



KCS CERTIFIED PUBLISHER GUIDE

KCSSM Version 5.0

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Contact Information

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ONLINE CREDENTIAL MANAGEMENT SYSTEM

http://www.thekcsacademy.net/kcs_certification

About the KCS Certified Publisher

The KCS Certified Publisher is offered by The KCS Academy. The certification standards and exam was developed and is maintained by an advisory committee made up of members of the Consortium for Service Innovation.

Intended Audience

The candidate applying for this certification is applying to be recognized by the service industry as a KCS Certified Publisher. The certification process will confirm that the candidate has the knowledge and skills necessary to create and modify content in the workflow consistent with the KCS content standards and publish it to internal or external audiences as appropriate.

The KCS Publisher role includes the following responsibilities:

- Licensed to publish content internally or externally without review
- Exercises good judgment in the context of the KCS principles and practices as defined in the KCS v5 Practices Guide
- Consistently creates content that aligns with the content standard
- Understands and practices the KCS problem solving process

A qualified candidate has a full understanding of the KCS principles and practices, how they work together, and why they are important. They understand and can deal with common objections. They understand their role on the team and their impact on others.

Overview of Process

1. Registration http://www.thekcsacademy.net/kcs_certification/
2. Application Submission
3. Application Acceptance
4. Certification Payment
5. Letters of Recommendation (Download and Upload)
6. Audit Process
7. Letters of Recommendation Acceptance
8. Practice Test Payment and Registration (Optional)
9. Examination (anytime after Application Acceptance)
10. Certification Renewal

Eligibility Requirements

A candidate's eligibility for certification is assessed based on:

- KCS Education
- KCS Work Experience
- KCS Article Activity
- Two letters of recommendation, one from a Leader or Manager, and one from a KCS Coach
- Passing the KCS Certified Publisher exam
- Ongoing Community Development and Education – Maintenance of a KCS Certified Publisher certification requires the accumulation of ongoing community development and education. The certification renewal cycle is two years.

How to Complete the Online Application

All candidates must use The KCS Academy online [credentials management system](#) to apply for certifications. This system is a tool to view certification progress, download forms, download exam results, submit payments, access certification records, and view listings on the credentials registry.

The registration and application process can be started and saved without completing the application. The practice test and exam can be taken any time after payment is made; it is not necessary to complete the application prior to taking the exam. Once the certification payment is approved the candidate has the responsibility to schedule and sit for the exam within one year. Following payment, the candidate will receive an email confirmation with instructions on how to register for the exam.

KCS Education

The KCS Certified Publisher Education requirements can be satisfied by completing twenty hours of training offered by one or more of the following providers.

- KCS Certified Trainer
- KCS Coach
- KCS training received from an employer
- KCS training company or consultant
- KCS online training
- KCS training received from an academic institution (college, university or continuing education provider)

Candidate must provide the following information for each type of training/coaching received:

- Number of hours
- Course Description
- Organization
- Start Date
- End Date
- Instructor or Coach Name
- Email address of instructor or coach

KCS Work Experience

Because KCS is based on value produced, not amount of activity, specific goals are not required for the number of hours or activities. The only activity-related minimum of the KCS Certified Publisher is ten published articles within the past six months. Other activity-related measures will be used during the audit process and at that time evidence must be provided to substantiate the activity indicated on the application.

The following information must be provided to demonstrate work experience as a KCS Publisher:

- Number of hours worked, in any KCS role, in the past five consecutive years
- Number of hours worked, in a KCS Publisher role in the past six months
- Evidence of KCS articles published in the past six months (minimum of ten)
- Sample activity report showing knowledge contributions over a two-week period in the past six months. This report must show article creation and, if available, article modification, reuse and feedback. Best if generated from the knowledge management tool.

Letter of Recommendation

The KCS Publisher certification requires two letters of recommendation one to be completed by a Leader or Manager, and one by a KCS Coach.

Download the letter template by selecting Download Center on the left pane in the [credentials management system](#) tool. Email the document to the person making the recommendation and ask them to save it in a .pdf format and send it back to you.

