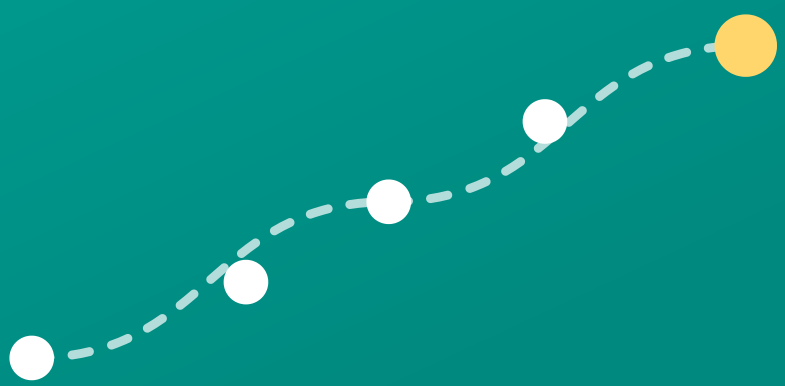
PLAYBOOK

Building a Knowledge Platform

With CAMPUS and INTERVIEWER: from the first idea to the first report to senior management



Acht S · CAMPUS · INTERVIEWER

WHAT THIS IS ABOUT

Not a manual. A roadmap.

Knowledge that lives in people's heads and scattered folders costs time every day. This playbook shows you how to turn it into a knowledge platform your team actually uses: how to plan your project, who you need for it, which content to start with, how to make the first go-live a success, and how you and your managers can tell that it was worth it.

You will be accompanied by Mara and Jonas from the fictional company Butterfly Effect. The two of them achieve exactly this in six weeks, including all the detours that come with it.

After reading, you will know

- ✓ how to plan your project and set up your team
- ✓ which content comes first and how to make the go-live a success
- ✓ how to recognise success and how to report on it

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FOREWORD

Not a premiere. A beginning.

Eight years ago we introduced our first knowledge platform for a corporate group. At the time it was still something special, and the client saw it that way too: as a campaign, not as something lasting. There were 600 places. 3,000 managers applied. The topics were fixed, and so was the content.

It was a success. For a while.

Then the initial euphoria faded. The content was the same as on the first day, and usage declined. We had to find new formats and new content quickly. We introduced live sessions, back then still via WebEx, and gradually more and more media were added.

In the process we learned something that has stayed with us ever since: The go-live of a knowledge platform is not a film premiere. A film is finished after the premiere. A knowledge platform only really begins on the day of go-live. From then on, it is about continually taking in new knowledge and distributing it so that it reaches the people who need it.

That was, in essence, the birth of this playbook. It contains what we have learned since, including on our own detours. It should help you set up your project so that it only really gets going after go-live.

Jan Tenné
Founder and Managing Director, Acht S

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PREPARATION

Before you begin

What this playbook is, what it is not, and how to find the right starting point in ten minutes.

Not a manual. A roadmap.

A manual tells you which button to press. This playbook tells you why you press it, when, and who on the team should do it.

It is about the questions that come before and alongside the technology: How do I plan my project? Who do I need for it? Which content do I start with? How does the first go-live go? What happens afterwards? And how will my managers and I know that it was worth it?

Where specific steps are involved, the playbook points you to the CAMPUS and INTERVIEWER manuals. You can recognise these references by small book icons, for example CAMPUS What is CAMPUS? That keeps this playbook short, and you get the details exactly when you need them.

Who this playbook is for

For everyone who is responsible for a knowledge platform rather than operating it: the person leading the project, the head of a department who wants to secure their knowledge, and the team lead whose people will work with it later. And for everyone who has been thinking about the topic for a while and is looking for a way in. You don't need any technical background.

Not everyone has to read everything. Find your reading path:

YOU ARE …	READ FIRST	THEN, IF NEEDED
responsible for the project	all chapters in order	the worksheets in each chapter
senior management or the client	Chapters 1, 2 and 7	Chapter 3 (who the project needs) and 6 (what operation needs in the long run)
head of a department or team	Chapters 3, 4 and 6	Chapter 5 (what the go-live means for your team)
on the editorial team	Chapters 4, 5 and 6	the manual references

Two tools, one path

In this playbook, two solutions from Acht S work together. Each has its own job:

STARTING POINT
Knowledge in heads and documents
Experience, habits, PDFs, folders, emails



INTERVIEWER
Capture knowledge
The AI conducts an interview, asks follow-up questions where something is missing, and writes a structured document, the iDoc.



CAMPUS
Make knowledge available
iDocs and documents become reviewed content, organised and made visible to the right people.



RESULT
Your team finds, learns, asks
Through search, navigation and, if booked, the AI assistant Bryan.

You can also introduce CAMPUS without INTERVIEWER. INTERVIEWER shows its strength where the knowledge has not been written down yet but sits in the heads of experienced colleagues. Chapter 4 shows how the two work together.

How the playbook is structured

1. **Recognise and decide.** A self-test: Do you need a knowledge platform, and what size?
2. **Plan the project.** Goal, topics, legal framework and a realistic roadmap.
3. **Team and roles.** Who takes on what in the project and how to distribute permissions wisely.
4. **Content and structure.** What you start with, where the knowledge comes from and how people find it again.
5. **Pilot and first go-live.** Test small first, then invite everyone.
6. **After the go-live.** Editorial plan, maintenance and the question of what comes next.
7. **Measure and report success.** Metrics that say something, and a report that fits on one page.
8. **At a glance.** The complete checklist, all worksheets and a small glossary.

Every chapter ends with a box called “What you take away”. If you are short on time, read only these boxes and the worksheets.

A story as a common thread

A fictional company accompanies you through the playbook: Butterfly Effect. Mara, who heads internal training there, and Jonas from her team build a knowledge platform in six weeks. You will find their experiences in the coloured boxes. They show how the advice feels in everyday work, including the detours.

AT BUTTERFLY EFFECT · *Prologue*

Butterfly Effect is a mid-sized company that chose its name deliberately: out of the conviction that small decisions have a big effect.

When the company introduced CAMPUS, this showed quickly: a clear guiding question, a second person on the team, four categories instead of fourteen. Each decision was small on its own. Together they determined whether the platform would be used.

This story tells how an empty screen became, in six weeks, a place where the team genuinely works. And how, after three months, Mara was able to explain to her managing director what it had achieved.

WHAT YOU TAKE AWAY

- The playbook answers why, when and who. The online manuals at help.8s.de answer how.
- INTERVIEWER gets knowledge out of heads and documents, CAMPUS brings it to the right people.
- You don't have to read everything. Take the reading path that fits your role from the table Who this playbook is for.

1

DECIDE

Recognise and decide

Two short self-tests: Is your team losing knowledge? And if so, does CAMPUS fit, and at what size?

Five warning signs that your team is losing knowledge

Knowledge loss rarely announces itself loudly. It shows up in small frictions that everyone has long got used to. Read the five statements and honestly say whether they apply to your team.

There are several versions of important documents.

