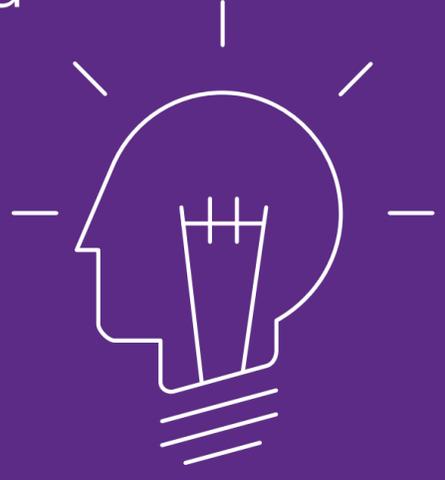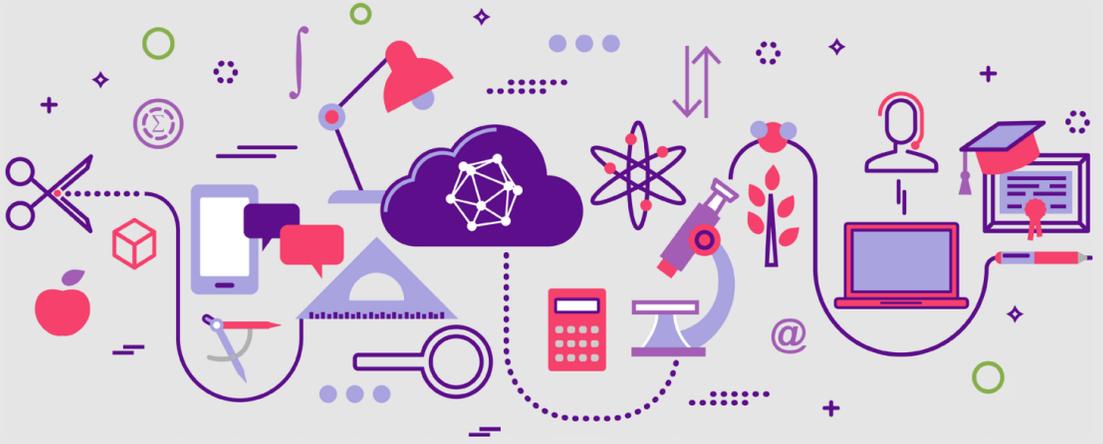# HOW TO
Build, Optimize and Scale a Thriving Knowledge Base

Solvvy

Your Handy "How-To" Guide
for Creating a World Class
Customer Experience
from your friends at Solvvy

Knowledge base, also referred to as KB, is a central repository of knowledge, information or content about a product, service or a topic.

CHALLENGES INVOLVED

- Ever-Changing Nature of Products and Processes
- Content Creation and Availability of Subject Matter Experts
- Knowledge Trapped in Individual Silos
- Identifying and Plugging Gaps in Knowledge Base

Master Our "How-To" Checklist and Delight Your Customers

Ensure Content Is Up-to-date and Accurate
- Follow a "Knowledge Centered Approach" that empowers everyone within an organization to capture and share knowledge
- Identify your go-to subject matter experts for specific topics
- Review and curate content continuously to make sure that your help center contains the most updated information

> "Investing in content is the most crucial element of customer success."
>
> **Mahesh Ram**
> CEO, Solvvy

Plug the Gaps in Your Knowledge Base
- Use analytics to identify trends and gaps based on customer queries and search results
- Make data driven decisions to curate new content or update your existing knowledge base
- Keep the information consistent across different consumer touchpoints

Make It Easy to Find Information
- Make sure all the knowledge gets into a centralized workflow
- Incorporate well thought-out tags and structure for content discoverability
- Make sure knowledge is available and accessible across all consumer touchpoints be it web, mobile, chat, email and social

Today, most businesses have gone omni-channel to gain a competitive edge and meet the growing demands of the modern customer.

Clean Up Your Knowledge Base
- Use colloquial language: Remember short, crisp and jargon-free is better than long, complicated and wordy
- Use sectional headings, break down paragraphs and use step-by-step guides
- Make sure that every article has a unique link and all macro and micro level links are functioning
- Keep product guides and FAQs separate
- Have "Troubleshooting" articles located in the relevant categories

Follow these **simple tips and tricks** for better discoverability of content and a powerful self-service experience. See **immediate impact** as you outperform on all your key support metrics!