Upload the .pdf by selecting Forms/Letter of Recommendation Form on the left pane in the [credentials management system](#) tool. Upload and attach the .pdf file.

Certification Fees

The certification fee: \$350

Practice test fee: \$85

Exam Re-take fee: \$170

Certification Renewal fee: \$150

All fees are non-refundable.

Exam Retake

All certification criteria must be met within one year from payment submission to receive the certification. To re-take a non-passing exam, a re-take fee and a thirty day wait period is required. Should a second re-take be necessary, a retake fee and a ninety-day waiting period is required. The exam cannot be taken more than three times.

Exam Options

There are three options for taking the exam:

1. Hosted – at a proctored testing center
2. OLP – online proctored
3. Client proctored – at a proctored client site

Details and testing center locations are available after registering in the credentials management system.

No reference materials can be used during the exam. Exam policies and procedures are provided on the testing center web site after scheduling the exam.

Accessing the Credentials Management System

www.thekcsacademy.net/kcs_certification

Qualification of Candidate to Pass the Exam

A qualified candidate has a full understanding of the KCS principles and practices, how they work together, and why they are important. They understand and can deal with common objections. They understand their role on the team and their impact on others.

Resources and Reference Materials Available

KCS Practices Guide v5.0 http://www.thekcsacademy.net/kcs_certification

Languages

The KCS Certification is currently only available in English. Testing centers are worldwide.

Renewal

Certification begins on the date of passing the online exam and ends 2 years later. In order to maintain an active certification status:

- Earn and report Community and Professional Development Units (PDU) credits within past year
- Complete application for certification renewal
- Renew certification agreement
- Submit renewal payment

Community and Professional Development Credits

Both Community and Professional Development Credits are required for certification renewal. Credits must be achieved within two years of receiving the KCS Publisher certification. Credits earned six months prior to the end of the certification cycle in excess of what is required can be carried over to the next certification period.

Credits can be earned through participation in the following types of activities:

1. Contribution to KCS Community Activities
2. Learning and Education

The following are types of activities that qualify for credits. These activities are not intended to be a complete listing. Other related activities will be reviewed by the KCS Academy to determine qualification.

KCS Community Activities

- Attend Consortium Program Team Meetings
- Contribute white paper on KCS
- Teach or coach KCS programs
- Speak on KCS topics at a conference, conference call or workshop
- Participate in employer or company sponsored KCS Council
- Contribute to online KCS forums and user communities
- Share KCS program templates and examples
- Author or coauthor KCS related publications, articles, or case studies
- Provide a KCS reference demo
- Participate in KCS Book Club
- Post a question, answer a post, or moderate a community thread

KCS Learning and Education

- Attend a KCS workshop
- Attend Customer Service related training
- Self-directed learning activities, i.e. submission of original book review
- Self-directed training, i.e. computer-based training, Webcasts

Documentation required upon audit request. Retain verification of credits for at least twelve months after the previous certification cycle.

Determining the Credit Value of Community and Professional Development Activities

The credit value of the community and professional development activities is still in a work-in-progress. Contribution credits received will be based on the value they provide.

Keep all records of any KCS activities. A notification will be sent when the credentials management system is available to enter the activities.

Tracking Community and Professional Development Credits

All credits must be entered into the KCS Publishers credential management system prior to the expiration of the candidate's certification. Expiration dates can be found in the [credentials management system](#) candidate account.

Certification Process Statuses

- No status (have registered on the Academy site)
- Application in progress
- Eligible to test
- Certified
- Re-take after not passing exam (\$170 + 30/90 day wait period)
- Re-take after no show (\$170)
- Expired grace period (within 30 days after expiration date)
- Expired (more than 30 days after expiration date)
- Retired

Exam Information

The KCS Certified Publisher exam is comprised of 80-90 multiple-choice questions. The allotted time to complete the exam is two hours. Some candidates will complete the exam in less time.

There are no scheduled breaks in the exam.

The questions on the exam were developed by a diverse team of KCS practitioners facilitated by a psychometrician. The exam meets all psychometric standards. The exams are monitored through psychometric analysis.

