tasks like changing username and password is the amount of time and effort it saves them.

And as for the customer support staff, they can eliminate an excess influx of customer requests and truly focus on much-complicated requests put forward by customers and revert back to them with the right course of action for greater customer satisfaction.

## Where to find topics for your knowledge base

### 01

#### Search bar queries

The search bar results are one of the best ways to look out for potential topics to add to your knowledge base.

With the help of the google analytics tool, you can find out the exact words your customers are typing in the search box to find answers.

The topics that are repeated the most number of times are the ones that your customers are facing the most issues with. Remember to prioritize them.

You can then list down the potential topics for your knowledge base and associate all the problems related to those topics that the customers might face.

### 02

#### Tickets and chatbots

What better place to find topics for your knowledge base than customer tickets and chatbots, where the sole purpose of the process is to solve the issues faced by customers.

Follow the same process of picking out the most common queries and create a thorough document, explaining every small detail about the topic.

This will immensely help you when customers raise a ticket asking the same questions. You can directly refer them to the document or you can even automate the system by targeting common keywords used by customers.



## 03

### Emails

Emails received from your customers are also a good way to analyze worthy topics to be added to your knowledge base.

When customers try to reach out to you through emails, remember to save the emails to a dedicated folder. Once you have a sizeable collection to go through, pick out the most popular queries among customers.

If the number of requests for a particular query justifies preparing material on the topic, then it is worth adding to your knowledge base as it will help a majority of your customers to reach their desired answers for a problem.

## 04

### Team members

You can also ask for help from your team members who are interacting with customers on a regular basis like the support agents and sales team.

Ask them for suggestions about topics they feel should be included in the knowledge base. As they might be facing a whole different set of questions while their interaction with customers.

They can help add more width and depth to your approach and will ultimately help you understand what exactly are your customers looking for.

## 05

### Search engines

If you are struggling to find worthy topics to add to your knowledge base, you should consider seeking some help from search engines.

As every customer who is trying to reach your website, most probably goes through the search engines.

You can again use your Google analytics tool to find out the queries users are searching to reach your website.

This method can prove as an amazing way to find potential topics to be added to your knowledge base that your customers are actually searching for.