☐ Yes ☐ No

New colleagues keep asking the same questions.

☐ Yes ☐ No

When a certain person is absent, work stops.

☐ Yes ☐ No

It is unclear who reviews content before it goes out.

☐ Yes ☐ No

Not everyone sees what is meant for them. Or they see too much.

☐ Yes ☐ No

Count how often you said "Yes".

0 to 1 Yes: Running well. Your team has its knowledge under control. Keep the five statements in mind, especially as the team grows.

2 to 3 Yes: Worth a look. The friction is there, but still manageable. The second test below shows whether a platform already makes sense.

4 to 5 Yes: Time to act. Your team pays every day in time and nerves. Take the second test, and if you like, talk to us.

AT BUTTERFLY EFFECT · *Four out of five*

Mara read the five statements during a lunch break. At the third one she had to laugh, not because it was funny, but because she immediately thought of Hans: twenty-three years in customer service, retiring in a year. When Hans was on holiday, half the department waited.

Four times yes. She couldn't judge the fifth statement. Not knowing was probably an answer too.

What a knowledge platform does differently

Each of the five warning signs from the test can be tackled with a knowledge platform. None of the answers is magic. They are simply the basics that a platform makes reliable. The table shows how:

WARNING SIGN	HOW THE PLATFORM HELPS
Several versions	One piece of content in one place, maintained, instead of many copies in folders and emails.
Always the same questions	Content can be found through search, topics and tags. With the add-on module "Interactive Avatar", the AI assistant Bryan answers questions based on your own content, including from attached files and videos.

WARNING SIGN	HOW THE PLATFORM HELPS
Knowledge depends on people	INTERVIEWER draws experience out of people's heads in conversation, CAMPUS makes it available to everyone.
Unclear who reviews	Creating and approving are separate tasks where it matters. Whatever then goes live has been seen by a second person.
Wrong visibility	Groups and visibility rules control who sees which content.

Chapters 3 to 5 show how these answers take shape in your project.

Is CAMPUS right for you?

The second test takes two minutes. There are no wrong answers. It tells you whether a platform is worthwhile for you and what size you should plan for.

1 · Which problem should CAMPUS solve for you?

- ☐ Knowledge is scattered and hard to find.
- ☐ New employees should be onboarded faster and better.
- ☐ Mandatory training must be provable.
- ☐ Experience-based knowledge should not depend on individual people.
- ☐ I don't know exactly yet.

2 · How many people should use the content?

- ☐ Up to 20 (0)
- ☐ 20 to 100 (1)
- ☐ 100 to 500 (2)
- ☐ More than 500 (3)

3 · How many people will maintain content later?

- ☐ Nobody or just one person (0)
- ☐ Two to three (1)
- ☐ Four to ten (2)
- ☐ More than ten, from several areas (3)

4 · How is content reviewed today before it is published?

- ☐ Not at all: whoever writes, publishes. (0)
- ☐ Informally: someone takes a quick look. (1)
- ☐ One fixed person reviews. (2)
- ☐ Several reviewers, depending on the department. (3)

5 · Who should be allowed to see which content?

- ☐ Everyone sees everything. (0)
- ☐ A few groups have their own content. (1)
- ☐ Many audiences, clearly separated from each other. (3)

6 · Where does your knowledge live today?

- ☐ Mostly in people's heads. (0)
- ☐ In documents and PDFs, spread across several places. (1)
- ☐ In large collections, partly multilingual. (2)

7 · What should the reward system achieve?

- ☐ Nothing for now, we just want to provide content.
- ☐ Make learning progress visible.
- ☐ Enable proof of completion, certificates or competition.

Add up the points from questions 2 to 6. Questions 1 and 7 give no points; they feed into the notes below. Check the top row first.

Question 1 is open and 7 points at most: Clarify the goal first. It is still open what you would use CAMPUS for. That is not a no. But without a goal, structure and roles can't be planned sensibly. Read on in Chapter 2, Decision 1.

0 to 3 points: Probably not yet. At this size, an organised file store with clear responsibilities is often enough. CAMPUS becomes interesting as soon as more people use or maintain content, approval becomes necessary, or different groups should see different things.

4 to 7 points: Yes, as a compact start. A small setup covers your needs: few roles, few topics, productive quickly.

8 to 11 points: Yes, as an editorial team. You need a clear division of tasks between creating and approving, and a few groups so that content reaches the right people.

12 to 14 points: Yes, on a larger scale. With several departments and many audiences, a carefully planned roles and visibility concept pays off from the start.

Remember your result: compact, editorial team or larger scale. In Chapter 3 you will find a matching staffing plan.

And the honest answer to the question of size: CAMPUS usually pays off economically from around 100 to 200 participants. Below that it can still be exactly right, for example as a protected knowledge space for senior management or a board. In that case the internal costs matter most: the time for content and editing.

What fits your answers

For some of your answers, CAMPUS or INTERVIEWER has a feature that makes the start easier:

- **Question 1, knowledge is scattered:** Content can be found through categories, tags and search. The AI assistant Bryan answers questions based on your own content, including from attached files and videos. It belongs to the “Interactive Avatar” module, which additionally requires the “AI Suite” module. Both are optional and can be added on.
- **Question 1, securing experience-based knowledge:** INTERVIEWER draws the knowledge out of people's heads in conversation, before someone leaves or changes role. More on this in Chapter 4.
- **Questions 3 and 4, several people maintain and review:** With the Reviewer right you separate creating and approving. How strict the approval needs to be depends on the content; see Chapter 3.
- **Question 5, many separate target groups:** Plan groups and visibility from the very beginning. Doing it afterwards is considerably more work.
- **Question 6, knowledge in heads:** Here INTERVIEWER is your most important tool. Instead of asking people to “write something down sometime”, the AI has

a conversation with them and turns it into a structured document. More in Chapter 4.

- **Question 6, knowledge in documents:** The CAMPUS AI generator can build a first draft with an outline from existing documents. Your editorial team does the fine-tuning.
- **Question 7, reward system:** It can be added at any time later. Badges suit visible progress, certificates suit proof of completion. Ideally once the basic structure is in place.

> You discuss prices, licences and modules with your contact at Acht S.

WHAT YOU TAKE AWAY

- Four or five Yes answers in the first test mean: Your team pays for knowledge loss with time every day.
- The second test tells you the size: compact, editorial team or larger scale.
- If the goal is still unclear, start there. Everything else builds on it.

2

DECIDE

Plan the project

Three decisions, a roadmap and a measurement before the start. It takes a few days and saves you a rebuild later.

AT BUTTERFLY EFFECT · *One sentence instead of twelve slides*

Before Mara set up anything, she sat down with Katrin, the managing director. She had prepared twelve slides. Katrin looked at the first one and asked: “What should be different in three months?”

Mara thought. “New people in customer service should cope without Hans after three weeks.”

“Good,” said Katrin. “Then write down exactly that. And tell me in three months whether it's true.” Mara never showed the other eleven slides.

