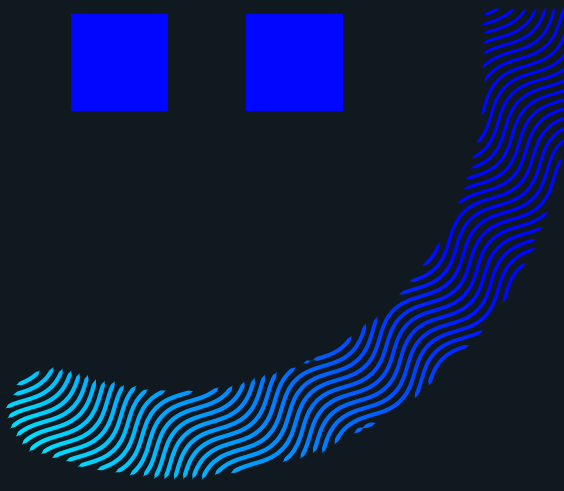


Case Study



Netsmart Redesigns Crowdsourced Learning for All Personas with NICE CXone Expert

Netsmart, a healthcare software company for over 50 years, has been dedicated to developing technology and providing services that support individualized care and optimized outcomes. To assist heavily burdened providers in achieving efficiency, productivity and effectiveness, Netsmart implemented a previous iteration of CXone Expert as a customer-facing knowledge wiki.

The expansion of the Netsmart CareFabric platform and the growth of their solution portfolio, combined with resource turnover and COVID-era pressures, served as the catalyst for a need for a transformation of the previous knowledge base. Netsmart revitalized the client experience with Expert and brought the new Netsmart Resource Center online with renewed purpose, greater accuracy and enhanced features to position the Netsmart client success strategy.



10,000 STRUCTURAL ERRORS

In the previous knowledge base, cluttering content, and diminishing accuracy



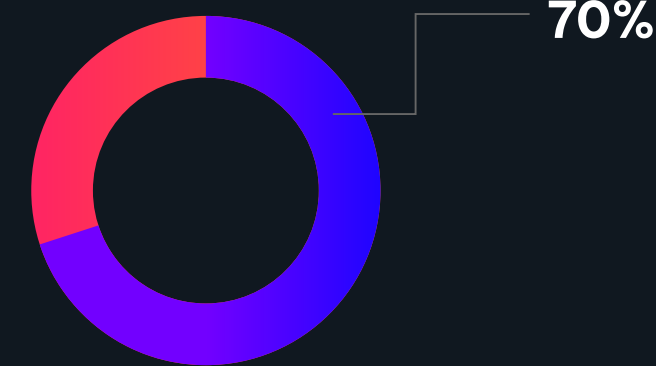
456 ARTICLES

Updated due to direct reader feedback since the upgrade



70% INCREASE

In content creation/editing



\$119,000 ANNUAL SAVINGS

Through CXone Expert refresh vs. alternative solution



CUSTOMER PROFILE

ABOUT

Netsmart, a leading provider of Software as a Service (SaaS) technology and services solutions, designs, builds, and delivers electronic health records (EHRs), health information exchanges (HIEs), analytics, and telehealth solutions and services.

INDUSTRY

Healthcare Technology

WEBSITE

www.ntst.com

LOCATION

Overland Park, KS

AGENTS

2,501-5,000 associates

GOALS

- Address trust and accuracy gaps in previous knowledge base
- Deliver knowledge relevant to a wider range of user personas
- Improve the productivity of a small technical writing team
- Eliminate complicated customizations which resulted in specialized editing silos

PRODUCTS

- [NICE CXone Expert](#)

FEATURES

- Guided Content Framework to simplify the creation, categorization, and publishing process
- Creates a logical site structure, organizes pages into an intuitive hierarchy, and navigation experience
- Allows design of an information architecture that fits the user's knowledge journey
- Improved content guardrails and permissions to protect key information
- Improved integration with the client portal

01 THE BEFORE

An outdated frontier

Netsmart implemented NICE Expert Knowledge Management in 2015. What had started as a promising resource aimed mostly at the technical users of Netsmart's healthcare solutions was not scoped for scale. As Netsmart grew their solution portfolio through organic and acquisitional growth, incorporating 15 new solutions into their CareFabric platform, they faced challenges in streamlining onboarding and integration processes for these additions within the existing wiki structure. The effects of turnover affected the technical writing team and team reshuffling further contributed to a decline in the knowledge base's consistency and quality. "The platform had splintered into small ghost towns of old user guides, empty solution pages, duplicate articles, and hidden, unpublished drafts," said Carol Hatstrup, Netsmart's Client Learning Manager.

