Re-creating a knowledge ecosystem

KM World 2018

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TODAY’S AGENDA

About our organization

6 ways to manage knowledge as a product

Our knowledge ecosystem

Questions & comments
ABOUT OUR ORGANIZATION
ABOUT NIKE
Global information company

44,000
EMPLOYEES

100+
COUNTRIES

WATCH
2017 revenue: $3.3 billion

BUY
2017 revenue: $3.2 billion
ABOUT BASES

Primary consumer research for new product ideas

1,900 EMPLOYEES

26 COUNTRIES

34 OFFICES
WHERE WE STARTED

2014 Innovation Practice redesign
2015 Innovation Practice Summit
AllCountries
Analytic COE Documents LatAm
Analytic COE Library
Analytical COE Europe
ARC
BASESWiki
BOS
BusinessResources
Category Growth Library
cc
choicedev
COE Europe
Custom Conjoint Solutions
Danone
Emerging Growth Platforms
GBS
gbs2
help
Lists
newsblog
Pages
PMD
ProductLeadershipTeam
ProductsandServices
Project Aspire
SearchCenter
SiteDirectory
6 WAYS TO MANAGE KNOWLEDGE AS A PRODUCT
1. GET SPECIFIC ABOUT YOUR GOALS

These were our goals; yours may differ.

**EASY TO NAVIGATE**
- “Wiki” pages
- Dynamic tables of contents and internal linking
- Multi-level page tree
- Service desk integration

**EASY FOR ANYONE TO EDIT**
- Simple web editor
- Simple permission scheme
- Workflow for review and approval

**SINGLE SOURCE OF TRUTH**
- Tools for content reuse
- Integration with Google Drive
- Capacity for 2,000 users
2. MAKE IT INDISPENSABLE
Start with the knowledge people can’t live without.
3. REDUCE FRICTION
Break down barriers to consuming and updating content.
4. LOVE YOUR CRITICS
You’ll hear from them often.

Some topics no longer have a clear owner. The **pace of change** within the business is so great, and our **complexity** so great, that for some topics things often become **outdated**. We need to have a more **clear place to capture corporate best standards** so that those are easier to become aware, learn, and follow.

Many of the resources are out of date so it's **hard to know if you can trust** the documents.
5. USE ANALYTICS TO SET PRIORITIES

You can’t do everything at once.

- PAGE VIEWS
- SEARCH QUERIES
- SUPPORT REQUESTS
6. EXPECT CONSTANT EVOLUTION

Build in increments.

- **Leadership Approval**: Feb 2017
- **Launch New Site**: March 2017
- **Begin Setting Up New Site**: July 2017
- **Launch Support Portal**: Oct 2017
- **Continue Populating New Site and Migrating from Old**: Nov 2017 to present
OUR KNOWLEDGE ECOSYSTEM
1. GET SPECIFIC ABOUT YOUR GOALS

Easy to navigate
1. GET SPECIFIC ABOUT YOUR GOALS

Easy to navigate
1. GET SPECIFIC ABOUT YOUR GOALS

Easy for anyone to edit
1. GET SPECIFIC ABOUT YOUR GOALS

Easy for anyone to edit
1. GET SPECIFIC ABOUT YOUR GOALS

Single source of truth
1. GET SPECIFIC ABOUT YOUR GOALS

Single source of truth
2. MAKE IT INDISPENSIBLE
3. REDUCE FRICTION
3. REDUCE FRICTION

<table>
<thead>
<tr>
<th>TRAINING</th>
<th>SUPPORT SITE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Format</strong></td>
<td><strong>58</strong></td>
</tr>
<tr>
<td>4 training decks,</td>
<td>pages</td>
</tr>
<tr>
<td>with 382 total slides</td>
<td></td>
</tr>
<tr>
<td><strong>Freshness</strong></td>
<td><strong>4 hours</strong></td>
</tr>
<tr>
<td>210 days since last update</td>
<td>since last update</td>
</tr>
<tr>
<td><strong>Usage since June 2018</strong></td>
<td><strong>765</strong></td>
</tr>
<tr>
<td>38 unique users</td>
<td>unique users</td>
</tr>
<tr>
<td>102 views</td>
<td>20,248 views</td>
</tr>
</tbody>
</table>
4. LOVE YOUR CRITICS

How helpful is the site for finding the information you need?

The format and resources for the launch of Quick Predict should be the model for organization and documentation - every question is literally there!

I love the easy to reference sales parts as well. I often double check timing for forecasts, incidence cut offs, etc. It's helpful that I don't have to open a deck every time, I can just look at the page quickly.

For most topics, everything is in one place and I don't need to click around too much or download different files to get what I need to see.
5. USE ANALYTICS TO SET PRIORITIES

![Graph showing search term analytics]

<table>
<thead>
<tr>
<th>Search Term</th>
<th>Total Unique Searches</th>
<th>Results Pageviews / Search</th>
<th>% Search Exits</th>
</tr>
</thead>
<tbody>
<tr>
<td>quick predict</td>
<td>178 (1.26%)</td>
<td>1.03</td>
<td>2.81%</td>
</tr>
<tr>
<td>quick screen</td>
<td>156 (1.10%)</td>
<td>1.02</td>
<td>0.64%</td>
</tr>
<tr>
<td>quick use</td>
<td>145 (1.03%)</td>
<td>1.01</td>
<td>15.86%</td>
</tr>
</tbody>
</table>

*Note: The data is from July to September 2018.*
5. USE ANALYTICS TO SET PRIORITIES

Guide to sample types

<table>
<thead>
<tr>
<th>JIRA links</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issues</td>
</tr>
<tr>
<td>IPS-8039</td>
</tr>
<tr>
<td>100% Male</td>
</tr>
<tr>
<td>IPS-6651</td>
</tr>
<tr>
<td>Dog Owner definition</td>
</tr>
<tr>
<td>IPS-4882</td>
</tr>
<tr>
<td>Individuals vs PGS 50/50 - Fielding &amp; Competitive Set Building</td>
</tr>
<tr>
<td>IPS-4077</td>
</tr>
<tr>
<td>Sample Definition</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender split</th>
<th>Setup in questionnaire</th>
<th>Competitive set notes</th>
<th>Workbench Sample Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>80% Female / 20% Male</td>
<td>Varies by market. Please see Country details.</td>
<td>70% Female / 30% Male</td>
<td>HBA-GP</td>
</tr>
<tr>
<td>50% Female / 50% Male</td>
<td>Do not include a PGS or HBA question. Note: Epanel studies never include PGS or HBA questions, but the sample will be assigned based on what is specified in Workbench.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Most commonly used individual sample.

If the concept includes a sharing / multi-use pack, where we plan to evaluate sizes available for family.
6. EXPECT CONSTANT EVOLUTION

- **920** pages on Confluence
- **2,500** files linked through Google
- **90** page updates / week (10% of all pages)
- **800** unique users / week (60% of active users)
- **3.6** sessions / user / week
- **4.3** pages / session
- **5.0** minutes / session
- **11,670** page views / week
- **180** new support requests / week
6 WAYS TO MANAGE KNOWLEDGE AS A PRODUCT

Get specific about your goals.

Make it indispensable.

Reduce friction.

Love your critics.

Use analytics to set priorities.

Expect constant evolution.
RECOMMENDED READING
QUESTIONS & COMMENTS

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