Three decisions before the start

Before anyone sets up a platform, you clarify three things: the goal, the topics and the framework. Each fits on half a page. Whoever skips them makes them anyway, just later, under time pressure and with more effort.

Decision 1: The goal

A clear goal is the foundation for everything else: for the structure, for the roles and for how you will later tell that it works. CAMPUS has the greatest effect on a clearly defined project: one goal, one target group, one project. “One place for all our knowledge” is a nice thought, but not yet a goal.

- **Name the problem:** What should change? For example, bring scattered knowledge together, onboard new colleagues faster or make mandatory training provable.
- **Define the target audience:** Who should use the platform, and what should these people be able to do with it?
- **Describe success:** How will you know after three months that it was worth it? Ideally with a number you can already measure today.
- **Clarify responsibility:** Who looks after the project, and who stands behind it in management?

A good test: Can you state your goal in one sentence? “In three months, new colleagues in customer service find their way around without one-to-one support, which shows in the fact that they ask less than half as often as today.” If this sentence is hard for you, something is usually still open that should be clarified first.

Most projects pursue one of four goals. The overview helps you fill in the first lines of the project profile: which problem you are solving and how you will measure success.

TYPICAL GOAL	HOW YOU MEASURE IT	WHAT HELPS
Make scattered knowledge findable	Search time, recurring questions	Categories, tags, search, Bryan if you wish
Onboard new colleagues faster	Time until a typical task is managed alone	An onboarding programme with learning paths
Prove mandatory training	Effort for proof, share of completed training	Certificates in the Reward System, reports
Secure experience-based knowledge	Topics secured before a departure or change of role	INTERVIEWER and its iDocs

How to record the values in advance is described further down under Baseline values, and how to compare them later in Chapter 7.

WORKSHEET · **Project profile**

Answer each row in one or two sentences. If one is hard to answer, that is a sign that something still needs clarifying. The profile is also the first page of your later report.

Which problem are we solving?	
Who is the target audience?	
Our goal in one sentence	
How do we measure success? (baseline today)	
Who is responsible, who is the client?	
Desired period for pilot and go-live	
How much time does the core team have per week?	

Decision 2: Narrow down the topics

You don't have to cover everything at once. On the contrary: a platform that starts with two or three well-made topics convinces more than one that touches on everything and finishes nothing.

- **Collect knowledge:** Where does the knowledge live today? In heads, in documents, in various file stores? That decides whether you start with INTERVIEWER, with the AI generator or with content your team writes itself.
- **Choose topics:** Pick a few topics for the start and prioritise them. Good starting topics affect many people, are asked about often or are mandatory.
- **Assign owners:** Who will maintain which topic later? A topic without an owner is the first to go out of date.

These topics later become the main areas of your platform. A few stable topics are a good start. Everything else you deliberately leave for later.

WORKSHEET · **Topic list**

TOPIC	IN THE START?	PRIORITY	WHERE DOES THE KNOWLEDGE LIVE?	RESPONSIBLE
	Yes · No		Heads · Documents	
	Yes · No		Heads · Documents	
	Yes · No		Heads · Documents	
	Yes · No		Heads · Documents	

Decision 3: Check the framework

Before content and user accounts come into being, you clarify the legal framework. It depends on country, industry and company. The good news: whoever asks early usually gets an answer quickly. Whoever asks late often gets a stop.

- **Data protection:** CAMPUS processes user accounts and, depending on use, learning progress. Clarify with the responsible office which data you collect, who sees it and how long you keep it.
- **Co-determination:** If there is a works council or a comparable body, involve it early. Typical questions are the roles concept, who sees which reports, whether search queries are analysed and whether there should be leaderboards.
- **Conversations with INTERVIEWER:** If you want to capture knowledge in conversation and record audio, talk to the people involved beforehand. They should know what happens to the recording and the result.
- **Industry requirements:** Are there requirements for proof or retention, for example for mandatory training? Record them before you fix the structure.

WORKSHEET · **Framework checklist**

	CHECK ITEM	RESPONSIBLE	DONE ON
☐	Data protection clarified		
☐	Body involved (if there is one)		
☐	People in interviews informed		
☐	Industry requirements checked		
☐	Approval from the responsible office is available		

> This playbook is not a substitute for legal advice. Check the requirements of your company and country with the responsible office.

The roadmap

At Butterfly Effect it took six weeks from the empty screen to go-live. For you it may be four or twelve. That depends on how much time the core team has and how many topics you take on. The order of the phases stays the same, though:

PHASE 0 · ONE TO TWO WEEKS

Decide and plan

Goal, topics, framework, baseline values. This chapter.

PHASE 1 · ABOUT ONE WEEK

Lay the foundation

Define the core team and roles, set up the basic structure of topics. Chapters 3 and 4.

PHASE 2 · TWO TO THREE WEEKS

Fill with content

Capture knowledge, create first content, review and approve it. Chapter 4.

PHASE 3 · ONE TO TWO WEEKS

Pilot

A small group tests, the team improves. Chapter 5.

PHASE 4 · GO-LIVE DAY AND TWO WEEKS AFTER

Go-live and support

Invite everyone, announce it, support closely in the first weeks. Chapter 5.

PHASE 5 · ONGOING

Operation and growth

Editorial plan, maintenance, new topics, measuring and reporting success. Even after go-live the platform needs fixed time slots. As a rule of thumb, about half an hour a week for reviewing, an hour a month for planning and half a day a quarter for tidying up. Chapters 6 and 7.

> The duration of each phase is a guideline for planning, not a promise. Better to plan a week of buffer before go-live than a go-live that has to be postponed.

Record the baseline values

You can only show in three months whether the platform was worth it if you know where you stand today. That is why you measure now, before anything changes. It doesn't have to be elaborate:

- **Recurring questions:** Ask two or three knowledge holders to keep a tally for two weeks of how often they answer the same questions.
- **Onboarding:** How long does it take today until new colleagues complete a typical task on their own? Ask the last three new starters and their team lead.
- **Search time:** A short survey with a single question is enough: “On average, how long do you spend looking for a document you need?”
- **Mandatory proof:** How much effort does it cost today to show who has completed a mandatory training?

Take only the values that fit your goal. One or two well-measured numbers are worth more than ten estimated ones. Chapter 7 shows how you compare and report them later.

WHAT YOU TAKE AWAY

- The goal must fit into one sentence, with a number you can already measure today.
- Start with a few topics that affect many people. Every topic needs a responsible person.
- Data protection and co-determination belong at the beginning, not at the end.
- Measure the baseline values now. Later is too late.

3

BUILD

Team and roles

Who takes on which task in the project, how that becomes permissions in CAMPUS and INTERVIEWER, and why two eyes are not enough.

Roles in a project and permissions in software are two different things. First you consider which tasks arise and who takes them on. Then you translate that into permissions. Whoever starts the other way round hands out permissions by gut feeling and later wonders why nobody is responsible.

AT BUTTERFLY EFFECT · *Who may do what?*

On Monday morning, shortly after nine, Mara sat in front of an empty screen. No error, no loading animation, just a platform waiting for her. Mara was neither a developer nor in IT. Over the past weeks she had learned that “setting up the platform” means two things: understanding technology and making decisions that have little to do with technology.

