

Podcast Script - KB Content Tips and Tricks

Welcome to this sixty second Sugar snippet. This is Carlota, the Knowledge Base Writer for SugarCRM Customer Support.

In the KB 101 podcast, we defined a knowledge base and told you about SugarCRM's KB Module. In the Case to KB Life Cycle podcast, we described how to use cases to populate the KB and how the KB will assist your customers and support team in solving cases. In this podcast, we'll talk about some basic concepts for your KB articles.

Whether you choose to have a documentation specialist or your support engineers write your KB articles, here are some tips and tricks to help you present a single voice to your consumers:

For Cases, a simple "Symptom, Origin, Solution" (SOS) model can quickly communicate issues and resolutions to your audience. Even if you haven't identified the origin or solution to a problem, documenting it lets your customer know you're aware of the issue and working to solve it.

For Frequently Asked Questions (FAQs), consider creating one KB article per topic, rather than per question, to give as much information as possible to your customer without them having to hunt for it.

For How-To articles, have someone unfamiliar with the process walk through it to guarantee it is accurate and helpful to your audience.

Work with your Marketing and Documentation teams to ensure consistent terminology in describing your products or services.

Work with your Sales Team to find out the kinds of questions they encounter when introducing your product to a new customer.

Listen to your Support Team; they know first hand the questions and feature requests your consumer has.

At SugarCRM, we've chosen to have a documentation specialist (that's me) to write our articles. While these articles currently assist our Support Team in solving cases, these articles are also copied to the Sugar Support Wiki for our customers. You can find most of them under the "Troubleshooting and Problem Resolution" heading of the main Sugar Support Wiki page (http://www.sugarcrm.com/wiki/index.php?title=Sugar_Support_Wiki).

In my next snippet, I'll walk you through creating a KB article in SugarCRM. If you have tips or tricks you would like to share, email us at kb@sugarcrm.com.

And that's your sixty second Sugar snippet. Goodbye!