02 DESIRE TO CHANGE

No half-measures

An assessment of the knowledge base revealed over 10,000 site structure errors in their site's hierarchy content, as well as the realization that Expert's features were not being utilized to their fullest. Even more importantly, Netsmart learned that both clients and internal stakeholders had lost trust in the resource. The team attempted to refresh and restructure content inside the existing solution but fell short of significantly resolving the underlying issues of the site's infrastructure.

The technical writing team found themselves being pulled in several directions as revenue-generating live training took precedence over the crowdsourced knowledge base. At one-point, Netsmart strongly contemplated moving to a new knowledge management platform and completely starting over. However, they recognized that both the cost and the time commitment of that move would greatly exceed initial estimates, leading to a reconsideration of their approach.



03 THE SOLUTION

A relaunch

Netsmart chose to migrate to the new Guided Content Framework experience offered in Expert. In collaboration with NICE, the Netsmart technical writing team quickly got up to speed on both overlooked and new features. They created a new user experience focused on consistency, clean design, and permission guardrails around content to promote discoverability and keep crucial articles accurate and up-to-date. Netsmart designed both internal and client-facing materials including emails, banner ads, video plugs, and t-shirts to trumpet the relaunched knowledge base, now branded the Netsmart Resource Center.

Gaining a better understanding of the technology was only part of the process. The writing team was reallocated away from classroom instruction and put back on content development and editing. Netsmart also reevaluated how to serve all stakeholders in the Netsmart Resource Center audience. Articles had previously been designed both by and for technical minds and catered to an IT audience. With coaching assistance from NICE, Netsmart acknowledged the need to craft resources that cater to all users, not just tech professionals.

"Previously our documentation was really good at covering features and functionality, but now we're adding context to make sure that our knowledge can be consumed by the nurse, the clinician, and the biller as well, not solely the IT

persona," said Sarah Owings, Netsmart Client Learning Senior Director.

04 THE RESULTS

Trust restored, engagement climbing

The successful relaunch of the Netsmart Resource Center on CXone Expert has empowered users and reestablished trust in the content. Instead of avoidance, both internal and external stakeholders are contributing innovative ideas and are engaging more with the platform. Older content is finding a newly energized pool of eager contributors ready to take responsibility for refreshing and maintaining the evergreen articles. The pivot to free, accessible, on-demand, and self-led training has been remarkably well-received by users who weren't fully benefiting from pricier instructor-led sessions.

Beyond expanding its reach, Netsmart is also using the Resource Center to tackle a wider range of client challenges. For example, newly designed learning paths streamline the staff onboarding process to help users address rising turnover in the healthcare landscape and related disciplines. Audience engagement improvements include:

- Clickthrough rate on search results rose from 49% to 57% and continues to climb an annualized 2%
- Average content age has fallen by more than 200 days
- With a formal feedback process now in place, user



- feedback has risen from nearly zero to 456 reports
- Session engagement is up 14%
- Overall content creation (including editing) is up 70%

Between the costs of a comparable replacement knowledge base, the need for a more expensive integration with Netsmart's ServiceNow ticketing system, and other publishing costs, the move to Expert is saving Netsmart \$119,000 annually against the alternative. Because of the streamlined design and elimination of several customized templates, editors are now able to switch seamlessly between topic and category areas, making the entire team more productive.

The Netsmart Resource Center implementation was awarded the CXone Expert Metamorphosis Award, in large part for demonstrating the value of being active and intentional about cultivating new enthusiasm and engagement with the refreshed platform. "Our marketing effort positioned our department as thought leaders and high achievers in our own company," Hatstrup said. "And they have begun asking for advice about how to build up their own teams and cultures."