Her first call went not to IT but to Jonas from her team. “I think I need you,” she said, before she even knew what for.

Together they found out that CAMPUS at its core knows only three roles: Users, who learn and search. Super-Admins with access to everything, a responsibility Mara deliberately did not want to take on alone. And in between the Admin role, which can be shaped like modelling clay. From it come the familiar names: Editor for those who create content. User-Admin for those who look after people instead of content.

“And who says in the end: Yes, this can go out?” asked Jonas.

There was a separate right that can be switched on for exactly that: Reviewer. Not automatically the Admin, not automatically Mara, but a deliberately separate task. Mara made Jonas an Editor and gave herself the Reviewer right. A few clicks, no ceremony. But from that moment on, everyone on the team knew who was responsible for what. That alone, it would turn out, was half the battle.

The roles in the project

A knowledge platform doesn't need a big team, but it needs clear responsibilities, in the build-up and in day-to-day operation. In small projects one person takes on several roles, in large ones several people share one. All that matters is that every role gets a name.

ROLE IN THE PROJECT	TASK	WHO FITS
Client	Owns the goal, secures time and budget, accepts the report and clears obstacles out of the way.	Someone from management who feels the problem themselves.

ROLE IN THE PROJECT	TASK	WHO FITS
Platform lead	Leads the project, decides on structure and rules, is the contact person for everyone.	Someone with an overview of topics and audiences, not necessarily from IT.
Editorial team	Creates and maintains content, conducts interviews, keeps order.	People who enjoy writing and understand the target audience.
Subject-matter experts	Provide the knowledge and check it for accuracy.	The people everyone asks today.
Approval	Reviews content before it is published.	Confident in both subject and language, and not the same person who created the content.
User management	Creates accounts, assigns groups, takes care of joiners and leavers.	Often the HR department or a team assistant.
Technology	Clarifies registration and login and, if desired, the connection to your systems.	Your IT, together with Acht S.
Pilot group	Tests before go-live and gives honest feedback.	Five to ten people from the target audience, including sceptics.
Data protection	Checks which data is collected and analysed, before the start and with every extension.	Your data protection officers or the responsible office.
Works council, if there is one	Is involved in the roles concept, reports and leaderboards, also during ongoing operation.	The responsible body, early and not just shortly before the start.
Team leads	Free up time, point their team to the platform and report missing topics.	The leads of the teams whose people use the platform.

The last three are not project roles in the narrower sense. But they stay involved for the long term, so they belong on the list from the start.

From task to permission

Once the staffing is settled, you translate it into permissions. In CAMPUS that is simpler than it sounds:

- Most people are **Users**. They learn, search and ask. That also applies to many subject-matter experts.
- The **editorial team** gets permissions to create and maintain content. In the manual these people are called Editors. If several departments take part, you restrict each editorial team to the content of its group.
- The **approval** role gets the Reviewer right. It is a separate right so that creating and approving stay separate.
- **User management** gets permissions for people, not for content.
- **Full access** as Super-Admin goes to one or two people, usually the platform lead and their deputy.

How the roles are built technically and how you assign them is in the manual: CAMPUS Roles and permissions, CAMPUS Who can do what and CAMPUS The Reviewer right.

In INTERVIEWER it is even simpler: Whoever creates iDocs is a Member of the workspace. At least one person is Owner and invites the others. Usually this is the same person who is responsible for CAMPUS. Details: INTERVIEWER Roles in INTERVIEWER.

Five principles for roles

1. **Separate creating and approving where it matters.** Whoever wrote a piece of content is worst at seeing their own mistakes. For important content, a second person therefore reviews. But not too many: if everyone may approve, nobody feels responsible.
2. **As few permissions as necessary.** Everyone gets the permissions their task needs, and no more. That protects against accidents and keeps responsibility clear.

3. **Full access on two shoulders.** There should be at least one and at most two Super-Admins. One alone is a risk when they are on holiday. Five are a risk because settings take effect immediately for the whole platform.
4. **Groups instead of individual cases.** You control who may see what through groups, not person by person. That keeps the platform manageable even with a hundred new accounts.
5. **Roles evolve.** People change tasks and departments. Look at the list of permissions once a quarter, and take permissions back when someone leaves.

How strict the approval needs to be

Not every piece of content needs the same review. For a small team, mandatory approval for everything quickly feels oversized. For mandatory training, safety or legal content, however, it is often customary or even required. And the more drafts the AI generator writes, the more important a human eye becomes. Three levels have proven their worth:

LEVEL	FOR WHICH CONTENT	HOW IT WORKS
Mandatory approval	Mandatory and safety topics, legal content, HR policies, commitments to customers such as prices or services	A second person reviews before publication.
Periodic review	Processes, instructions, product knowledge	Publish directly and check at a fixed review rhythm (Chapter 6).
Author's responsibility	Tips, experiences, contact persons	Whoever writes publishes it themselves, with name and date on the content.

In CAMPUS you control this through the rights: you decide per person who may publish directly and who has to request approval. How this works: CAMPUS Approving and publishing.

The staffing plan

How many people you need for which task depends on the size the test in Chapter 1 showed you:

TASK	COMPACT	EDITORIAL TEAM	LARGER SCALE
Editorial team (Editor)	1 to 2	3 to 6	1 to 2 per area
Approval (Reviewer)	1	1 to 2	at least 1 per area
User management (User-Admin)	taken on by the platform lead	1	1 to 2
Full access (Super-Admin)	1 to 2	1 to 2	2
Groups	0 to 2	2 to 5	by audience, with fixed visibility rules

> The numbers are guideline values as food for thought, not a requirement of CAMPUS and not licence information. Wherever possible, the Reviewer right should lie with a different person than the one who created the content.

What your team really has to do

The most common reason knowledge platforms stall is not the technology. It is the assumption that it will happen “on the side”. So plan the time explicitly:

- **The editorial team** needs fixed time slots each week during the build-up phase, and in operation noticeably less, but regularly. A fixed appointment beats any good intention.
- **Subject-matter experts** need little time, but at the right moment: an interview of 30 to 60 minutes per topic and a short expert check of the result.
- **Team leads** free up this time for their people. And they lead by example: when someone receives a question by email, they reply with a link to the platform instead of a long text.
- **The client** asks for updates regularly. Not out of control, but because that shows the project matters.

WORKSHEET · **Role plan**

ROLE IN THE PROJECT	NAME	DEPUTY	PERMISSIONS IN CAMPUS	IN INTERVIEWER	TIME PER WEEK
Client			none in particular	–	
Platform lead			Super-Admin	Owner	
Editorial team			Editor	Member	
Approval			Reviewer	–	
User management			User-Admin	–	
Subject-matter experts			User	are interviewed	

WHAT YOU TAKE AWAY

- Distribute tasks first, then permissions. Every role needs a name and a deputy.
- Important content is reviewed by a second person. How strictly depends on the content: mandatory approval, periodic review or the author's own responsibility.
- At most two people get full access, everyone else only what their task needs.
- Plan the team's time explicitly. “On the side” is not a schedule.

