

# Subject Matter Experts

Use Channels for subject matter experts to provide information and Q&A on their area of expertise.

## Challenge

The challenge is that most organizations have a repository to place information, however most don't have any direct way to engage and leverage a SME for more details and guidance.

## Approach

Create Channels that will be used by the SME(s) to post videos and answer questions on a particular product, service, or area of expertise. This can be a single channel or multiple channels broken out by interaction type, e.g. Information, Q&A, Tips.

## Benefits

- Video postings provide an easy and direct way for coworkers to engage and learn from SMEs
- SMEs can use Channels to organize those common questions, objections, or anything they are answering regularly
- A SME Channel will help capture this tribal knowledge that is usually shared via direct interaction and not available to broader groups or teams

## Applications

- Introduction-Overview of Product/Service/Area
- SME Q&A of Product/Service/Area
- Objection Handling of Product/Service/Area
- How-to-Videos of Product/Service/Area
- Tips and Tricks of Product/Service/Area

## Industry Example

A pharmaceutical manufacturer uses Channels to foster close collaboration between field reps and subject matter experts. Managers, as well as product and regulatory teams can ensure compelling and compliant messaging. If messaging is not compliant, they can use the platform to coach to compliance.