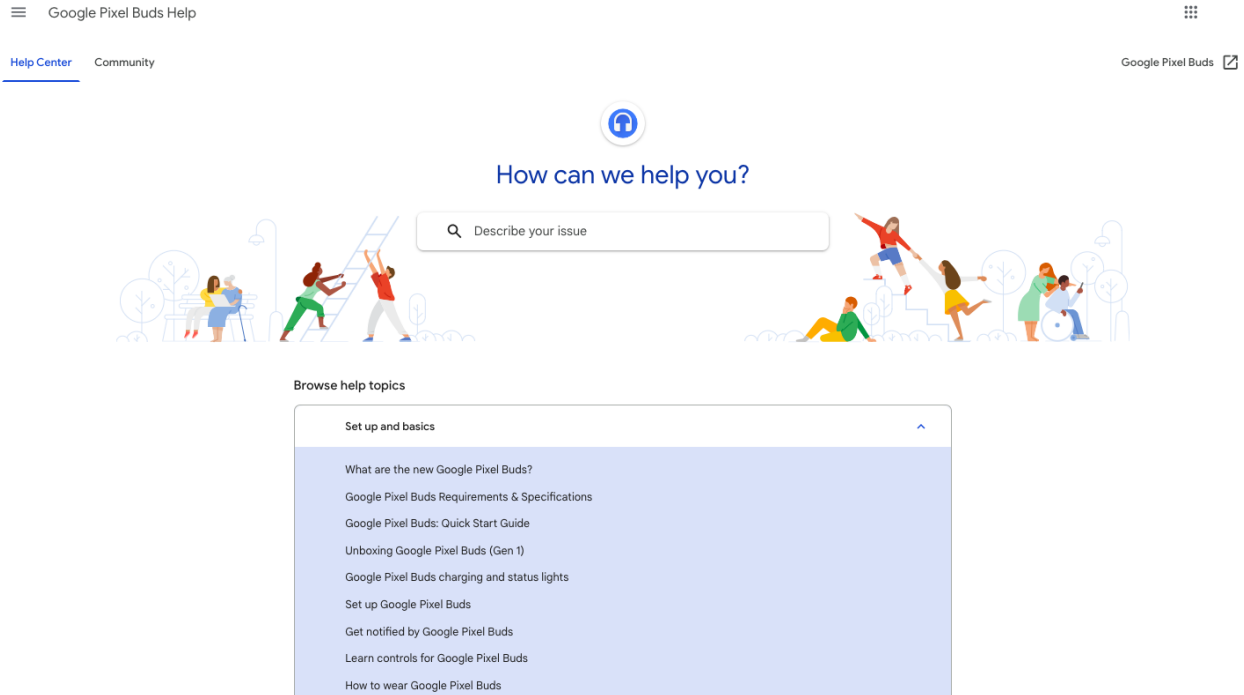


# Google Pixel Buds Knowledge Base Consolidation



*Note: This is an image of the external Help Center, not the internal facing Knowledge Base*

## **Problem**

The internal Knowledge Base for support agents was duplicative of what's available in the external, customer facing Help Center. It's difficult maintaining two sources of truth with inconsistent information. Having information in both resources can make it difficult for agents to find the right answer and for Content Program Managers to keep content up to date. Our team needed a scaled solution to audit, clean up, and consolidate other product Knowledge Bases for products under our ownership.

## **Solution**

To create a scalable process, I developed and piloted a consolidation process to one of the products I owned, Pixel Buds. 72% of the content was duplicated in the Pixel Buds Knowledge Base from the Help Center.

The Help Center serves customers and agents as the source of truth for product knowledge and publicly-safe content. The Knowledge Bases will focus on agent-specific troubleshooting tips, known and emerging issues and agent processes and policies.

To build out this process, I did the following:

- Determined which stakeholders needed to be informed on this initiative and collect their feedback to better understand agents' needs, such as Vendor Operations, Agent Training, Product Support Managers.
- Presented pilot project with potential benefits and cost savings to senior leadership and received leadership sign offs
- Pulled content catalog of Knowledge Base articles with pageviews and top contact drivers
- Compiled and bucketed similar articles together to see the duplication, such as multiple set up articles, charging articles, etc.
- Created a list of content categories for Content Program Managers to use (about, how to, troubleshooting, policy and process - 4 clear buckets with examples of each) to ensure content format is consistent across Knowledge Bases
- Mapped Knowledge Base articles to respective external Help Center article, if applicable
- Reviewed audit recommendations from Technical Writer to align on what articles should be consolidated, deprecated and/or updated
- Oversaw Technical Writer draft updates by reviewing drafts and leaving feedback and coordinating stakeholder reviews where applicable
- Oversaw article staging and publishing and ensuring references and redirects were updated for deprecated content
- Sent updated list of remaining articles to Vendor Ops + Training and sent announcement to agent team

### Results

- **38.61% reduction** in Pixel Buds Knowledge Base content (57 articles → 35 articles)
- Reduced article word count
  - Example: 4 charging articles with ~11K words → 1 article with ~3K words and links out to external content)
- **6.14pp CSAT** improvement in support experience (**89.75%**)
- **17.74% reduction** in case handling time (reduced by 6 min, 23 secs)
- **\$100K** projected savings due to reduced handle time
- **48% agents liked the new format** vs. the old format (on a scale of 1-5 where agents gave a 4 or better)
- No negative impact on agent experience and feedback
- Moved forward with consolidating other product Knowledge Bases

### Skills/Techniques

- Content strategy
- Information architecture
- Stakeholder management (Vendor operations, Training PgMs, Product Support Managers, Product Managers, Legal)
- Technical Writer management
- Data analysis
- HTML coding - formatting, links, tooltips, tables

## **Tools**

- Internal content management system
- Internal project tracking system
- Google Documents
- Google Sheets
- Google Analytics