4

BUILD

Content and structure

What you start with, how you get knowledge out of heads and documents, and how you organise it so that people can find it again.

A platform is only as good as what people find on it. People open it because they find an answer there. That is why this chapter is the most important for success, and the one you should give the most time.

What you start with

The temptation is great to start with what already exists: the folder of old presentations. It is better to start with what is needed. Four questions help with sorting:

- **Is it asked about often?** Every question asked three times a week today is a good first piece of content.
- **Does it affect many people?** A piece of content for all newcomers has more effect than one for two specialists.
- **Is it expensive if it goes wrong?** Compliance, safety and customer contact belong at the front.
- **Does it depend on one person?** Knowledge that retires with a person has a deadline.

A simple exercise quickly gets you to your starting list: With two or three colleagues, collect the twenty questions that new people ask in their first weeks. These twenty questions are your first content plan. You don't have to have

answered all of them for go-live. But every starting topic should cover the most frequent questions so that nobody clicks into the void.

Where the knowledge comes from

Knowledge lives in two places: in heads and in documents. There is a separate path onto the platform for each, and a third for everything the editorial team can quickly write itself.

INTERVIEWER

From heads

The AI has a conversation, guided by a template that knows which information a document needs. Where something is missing, it asks. The result is not a chat history but a structured document, the iDoc.

CAMPUS

From documents

The AI generator builds a first draft with an outline from existing files or iDocs. The editorial team checks facts, tone and structure. For large collections there is also an import.

CAMPUS

Written by your team

Short, precise content (an instruction, a contact person, a process) is created directly by the editorial team. Often this is the fastest way.

The combination is strongest: INTERVIEWER secures the knowledge, the CAMPUS AI generator turns it into learning content. It then works not on demand but on your own, reviewed knowledge.

Not everything has to become learning content first. If Bryan is booked, it also searches files and videos attached to your content. You still need a good order, because Bryan too only answers as well as its sources are.

Three rules for interviews with subject-matter experts:

- **One topic per conversation.** “Tell me everything” leads to trivia. “How does a complaint work?” leads to a document.
- **Let them tell the story.** Speaking freely brings more than a questionnaire. The AI's follow-up questions draw out what the person takes for granted.
- **Start early.** On the last working day it is too late. How to plan an entire handover is shown by the playbook Playbook Securing Knowledge Before It Retires.

More in the manual: INTERVIEWER Capturing one person's knowledge, INTERVIEWER Template and interview principle and CAMPUS The AI generator.

AT BUTTERFLY EFFECT · *Everybody knows that*

Jonas booked three quarters of an hour with Hans, topic: complaints. Hans arrived with his arms crossed. “There's not much to tell. Everybody knows that.”

He told it anyway, and INTERVIEWER asked follow-up questions. What happens if the customer has no invoice number? From what amount is management informed? At the third follow-up question Hans uncrossed his arms. “That thing with the amount,” he said, “someone asked me that years ago too. It's written down nowhere.”

After 45 minutes there was a document that had never existed in that form. Jonas gave it, together with the old PDF collection, to the CAMPUS AI generator and briefly described what should come out at the end: an onboarding module for customer service.

“It's not perfect yet,” he said when the first draft was ready. “It doesn't have to be,” Mara replied. “The AI delivers the shell. You do the finishing.”

Order that can be found again

Every platform organises content in two ways: through a few large areas you navigate by, and through many small keywords you find things by. In CAMPUS they are called categories and tags.

- **Categories are the big boxes.** Few, stable, named from the users' point of view. Five to nine almost always suffice. They arise from the starting topics in Chapter 2.

- **Tags are the small labels.** You may assign many of them: “for newcomers”, “takes 10 minutes”, “mandatory”. They help with finding and can even serve as interests in the profile.
- **Audiences are not a category.** “Managers only” does not belong in the navigation but in the visibility. Otherwise everyone can see who belongs to which audience.

AT BUTTERFLY EFFECT · *Boxes and labels*

The second week began with an argument that wasn't one. Jonas wanted a category of its own for every topic: Onboarding, Sales, Technology, Compliance, Soft Skills. After an hour he was at fourteen.

“If we carry on like this,” said Mara, “nobody will need a search any more. But nobody will find their way around the navigation either.”

In the end four categories remained, each named so that you know what is in it without any explanation: Onboarding, Sales, Customer service, and Rules and obligations. Technology and soft skills became tags, as did everything finer. The navigation stayed tidy, and everything was still found.

Write the rules down briefly before several people create content: which categories there are, which tags, how they are spelled. Half a page is enough. Nobody reads long rulebooks, so you go through them briefly with every person who joins the editorial team. Otherwise after three months you will have “Onboarding”, “onboarding” and “Induction” side by side. How to do this in practice: CAMPUS Category or tag? and CAMPUS Categories and tags in the editorial plan.

What makes good content

Good content on a knowledge platform is not an essay. It is searched for, not read. Five rules follow from that:

1. **One question per piece of content.** Better three short pieces than one that explains everything.
2. **The answer first.** Whoever stops reading after three lines should still know what to do. Background and exceptions come after.

3. **An example.** A real case from your everyday work explains more than any definition.
4. **A name and a date.** Who is responsible, and when was it last checked? That builds trust.
5. **Properly classified.** A suitable category, several tags, the right visibility.

Step-by-step instructions for strong content are in the manual: CAMPUS Recipe for strong content and CAMPUS Perfect content.

Languages

If your team works in several languages, decide early how you will handle that. Every piece of content in CAMPUS has a mandatory base language, which must always be complete. A second, editorially maintained language is possible. It is worthwhile where mistakes would be expensive, for example for mandatory or safety topics. CAMPUS can generate further language versions automatically. This function is being expanded step by step, so ask about the status for your platform. More on this: CAMPUS Language in CAMPUS.

WORKSHEET · **Content plan for the start**

QUESTION THE CONTENT ANSWERS	CATEGORY	ROUTE	EDITORIAL	EXPERT CHECK	DONE BY
		Interview · AI generator · written by your team			
		Interview · AI generator · written by your team			
		Interview · AI generator · written by your team			

QUESTION THE CONTENT ANSWERS	CATEGORY	ROUTE	EDITORIAL	EXPERT CHECK	DONE BY
		Interview · AI generator · written by your team			
		Interview · AI generator · written by your team			

WHAT YOU TAKE AWAY

- Start with what is really searched for, not with what happens to be in folders already. The newcomers' twenty questions are your starting plan.
- INTERVIEWER draws knowledge out of heads in conversation, the AI generator turns knowledge from documents into a draft. A person always does the finishing.
- Few categories, many tags, and the rules for them in writing.
- Good content answers one question, right at the beginning.

5

BUILD

Pilot and first go-live

First a small group, then everyone. How you test, how you know you are ready, and what counts in the first two weeks.