# Guide to creating a practical self-service knowledge base

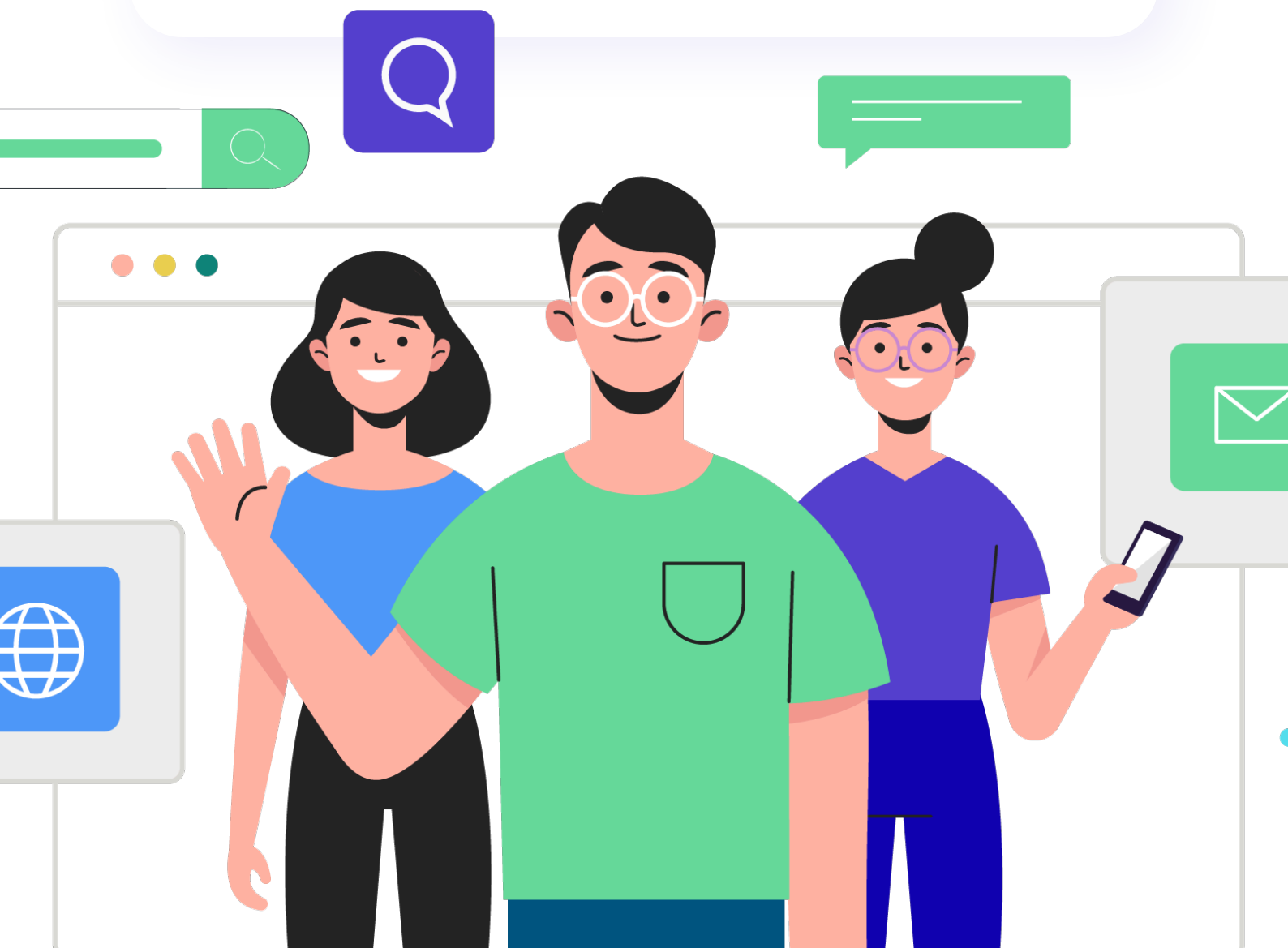
## 01

### Discover your purpose

One of the most essential practices while creating a self-service knowledge base is to discover the purpose your knowledge base is going to serve.

Be very clear on the kind of customers (new, existing, or both) your knowledge base will serve which will eventually decide the kind of questions customers can find answers to on the knowledge base.

List out the goals you're aiming to achieve with the creation of this knowledge base as it will help you focus on creating a powerful information tool to help your customers.



## 02

### A solid structure

Once you are through the process of discovering your purpose and jotting down the topics to be included, the next step is to establish a solid structure for your knowledge base.

A solid structure will make your customers' experience a seamless one where they can easily find the information they are looking for without getting lost in a sea of information.

Divide the information into categories and subcategories to make it more digestible for the users to consume.

## 03

### Keep it simple

Overcomplicating things will only make it hard for your consumers to seek value out of the knowledge base. So always keep in mind to make everything simple and basic.

Put special emphasis on using Leymann's language for terms and definitions that are not common knowledge because what might sound easy to you, might be completely new for the users.

Use visuals wherever possible to give your users a better understanding of the topic. Research shows that humans can grasp information better through visuals and graphics.

And lastly do not forget to proofread and edit. You can even ask your team members to help you out as there are times when our eyes miss out on the minute mishaps.

## 04

### Accessibility

Another important aspect to keep in mind is the accessibility of the knowledge base.

Search widgets are an amazing option that makes finding information very easy as it pulls out the articles related to the keyword inserted in the search bar.

You need to come up with a positioning plan for your knowledge base. It will include all the places where you can place your knowledge base apart from your website so that your customers can access it comfortably.

Also, focus on SEO as it will further improve the chances of your knowledge base to reach your customers.

## 05

### Continuous updates

A strong knowledge base goes through a constant process of review and revision.

Keep adding fresh and relevant information regarding new product launches or services to keep the knowledge base up to date for an enhanced customer experience.

Always ensure that the information provided on the knowledge base is accurate and relevant to the user to keep up with the latest changes made to the products and services in order to update them to the knowledge base accordingly.

## 06

### Customer Feedback

You can also ask your customers to give feedback on your services. Ask them whether or not the knowledge base was helped provide them with the information they are looking for and how was their overall experience.

This will help you focus on the pain points that are disrupting your customers' experience on your website.

## Bottom line

With a decreasing attention span and an increasing need for speed, customers are bound to prefer companies that are readily available to provide them with that. A self-service knowledge base is a great investment to provide your customers with a seamless experience.

