

Knowledge base assessment survey template

A **knowledge base assessment survey** helps evaluate the usefulness and quality of the support articles or guides in your knowledge base. By collecting feedback on how helpful customers find your content and what areas need improvement, you can enhance the overall value of your knowledge base. This ensures that your resources are easy to understand, accurate, and helpful, ultimately improving the self-service experience for your customers.

Knowledge base assessment survey questions for copy & paste

Intro message: *Thank you for using our knowledge base! We strive to provide valuable and accurate information to assist you. To help us improve our articles and resources, please take a moment to answer the following questions about your recent experience:*

1. *Was this article helpful?*

(Please select one)

-  Yes
-  No

2. *How can we improve this article?*

(Please select all that apply)

- Improve accuracy
- Make it easier to understand
- Include more relevant information
- Fix errors (e.g., typos, broken links)
- Other (please specify): [Open-ended response]

Thank you message: *Thank you for your feedback! Your input is invaluable in helping us improve our knowledge base and provide better support. If you have any additional comments or need further assistance, please contact us. We appreciate your time and contribution!*

How to analyze knowledge base feedback:

- **Quantitative data** (helpfulness rating): Track the percentage of thumbs up vs. thumbs down responses to gauge overall article usefulness.
- **Qualitative data** (improvement suggestions): Review the selected options for areas of improvement (accuracy, clarity, relevance, errors) to identify recurring themes. Use open-ended responses to gather additional insights.

Example:

- **Quantitative data:**

Let's say 100 people viewed your article, and the feedback was as follows:

- 75 people gave it a thumbs up (👍)
- 25 people gave it a thumbs down (👎)

Calculate the helpfulness percentage:

Helpfulness rating = $(75 \div 100) \times 100 = 75\%$

A 75% helpfulness rating indicates that most users found the article useful, but there's room for improvement.

Qualitative data:

Review the most common reasons for suggested improvements, such as requests for clearer explanations or additional information, and address these to enhance the article.

Interpreting knowledge base feedback:

- A **high helpfulness rating** (more thumbs up) indicates that the article effectively helps customers.
- A **low helpfulness rating** (more thumbs down) suggests that the article may be unclear, outdated, or missing key information.
- The **improvement suggestions** can guide specific updates to improve the article's quality, ensuring that future readers have a better experience.