



# Comms Templates

Two templates. Adapt the brackets, keep the brevity — both are designed to be read in under a minute.

## 1. Announcement to the pilot team (week 2, from the sponsor or team lead)

### **Subject: We're done asking you to write knowledge articles**

Starting [DATE], the [PILOT QUEUE] team pilots a new way of capturing what we solve. Here's the whole ask:

### **When you resolve a case worth keeping, flag it. That's it — about 30 seconds.**

AI drafts the article from the case you already worked. [CURATOR NAMES] review and approve drafts — they decide what's good enough to publish, and they'll sometimes ask you to confirm a fact. Nobody is asked to write articles anymore. If you find yourself spending more than a minute on capture, that's a bug in *our* process, not yours — tell [KNOWLEDGE LEAD].

Why bother flagging at all: every solved-once issue that makes it into the system stops coming back to the queue — it gets answered in the help center, by the assist panel, before it ever becomes your ticket. The easy stuff leaves; what stays is the work that actually needs you.

Questions → [KNOWLEDGE LEAD]. Pilot runs [90] days; you'll see the results when we do.

## 2. Monthly leadership update (from the knowledge lead, month 1 onward)

### **Subject: Contextkeeping — month [N]: [one-phrase headline]**

**The two trends:** blended cost per answer \$[X] ([↓/↑] from \$[Y] baseline) · shift-left ratio [X]% ([↑/↓] from [Y]%). (*Dashboard attached.*)

**One win:** [e.g., "gap → published article in 4 days: the 'CSV timestamps' cluster, 14 customer questions, now self-served."]

**One risk:** [e.g., "curator queue age at 6 days — tuning capture threshold before adding hours."]

**One ask:** [or "none this month" — earn the asks by not manufacturing them.]

Reminder as the pilot matures: assisted-queue metrics (TTR, complexity) will trend "worse" as easy volume shifts left — that's the design working; brief attached explains it. [Attach the Inversion Brief the FIRST time; reference it thereafter.]

**Cadence notes.** Send the leadership update even in flat months — a skipped month reads as a stalled program. Never send more than one ask per update. The agent-facing announcement is sent once; the follow-through that actually lands it is the first week of honoring the 30-second promise.

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