

Explanatory Brief: Creating a Centralized Knowledge Hub for Constituent Communication

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Overview

To improve response consistency and reduce wait times for an organization's national inbox, I created a comprehensive SOP that centralized knowledge across departments. This guide enabled any staff member, regardless of experience, to respond efficiently while maintaining mission-aligned communication.

Solution

I analyzed historical inbox messages and interviewed department staff to identify common inquiries and response bottlenecks. Using these insights, I designed a guide which:

- Provided standardized, clear, and polite responses for nearly any conceivable message
- Outlined escalation paths and key contacts across departments to ensure efficient handling of complex inquiries
- Developed strategies and resource links to navigate requests and potential communication barriers

Results

This approach to writing and contributing to the organization's knowledge base:

- Served as an effective onboarding tool for new staff, reducing training time and knowledge gaps
- Reduced average response time by approximately 30%, improving constituent satisfaction and engagement
- Encouraged consistent, mission-aligned communication with stakeholders