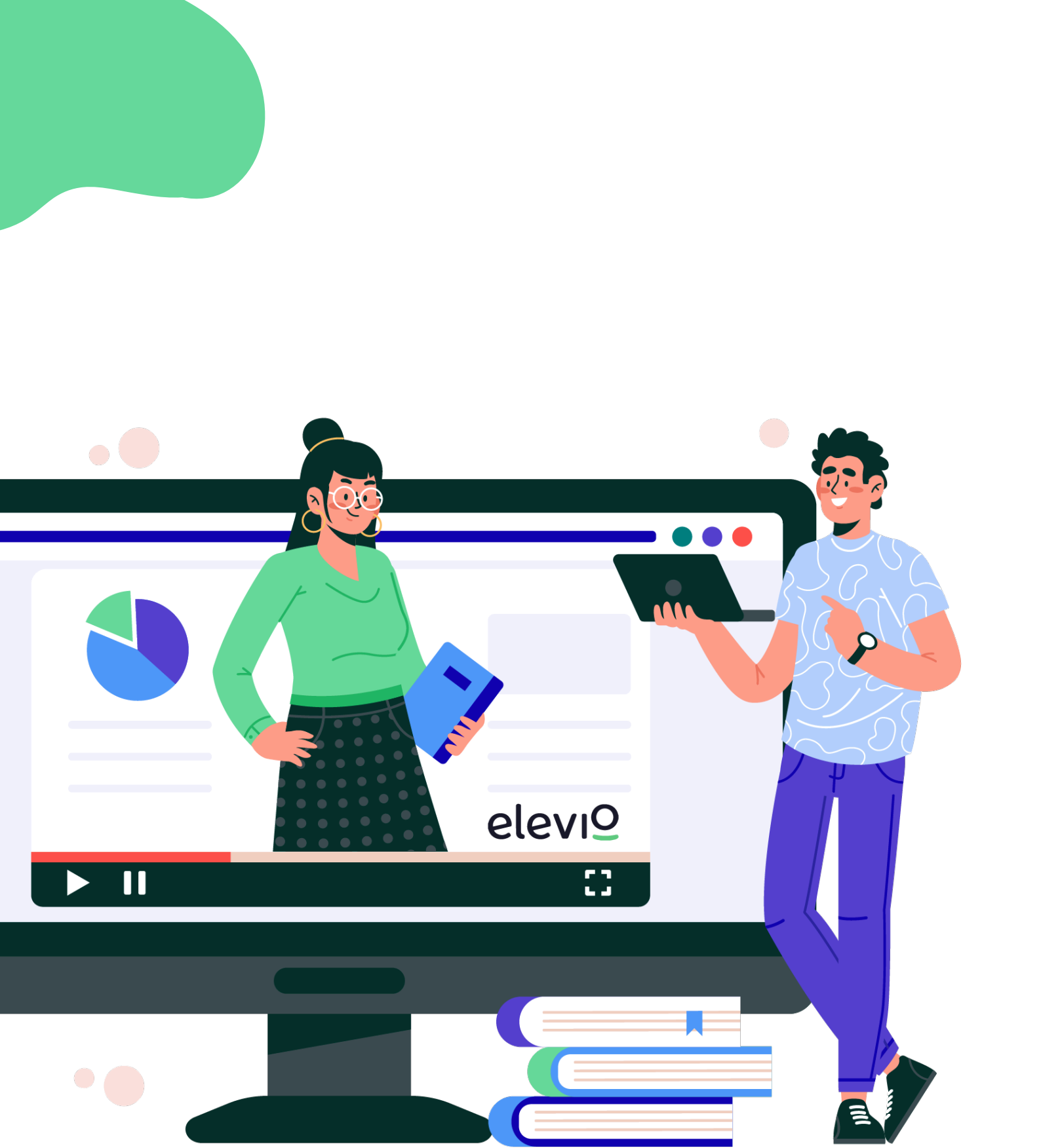
If you are considering creating a self-service knowledge base for your company, follow our above-mentioned tips along with your intuition. And you don't have to stress about the knowledge base being perfect in the very first attempt, as improving your knowledge base is a continuous process and you can make changes with time.

### Elevio

Elevio is a smart knowledge base software that helps you create and manage a help center to fulfil your specific needs. It helps you record and maintain your organizational knowledge into a centralized database to provide your users with a seamless interface for all their queries.

Check out Elevio's free trial to experience all the features essential to enhance your customer service and employee satisfaction. Greater efficiency and improved self-service are just a click away with Elevio.





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