Domains Covered by the Exam

No specific product or technology or specific functionality is covered by the exam. General functionality of Knowledge Management and Incident Management technology will be tested. Specifics about individual company content standards, technical skills, specific product information, and specific life cycle states unique to an organization will not be included in the exam.

Exam Objectives

Consortium for Service Innovation KCS Certified Publisher Objectives
KCS v5.0

KNOWLEDGE-CENTERED SUPPORT (KCS) CONCEPTS
Identify the basic concepts of KCS.
Identify the value of KCS to the business and to the customers.
Identify violations to the KCS practices.
Identify the differences between the KCS methodology and Knowledge Management (KM) tool/technology.
Identify the characteristics and differences in the Double Loop Process (A and B).
CAPTURE
Identify what is appropriate to capture for the incident and what is appropriate for the KCS article.
Identify why capture in the workflow is important in a KCS environment.
STRUCTURE
Identify why structure for reuse contributes to the overall KCS process.
Identify why “complete thoughts not complete sentences” contributes to the overall KCS process.

REUSE / SEARCH
Identify how "search early, search often" contributes to the overall KCS process.
Identify why "seek to understand what we collectively know" contributes to the overall KCS process.
Identify KCS best practices for determining when searching becomes unproductive.
Identify why search words and phrases captured for new KCS articles contributes to the overall KCS process.
Given a scenario, identify how search words and phrases captured for a new KCS article contributes to the overall KCS process.
Given a scenario, identify the circumstances that drive when to create and when to modify existing KCS articles.
Identify the importance of the visibility of a framed or Work-In-Progress KCS article.
IMPROVE
Identify how "reuse is review" contributes to the overall KCS process.
Identify why "flag it or fix it" contributes to the overall KCS process.
Identify the conditions under which it is appropriate to flag or fix a KCS article.
Identify behaviors of collective ownership of an organization's knowledge base.
PROCESS AND INTEGRATION
Given a set of problem solving steps, identify the correct order the steps should be completed.
Identify why "search early, search often" is important in the problem solving process.
Identify why "seek to understand before seeking to solve" is important in the problem solving process.
Identify criteria for determining if a statement is relevant.

CONTENT HEALTH
Identify the criteria for publishing to an external audience.
Identify how KCS articles relate to other documents (manuals, design documents, etc.)
Given an incident scenario, identify the statements that should be included in the Problem section of the KCS article.
Given an incident scenario, identify the statements that should be included in the Environment section of the KCS article.
Given an incident scenario, identify the statements that should be included in the Resolution section of the KCS article.
Given an incident scenario, identify the statements that should be included in the Cause section of the KCS article.
Identify the importance of the characteristics and attributes (metadata) of the KCS article.
Identify when to create a new article vs. updating a KCS article.
Identify what needs to be known to determine if reference material should be linked to a KCS article.
Identify what needs to be known to determine if supporting/supplemental material should be attached to a KCS article.
Identify the purpose, features, and functions of KCS article states.
Given a scenario, identify the transition criteria for Work-In-Progress to Draft.
Given a scenario, identify the transition criteria for Draft to Approved.
Identify the transition criteria for Approved to Published.
Identify how the demand-driven concept influences which audiences the KCS article is visible to.
Identify the benefits of Just-In-Time publishing.
Identify the benefits of a Content Standard.

Identify the elements of the KCS methodology that contribute to the creation of quality KCS articles.
Identify the elements of the Article Quality Index (AQI).
Identify the definition of a KCS article.
Identify the customer requirements for KCS articles that are "good enough" to meet their needs.
Identify the elements of KCS that enables the organization to capitalize on the collective experience.
PERFORMANCE ASSESSMENT, ROLES, AND RESPONSIBILITIES
Identify the importance of the licensing model.
Identify the benefits of the licensing model to the individual KCS Publisher.
Identify the circumstances in which a KCS Publisher would lose their license.
Given a scenario, identify the causes of duplicate KCS articles in the knowledge base.
Given a scenario including duplicate KCS articles, identify the actions the KCS Publisher should take.
Given a scenario, identify the causes of findability problems.
Identify the actions the KCS Publisher should take to resolve findability problems.
Identify the causes of Content Standard violations.
Given Content Standard violations, identify the actions the KCS publisher should take.
Identify the causes where KCS articles are not moving through the article states (constipation).
Identify the characteristics, role, value, and function of a KCS Coach.
Identify the value of a Knowledge Publisher.
Identify ways to promote and measure the KCS behaviors and collaboration.
Identify the metrics that are activities vs. outcomes.