There is no second chance for a first impression. Whoever opens a platform for the first time and runs into empty areas won't come back soon. That is why you don't invite everyone at once but first a small group. What it notices doesn't have to be noticed by everyone later.

Rehearse the approval path

Before anyone from outside comes in, the path from draft to publication runs through completely once. The editorial team finishes a piece of content and requests approval. The person with the Reviewer right checks and approves it, or returns it with comments. Only then is it visible to the intended audience.

Approval doesn't just check for typos. It looks at four things: Is the content correct in substance? Are all intended languages maintained? Is it classified correctly? Do exactly the right people see it? What the process looks like in CAMPUS: CAMPUS Approve and publish.

AT BUTTERFLY EFFECT · *Four eyes*

When Jonas set his first finished draft to “Request approval”, at first nothing happened. No message to everyone, no alarm. Just a quiet queue waiting for Mara.

She opened the draft with the eyes of a reviewer, not a colleague: Are German and English maintained? Do category and tags fit? Do the right people have access? Only when she approved did the page change from draft to published.

Later she copied the link into the team chat and had a thought: A shared link doesn't automatically open the door for everyone. Who may actually walk through is decided by the visibility rules, no matter how far the link circulates. A second protection behind the first. Mara felt reassured.

The pilot phase

- **The group:** Five to ten people from the real target audience. Take a few newcomers, a few experienced people and at least one person who is sceptical about the whole thing. Their feedback is the most valuable.
- **The duration:** One to two weeks. Set the start and end beforehand, and also where feedback is collected.
- **The tasks:** Give the group real tasks instead of “just have a look”. For example: “Find out what you do for a complaint without an invoice number.”
- **The visibility:** Use a test account for each audience to check that everyone sees exactly what is intended. Test a shared link as well.
- **The findability:** Observe what the group searches for and whether they find it. Ask them, or use the search analysis if it is enabled for you. Search terms without results are missing content or missing tags.

WORKSHEET · **Test plan for the pilot**

TASK FOR THE PILOT GROUP	WHO TESTS	FOUND?	WHAT WAS MISSING?
		Yes · Partly · No	

TASK FOR THE PILOT GROUP	WHO TESTS	FOUND?	WHAT WAS MISSING?
		Yes · Partly · No	
		Yes · Partly · No	
One piece of content from draft all the way to publication	Editorial team and approval	Yes · Partly · No	
Test account for each audience: does it see the right things?	Platform lead	Yes · Partly · No	

Are you ready?

Go-live is not a question of the calendar but of criteria. Set them before the pilot, then at the end you don't have to decide by gut feeling.

WORKSHEET · **Go-live checklist**

	CRITERION	WHO CONFIRMS
☐	The approval path has been run through completely at least once.	
☐	Every starting topic answers the most frequent questions.	
☐	Visibility has been checked with test accounts.	
☐	Feedback from the pilot has been incorporated or deliberately postponed.	
☐	Accounts and groups are prepared.	
☐	It is clear who answers questions, and this is stated in the announcement.	
☐	The team leads are informed and announce it in their teams.	

	CRITERION	WHO CONFIRMS
☐	The framework checklist from Chapter 2 is done.	

The go-live

On go-live day itself, little spectacular happens, and that is a good thing. The remaining accounts are created, roles and groups assigned. Most people are Users, only a few get more permissions. For many accounts the bulk import helps: CAMPUS Create users in a batch.

Then comes the announcement. A short message is enough if it answers three questions: What is new? Where do I sign in? Who do I turn to? It works even better if it comes from the client and not only from the project.

WORKSHEET · **Template for the announcement**

Subject: From today: our knowledge in one place

Hello everyone,

from today you will find our new knowledge platform at [address]. At launch it has everything on [starting topics]. You sign in with [sign-in method].

What is missing will be added. Tell us what you looked for and did not find: [contact person, channel].
[If Bryan is activated: You can also put questions directly to Bryan, at the bottom right of every page.]

Best regards
[Client]

AT BUTTERFLY EFFECT · *The door opens*

Only in the fifth week did Mara invite the whole team. She had waited deliberately: Whoever opens CAMPUS for the first time should find something there, not a building site.

Creating an account took minutes. Most colleagues stayed Users, a very few were given more permissions, never more than they needed. And every person was given a group, as a quiet answer to the question of which content was meant for them.

In the first week, three questions came in that had no answer yet. By Friday the answers were on the platform.

The first two weeks

After go-live it is decided whether the platform becomes a habit. During this time close support pays off:

- **Be reachable:** The contact person replies quickly, ideally the same day.
- **Close the gaps:** What is searched for and not found gets added within a few days. Nothing convinces more than the experience “I asked, and now it's there”.
- **Link instead of explain:** Ask the team leads to answer questions with a link to the platform. That way the team learns where to look first.
- **Listen:** After two weeks, a short round with the pilot group and two or three team leads: What works, what bothers people, what is missing?

WHAT YOU TAKE AWAY

- ✓ First invite only a small, mixed group, with real tasks and a fixed end.
- ✓ Decide on go-live by criteria, not by calendar.
- ✓ The announcement answers three questions: What is new, where do I sign in, whom do I ask.
- ✓ In the first two weeks, speed counts: What is missing is there a few days later.

6

OPERATE

After go-live

The project becomes a habit. An editorial plan in three rhythms, a shelf life for every piece of content and growth step by step.

AT BUTTERFLY EFFECT · *A garden, not a checklist*

After six weeks, CAMPUS was no longer a project that Mara had to “finish”. It had become something she looked after, the way you look after a garden, not a checklist.

She adjusted roles when responsibilities changed. Jonas added new content, at a calm pace instead of in bursts. And when the team actually completed the first modules, they switched on the reward system, modestly: a certificate for real proof, a badge for visible milestones. What was rewarded was what someone had achieved, not how often someone had clicked.

The editorial plan

Yes, a knowledge platform needs editorial planning. Not a big one, but a reliable one. Without it, what happens in every file store happens: at the start everything is fresh, after a year nobody knows any more what is still correct. Three rhythms are enough:

RHYTHM	WHAT HAPPENS	WHO
Weekly, half an hour	Go through open questions and feedback, look at search terms without results, handle waiting approvals.	Editorial team and approval
Monthly, one hour	Plan topics for the coming weeks: What is coming up? A new process, a product launch, a new rule, a seasonal question?	Platform lead, editorial team, departments if needed
Quarterly, half a day	Review the stock: archive outdated content, merge duplicate tags, go through permissions, evaluate and report metrics.	Platform lead with the client

WORKSHEET · **Editorial plan**

MONTH	OCCASION OR TOPIC	PLANNED CONTENT	ROUTE	RESPONSIBLE	STATUS
			Interview · AI generator · written by your team		
			Interview · AI generator · written by your team		
			Interview · AI generator · written by your team		
			Interview · AI generator · written by your team		