05 THE FUTURE

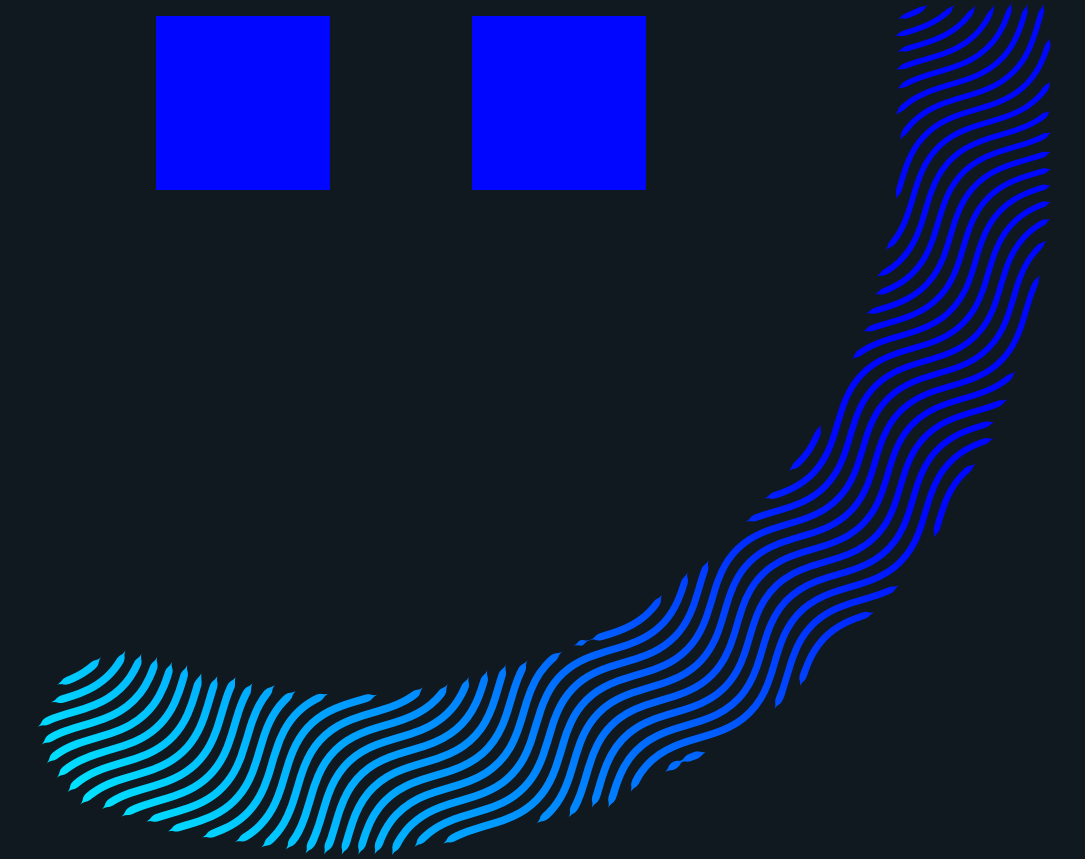
Ongoing benefits expected from superior knowledge management

As the relaunched Netsmart Resource Center continues to thrive and evolve, the company envisions a closer integration with both the associate and client onboarding processes, ensuring that interacting with the knowledge base becomes a seamless aspect of everyone's platform experience. Increased engagement is also expected to lead to a reduction in support ticket volume, enhancing overall efficiency.

Expert's Guided Content Framework, a content organization system that establishes a logical site structure, arranges pages into an intuitive hierarchy, and provides a user-friendly navigation experience, is also expected to assist Netsmart in pursuing its growth and acquisition initiatives. This approach will uphold high standards of quality and clarity as new solutions become part of the Netsmart portfolio.

"With CXone Expert we can easily tailor content, and in this way, we're providing even more value to our clients by positioning ourselves as an extension of their own learning and IT teams."

CAROL HATTRUP
MANAGER - CLIENT LEARNING
NETSMART



About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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