Knowledgebase
Analytics and Reporting

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Revision History

Version	Revision Date	Author	Comments

Contents

Introduction

A positive experience with a self-service knowledge site signifies that a user will access it again to find information. As a general rule of thumb, if users find helpful information 40 to 50% of the time, they are likely to use self-service again. This is the industry average for self-service success. On sites where 90% of the company knowledge resides in an easily accessible self-service model, the success rate escalates to 80%. Measuring how well the How Do I? site accomplishes the intended purpose is crucial to its success. The How Do I? site includes a full-featured diagnostic platform utilizing Cardiolog Analytics to provide metrics.

The goals for the site analytics and reporting process are to:

1. Build a set of Key Performance Indicators to track goal achievement
2. Collect accurate and complete data
3. Analyze data to extract insights
4. Test alternatives based on assumptions learned from data analysis
5. Implement insights based on either data analysis or site testing

Site analytics will be collected not only on the user experience, but also on the article authoring process. It is equally important to assess how rapidly articles move through the authoring and approval processes as it is to determine if the user is finding useful content on the site and how rapidly a search for that useful content is achieved. The system analytics will focus on these two types of metrics for site optimization.

Article Development/Approval Analytics

The following elements will be analyzed for successful article development:

Publish Rate
Are articles swiftly moving through the authoring/approval process? Average number of days from Draft to Publish? Is there an opportunity to publish articles faster?

Draft State
Number of articles in Draft state? Average number of days in Draft state?

Recently Published
Number of articles published in last [timeframe]? Names of articles published in last [timeframe]?

Articles in Review
Number of articles in Review? Names of articles currently in review process?

Time to Initiate Article Review
At what point in the 2 week review cycle are Content Owners clicking on the link to initiate the review? Are Content Owners reviewing articles within the allotted 2 week time period?

Time to Complete Article Review
Average time to complete article review? Where are delays occurring? At the front end, with the Content Owner? SME? Manager? Internal Comms? [Can we measure this?]

Experian

Articles Going to SME Review

What percentage of articles go for technical review? Compliance review? Number of articles that are routed to multiple SMEs for review? Which articles? [Knowing this may help to streamline the review process.]

Articles Due to Expire

Names of articles set to expire on [date]?

User Experience Analytics

User analytics is focused on all facets of the overall experience delivered to users including the interactive design and information architecture. Information architecture involves structuring and organizing information to support content findability and usability.

The following elements will be analyzed for optimum user experience:

Navigation

Since the self-service model involves access from the company's Zoom site, is the navigation to the How Do I? site aligned with the Zoom site for easy accessibility? Are users able to locate and access the site from the company's Zoom site?

Path to Access Content

How does the user get to the articles? Category List drill down, Search, Links, Tags? Ability to track multiple ways to find content? Basic search, content list, links to most viewed solutions?

Speed

Is the navigation from the internal web portal to the site quick?

Is the ability to access articles from the Category List, Search, Links, Tags, etc. a rapid process? How many clicks does it take to get to the desired information?

Findability

Are there issues with finding articles that are available to the user on the site?

Did the user attempt self-service but was unsuccessful in finding the type of content needed? Is this a "context" problem?

Keywords

Are articles written with the user's context/experience in mind so that the content categories utilized to build the search functionality match the user's taxonomy?

Do keywords match variations? For example, matching "run" with "running" and irregular variations like matching "run" with "ran", synonyms or similar concepts like "run a program" matches "execute software"? Are multiple articles with different resolutions being returned for a search match?

Do the environment statements include the characteristics that distinguish one article from another? Or does the search engine's dictionary/concept map need to bridge the gap between different users' terminology?

Experian

Link Rate
Are articles linking accurately to other related articles? Are there links to nowhere or any other types of "dead ends"?

Use of Self-Service Site
How often is the self-service site being accessed before a user moves to assisted support through the Helpdesk Services? Can we improve the rate at which the self-service site is used instead of going through the Helpdesk for issue resolution?

Transition from Self-Serve to Assisted Support
Is there a graceful transition from the self-service site to the Helpdesk site?

Article Value Based on Reuse
Number of times each article has been viewed.

Most Viewed
Articles with the highest number of views.

Never Viewed
Articles that have never been viewed.

Article "Like"
How many "likes" has each article received? Most "liked" article.

Article Feedback
Number of articles where the user provided feedback? Articles that required enhancement/correction?

Type of Article Update Required Based on Feedback
Number of articles with technical enhancement required? Number of articles with grammar or spelling fix required?

Reporting

Reporting on analytics transforms data into insights. Metrics must be provided promptly so that decision makers can make timely decisions. Site analytics will be run and reported [timeframe] so that, if necessary, actions can be swiftly taken to improve the processes surrounding the site content and/or user access and experience. Data visualization will be provide in Flourish format.

The How Do I? site metrics will not be compared to other Zoom site metrics. TRUE? The site metrics will be trended over time to determine if the site is utilized and if the utilization statistics are improving over time or not. Data analysis will lead to the following outcomes:

- Implementation insights such as site bugs or pages that do not convert.
- Perception of users' experience and needs.
- Understanding of data collection. If data is relevant or if important data is missing or inaccurate.

Although hard to measure the value of knowledge, it is nonetheless important to determine the significance to the organization and the return on investment in developing the site. If a quick resolution of a user's query for information results in the ability to solve an issue directly without the Helpdesk, then perhaps value has been achieved.

Analytics Goals and Outcomes