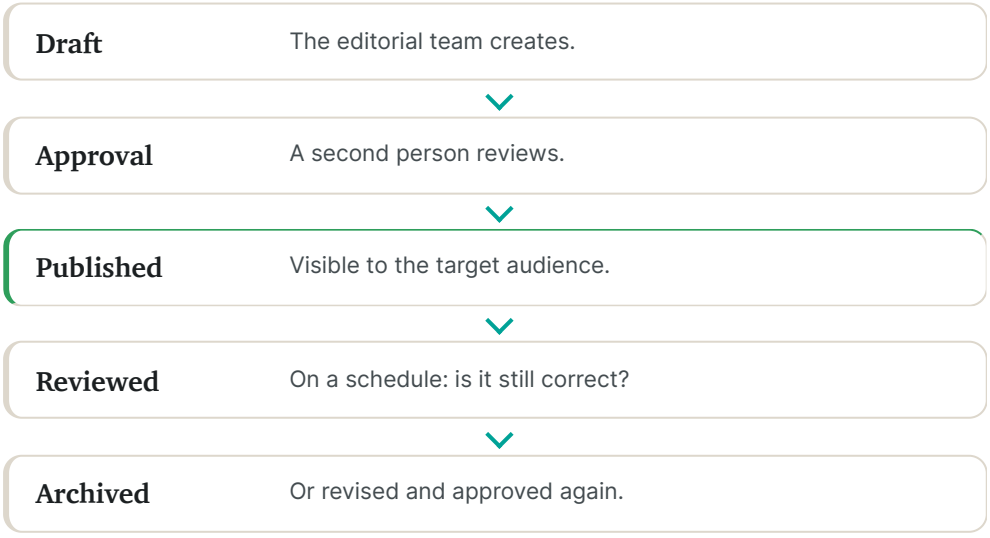
Where new topics come from

The best topics are not invented by the editorial team. They show up when you look:

- **Searches without results:** What was searched for and not found? Each of these terms is missing content or a missing tag. CAMPUS can analyse frequent search terms and searches without results, if you want that and it has been agreed with the works council.
- **Questions to Bryan:** If the AI assistant is activated, its reports show what it is used for. Frequent questions are a hint about which content is missing.
- **Feedback:** Every complaint about missing or wrong content is a gift. Make it easy to get it off people's chests.
- **Events:** New processes, products, rules. Plan the content together with the change, not after it.
- **Departures:** When someone changes role or retires, an interview with INTERVIEWER belongs on the handover list. Months beforehand, not on the last day. More on this in the playbook Playbook Securing Knowledge Before It Retires.
- **Popular topics:** What is used a lot deserves more depth.

Every piece of content has a shelf life

Outdated content is worse than missing content. It costs not only time, it costs trust in all the other content. That is why every topic gets a responsible person and a review rhythm: for processes that change often perhaps six months, for fundamentals a year.



Archiving is better than deleting: archived content is gone for Users, but can be brought back and revised.

Motivation, used with care

The CAMPUS reward system can make learning visible: with badges for milestones, certificates for proof, points and campaigns for activities over a period of time. It is a powerful tool, and therefore one you use with care:

- **Reward results, not clicks.** Whoever rewards activity gets activity, but not learning.
- **Meaning over quantity.** A certificate that is worth something beats ten meaningless badges.
- **Leaderboards only by agreement.** Not everyone wants to be compared publicly. Here the works council, if there is one, is a good first port of call.
- **Structure first, then the reward.** Rewards amplify what is there. They do not replace good content.

In the manual: CAMPUS The reward system and CAMPUS Recipe: using rewards sensibly.

Growing step by step

Once operation is running, the question comes: What next? Grow in the order in which you started, one step after another:

- **New topics:** back to the topic list from Chapter 2, next priority.
- **New audiences:** new groups and visibility rules, a small pilot, then go-live for that group.
- **More editorial capacity:** Departments maintain their own content, with permissions restricted to their group. Approval stays separate.
- **New formats:** learning paths that lead step by step through a topic, live sessions, or podcasts and slide decks that the INTERVIEWER AI Studio generates from iDocs.

You will find ideas for typical projects in the use cases of the manual, for example CAMPUS Onboarding programme, and in the overview CAMPUS Use cases.

WHAT YOU TAKE AWAY

- An editorial plan in three rhythms: review weekly, plan monthly, tidy up quarterly.
- New topics show up in searches without results, in questions to Bryan and in every departure.
- Every piece of content has a responsible person and a review date. Outdated content is archived.
- Reward results, not clicks. And grow step by step.

7

OPERATE

Measure and report success

When is it a success? Metrics on three levels, the right moments and a report that fits on one page.

Success is not that many people click. Success is what you wrote down as the goal in Chapter 2. That is why this chapter doesn't begin with numbers but with your project profile: Which problem did you want to solve, and how did you want to measure it?

Metrics on three levels

Good metrics answer three questions, in this order. The first is the easiest to measure, the third is the one that really counts.

LEVEL 1 · USAGE

Do people come?

Active users, visits, development over time. Do they come back, or only once at go-live?

LEVEL 2 · CONTENT

Do they find the right thing?

Searches without results, ratings of content, share of content that was checked on the review schedule.

LEVEL 3 · IMPACT

Does anything change?

The number from your goal: fewer repeated questions, shorter onboarding, complete proof for mandatory training.

CAMPUS shows you the first two levels. The third you usually measure the way you measured the baseline values: with the same tally sheet, the same survey, the same questions to the team leads. Only then are the numbers comparable.

What CAMPUS shows you

The reports in CAMPUS provide metrics on activity, on content and its ratings, on learning progress with completions and certificates and, if activated, on the use of Bryan. If you want to analyse in more depth or bring the numbers into your own dashboards, you can retrieve them via the interface. That is a task for your IT. Details: CAMPUS Reports.

A word on data protection: For a report you almost never need numbers about individual people. Evaluate in aggregate, per team or audience. That is data-minimising and usually more meaningful too.

When you measure

AFTER 30 DAYS

Usage

Do people come, and do they come back? If not: check the announcement, sign-in and starting content.

AFTER 60 DAYS

Content

Do they find what they are looking for? Searches without results and feedback show the gaps.

AFTER 90 DAYS

Impact

The number from the goal, compared with the baseline. This is the first report.

THEN QUARTERLY

All three levels

Together with the stock review from Chapter 6.

Don't judge too early. Usage shows within days, impact within months. Whoever measures onboarding time after two weeks is mostly measuring chance.

Numbers that deceive

Some numbers look good and say little:

- **Page views alone.** A piece of content that is opened three times because it wasn't understood the first time is not a success.
- **The number of pieces of content.** More is not better. Twenty maintained pieces beat two hundred outdated ones.
- **Points in the reward system.** They show how well a campaign is received, not whether anyone learned.

A simple test question helps: Would I do anything differently if this number fell? If not, it doesn't belong in the report.

AT BUTTERFLY EFFECT · *One page for Katrin*

After ninety days Mara wrote her first report. She had learned: one page. At the very top was one sentence. “The goal has been largely achieved: New colleagues in customer service ask noticeably less often. Hans is no longer irreplaceable when he is on holiday.”