Exam Results

At the completion of the exam a Pass/Fail result will be displayed. If a Fail result is displayed, the candidate will receive an email containing feedback regarding the major practice areas on which to focus before the taking a re-test. Exam results are confidential and will not be disclosed without the candidate's permission.

Audit Process

By submitting an application the candidate is agreeing to comply with the terms of the audit process. Applications are randomly chosen for auditing and all applications are subject to audit, although only a percentage will be selected.

Terms of the audit include:

- A KCS Academy staff member will contact the references listed on the Application and Letters of Recommendation
- Additional contact information will be requested for references and supporting documentation listed on the application (additional KCS activity reports, employment verification and copies of training certifications)

The application will remain in an In-Progress state until all the audit requirements are validated.

Once the audit is successfully completed, the one-year eligibility period starts. Inability to provide contact information or requested documentation will result in failure of the audit and the candidate must reapply.

Misrepresentation of information on the application will result in loss of certification status and exclusion from the KCS network at the KCS Academy's discretion.

Rules of Conduct

Do No Harm: Be responsible and don't misrepresent yourself, claim false credentials or expertise or give advice in a way that might cause someone harm. Don't incite or advocate harmful, derogatory or illegal practices.

Most of what the Consortium for Service Innovation and the KCS Academy Inc. creates is offered with a "right to use with attribution" agreement. Two exceptions to the right to use with attribution are the licensed materials for the KCS workshops and the contents of the Certification Exams. "Do No Harm" includes do no harm with respect to the integrity of the licensed materials and the value of the Certification Exams. You agree not to copy, distribute or discuss the questions and/or answers on any of the Academy's Certification Exams or in any way diminish the value and integrity of the Certification programs.

Sunshine Rule: Don't do anything that you would be embarrassed about having covered in an article on the front page of the Wall Street Journal. And, if in doubt, don't.

Communications:

This is your network. Most people have a common-sense feel for what is and what is not appropriate in the network and generally the network polices itself. The following boundaries of acceptability or ground rules are offered for reference should the need arise.

Offensive Messages: Messages personally attacking, calling names, or otherwise harassing or being disparaging to another member, or any ethnic or religious group will be deleted. Offensive and/or vulgar language is not appropriate.

Adult Content/Illegal Activity: Messages containing sexually oriented or suggestive dialog, content, or links to such will be deleted. Messages with links to or suggesting illegal activity will also be deleted. Either could result in loss of access to the network.

Religious and Political Topics: These topics generally just cause bad feelings and do not align with the intent of the KCS network.

Other: The Academy will make an effort to remove ANY objectionable content in a reasonable time. We reserve the right to remove any content without providing a reason.

Vendor Specific Rules:

There are vendors and consultants who have products and services that may help people resolve issues or increase their success with KCS. These vendors and consultants are welcomed and encouraged to participate in the discussions. Product features or service offerings may be discussed in response to an inquiry, however, to avoid the intrusion of overt sales messages in network interactions vendors are asked to:

- Restrict postings to responses to customer inquiries which may be directly resolved by your product, and please indicate specifically how your product or service may resolve the issue.
- Exploiting (spamming) the members of the network for personal or company gain will not be tolerated.
- Clearly specify your vendor affiliation (with more than just an email address please).
- Do not discuss pricing or purchase requirements. Instead, engage outside the KCS network via E-mail, phone, or your web site.

Most vendors currently participating add value, but failure to adhere to any of these rules will result in content being deleted and possible loss of access to the KCS network. (Not to mention the bad image inappropriate behavior will create for your company.)

Lack of adherence to these rules of conduct will be grounds for loss of certification status and exclusion from the KCS network at the KCS Academy's discretion.

