HOW TO MEASURE YOUR KB'S SUCCESS
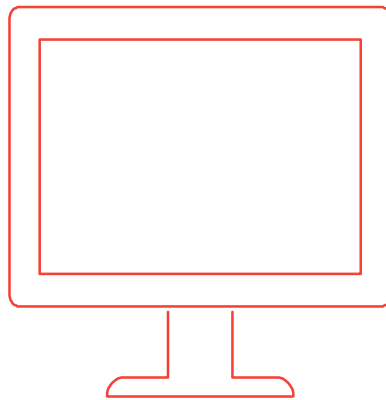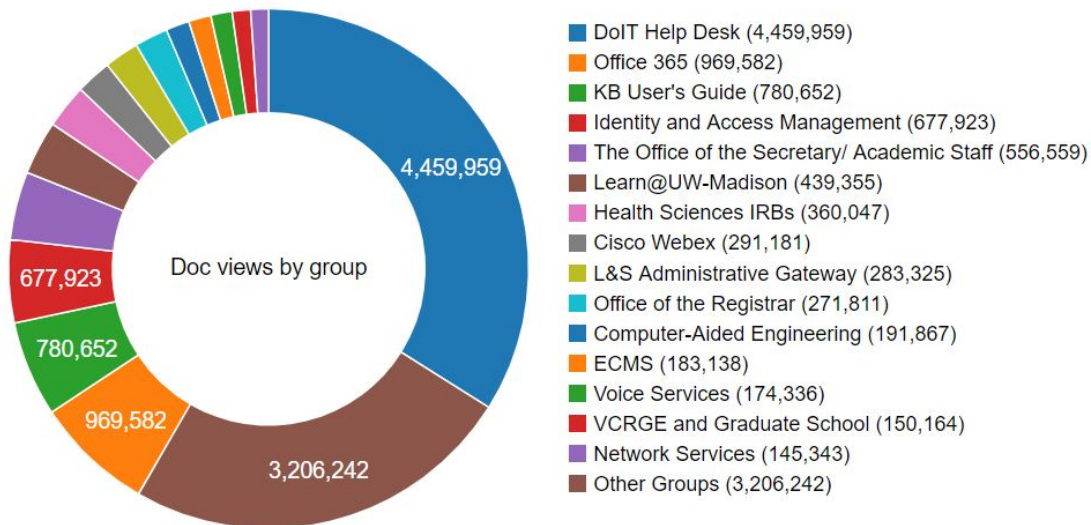
HELLO!

I'm Maya Knotts

WHAT IS OUR GOAL?

To measure the success of our Tier 0 support

WHY IS THIS OUR GOAL?

1. To show the impact of our work so far
2. To help determine where future work needs to be focused

WHY IS THIS OUR GOAL? (cont)

Doc views by group

- DoIT Help Desk (4,459,959)
- Office 365 (969,582)
- KB User's Guide (780,652)
- Identity and Access Management (677,923)
- The Office of the Secretary/ Academic Staff (556,559)
- Learn@UW-Madison (439,355)
- Health Sciences IRBs (360,047)
- Cisco Webex (291,181)
- L&S Administrative Gateway (283,325)
- Office of the Registrar (271,811)
- Computer-Aided Engineering (191,867)
- ECMS (183,138)
- Voice Services (174,336)
- VCRGE and Graduate School (150,164)
- Network Services (145,343)
- Other Groups (3,206,242)

THE PROCESS

1. Define your goal

2. Brainstorm metrics

3. Collect the data

4. Clean the data

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BRAINSTORM METRICS

Determine KPIs

⬇

Determine data sources

⬇

Determine Metrics

KPI =

Key Performance Indicator

KPIs for Tier 0 Support

1. Total Cost Per Contact
2. Level 0 Success Rate
3. Level 0 Failure Rate
4. Fulfillment Time
5. Consumer and Customer Satisfaction

KPIs Trends for Tier 0 Support

⬇ 1. Total Cost Per Contact

⬆ 2. Level 0 Success Rate

⬇ 3. Level 0 Failure Rate

🟰⬇ 4. Fulfillment Time

🟰⬆ 5. Consumer and Customer Satisfaction

KPIs that I'm focusing on

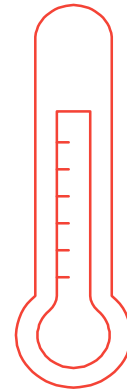⬆ 1. Level 0 Success Rate

⬇ 2. Level 0 Failure Rate

Data Sources

1. WiscIT
2. KB Admin Stats
3. Google Analytics

Metric =

A quantifiable measure

KPIs consist of multiple metrics

Metrics

1. Document helpfulness ratings (KB Admin Stats)
2. Failed searches (KB Admin Stats)
3. Successful searches (KB Admin Stats)

Metrics

1. Number of document views (KB Admin)
2. Number of KB users (Google Analytics)
3. Number of submitted cases (WiscIT)

Metrics

1. Bounce Rate (Google Analytics)
2. % Exit (Google Analytics)
3. Time Spent on a Page (Google Analytics)

Metrics

1. New Users (Google Analytics)
2. Returning Users (Google Analytics)
   a. Total Users - New Users

Metrics

1. Acquisition Source (Google Analytics)
2. Acquisition Medium (Google Analytics)

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In Excel

1. Delete unnecessary columns
2. Delete unnecessary tables
3. Delete rows containing inactive documents
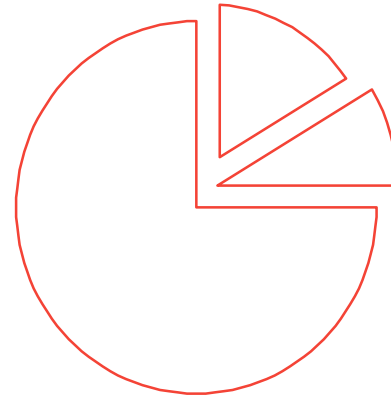
In Tableau

1. Union similar tables
2. Make the date a field as often as possible
3. Make avg. time values useful

THE PROCESS

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WHAT STEP IS NEXT?

1. Data Blending
2. Making graphs!

THANK YOU! ANY QUESTIONS?