Below it, three numbers. The tally sheet that Hans and two colleagues had kept before the start showed 31 recurring questions in two weeks. Now it was twelve. Then two sentences on what had not worked: Sales hardly used the platform because its topics were still missing.

Katrin read the first line, then the last. “And what do you need?” “Two hours a week from Sales, for three months.” Katrin nodded. The conversation lasted four minutes.

How you report

A good report to managers follows a simple rule: the answer first. Whoever reads only the first line must know where things stand. Everything else justifies that line.

1. **The status in one sentence.** Is the goal achieved, partly achieved or not? Without beating around the bush.
2. **Two to three numbers.** Baseline, current value, target. Nothing more.
3. **What went well, what didn't.** Honestly. A report without weaknesses doesn't look strong, it looks unbelievable.
4. **The next steps.** What happens in the next quarter?
5. **What you need.** A decision, time, budget, support. Specific, with scope and date.

WORKSHEET · **One-page status report**

The status in one sentence
Our goal (from the project profile)
Metric · baseline · today · target
Metric · baseline · today · target
What went well
What did not go well, and why
Next steps by
What we need, from whom, by when

When the numbers don't add up

If the impact fails to appear, it is rarely the platform's fault. Usually it is one of four things, and for each there is a lever:

- **The content is missing:** Look at searches without results and close the gaps, the most frequent first.
- **The content isn't found:** Check categories and tags. Search together with two or three Users and watch.
- **The habit is missing:** Ask the team leads to consistently refer to the platform. Close old file stores that contain the same things.
- **The goal was too big:** That is not a defeat but an insight. Better to reach a smaller goal than to miss a big one. Write it in the report.

WHAT YOU TAKE AWAY

- Success is your goal from Chapter 2, not the number of clicks.
- Measure on three levels: usage, content, impact. You measure the impact the way you measured the baseline values.
- Look at 30, 60 and 90 days, then every quarter.
- The report fits on one page: status, numbers, honesty, next steps, what you need.

8

OVERVIEW

At a glance

The whole path on one page, all worksheets, a small glossary and your next step.

AT BUTTERFLY EFFECT · *Epilogue*

Sometimes Mara thought back to that first Monday, to the empty screen. It had not been a big moment. Just the beginning of something that had grown slowly, week by week, decision by decision.

None of these decisions was demanding on its own. Together, though, they determined what CAMPUS became at Butterfly Effect. Small decisions, big effect. The name had been right.

Perhaps you are sitting in front of that empty screen yourself right now. The good news: The questions Mara asked herself are the same ones that will help you. What for? Who creates, who reviews? What comes first? When is it good enough? And how do we see that it works?

The whole path on one page

WORKSHEET · **Overall checklist**

	STEP	WHAT YOU DO	CHAPTER
☐	**Recognise**	Take both self-tests, note the size.	1
☐	**Goal**	Fill in the project profile, goal in one sentence, agree it with the client.	2
☐	**Topics**	Choose a few starting topics, give each a responsible person.	2
☐	**Framework**	Clarify data protection, body, interviews, industry requirements.	2
☐	**Baseline values**	Measure one or two numbers before anything changes.	2
☐	**Roles**	Role plan with names and deputies, then assign permissions.	3
☐	**Structure**	Define categories and tags and write down the rules.	4
☐	**Content**	Answer the newcomers' twenty questions: by interview, with the AI generator or written by your team.	4
☐	**Approval**	Play through the path from draft to publication once, completely.	5
☐	**Pilot**	Small group, real tasks, fixed end, test accounts for each audience.	5
☐	**Go-live**	Checklist fulfilled, accounts created, announcement sent.	5
☐	**Support**	Reply quickly and close gaps for two weeks.	5
☐	**Operation**	Editorial plan in three rhythms, review date for every piece of content.	6

	STEP	WHAT YOU DO	CHAPTER
☐	**Report**	After 90 days one page for the client, then every quarter.	7

All worksheets

The worksheets appear where they are needed. Here you find them collected. To print and fill in, each one is available as a single PDF, and all together in the Workbook.

WORKSHEET	WHAT FOR	CHAPTER
Five warning signs and Is CAMPUS right for you?	Do you need a platform, and what size?	1
Project profile	Goal, success, responsibility, period on one page	2
Topic list	Choose and assign starting topics	2
Framework checklist	Data protection, co-determination, requirements	2
Role plan	Who takes which role, with which permissions	3
Content plan for the start	Which questions, which route, who, by when	4
Test plan for the pilot	Tasks for the pilot group	5
Go-live checklist	Are you ready?	5
Template for the announcement	The message for the launch	5
Editorial plan	Topics for the coming months	6
One-page status report	The report to the client	7

Small glossary

The most important terms of this playbook, without jargon. The full glossary is in the CAMPUS CAMPUS manual.

Bryan	The AI assistant of CAMPUS. It answers questions based on your own content and knowledge sources, including from attached files and videos. Belongs to the optional “Interactive Avatar” module, which requires the “AI Suite” module.
Editor	A person who may create and maintain content. Technically an Admin with content permissions.
Approval	The step between draft and publication: a second person reviews and approves.
Group	Brings people together, for example by department or audience. Controls which permissions apply to which content and who sees what.
iDoc	The structured document that INTERVIEWER creates from conversations, files and notes. Can be embedded in CAMPUS or used as a source for the AI generator.
Category	One of the few large areas you navigate through on the platform.
AI generator	Creates a first draft with an outline in CAMPUS from existing knowledge. A person reviews and refines.
Product	What CAMPUS calls a single piece of content, such as an article or an overview page.
Reviewer	The right to review and approve content. Deliberately separate from the right to create content.
Reward system	Badges, certificates, points and campaigns that make learning visible.
Visibility rules	Determine who may actually see a piece of content, even if a link is shared. In the manual they are called Restrictions.
Super-Admin	The role with full access, including settings that take effect immediately for the whole platform.

Tag	A keyword that cuts across the categories and helps with finding things.
Template	In INTERVIEWER, the instructions for the AI: how it handles the input, where it asks follow-up questions and how the document is structured.

Your next step

You don't have to do everything at once. Start with one sentence: write down your goal, the way Mara did for Katrin. Then find one person to form the core team with you. The rest follows in the order of this playbook.

If you want to get into the details, the manuals will help: CAMPUS What is CAMPUS?, CAMPUS CAMPUS and INTERVIEWER and INTERVIEWER What is INTERVIEWER?

Would you like to know what this could look like for you? Arrange an initial consultation or request a demo. We are here for you.

Arrange an initial consultation https://8s.de/en/contact

WHAT YOU TAKE AWAY

- A goal in one sentence, a second person on the core team: that is where everything begins.
- The overall checklist guides you along the whole path.
- For the how there are the manuals, for everything else there is us.

Building a Knowledge Platform
With CAMPUS and INTERVIEWER: from the first idea to the first report to senior management

Edition 11/2026

This playbook is also available online, with links into the manuals:
help.8s.de/playbooks/wissensplattform/

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