FAQ HUB

A 10-MINUTE WORKSHEET FOR SAAS TEAMS

9-Point Support Answer Scorecard

Score one repeated customer question. Find the weak point. Choose the first fix.

Question customers ask _____ **Where the answer lives** _____

Owner _____

ONE ANSWER. ONE DIAGNOSIS.

An answer can be accurate and still fail.

Customers may not use an answer they cannot find, trust, act on, or recover from. This scorecard separates those problems before your team rewrites another page.

Find	Trust	Act	Recover

How to use it

1. Choose one question that reaches your team repeatedly.
2. Use the answer exactly as a customer sees it today.
3. Mark each check Yes or No. Do not award half points.
4. Add the Yes answers. Then use the matrix on page 4.

Do not score your entire help centre. One question keeps the result specific enough to act on.

USE THE ANSWER AS IT EXISTS TODAY

Mark Yes only when a customer can do this without your help.

01 Name it
The page uses the words customers use for the problem.

☐ YES ☐ NO

02 Find it
The answer appears where customers look before contacting support.

☐ YES ☐ NO

03 Recognise it
The heading makes clear who and what the answer is for.

☐ YES ☐ NO

04 Trust it
The answer matches the current product and names its source or owner.

☐ YES ☐ NO

05 Act on it
The next action is concrete and appears before optional detail.

☐ YES ☐ NO

06 Finish it
A customer can tell when the task is complete.

☐ YES ☐ NO

07 Handle the edge
The answer says what to do when the normal route does not apply.

☐ YES ☐ NO

08 Reach a person
Human help is available when the answer cannot resolve the issue.

☐ YES ☐ NO

09 Stay current
Someone owns review after product or policy changes.

☐ YES ☐ NO

YES TOTAL / 9

YOUR SCORE POINTS TO THE NEXT ACTION

Use the score to choose the size of the fix.

8–9

Keep the answer. Improve the route.

Test its title, placement, links, and support prompts. The content is unlikely to be the main failure.

5–7

Repair one weak section.

Fix the first No in the customer journey. Run the scorecard again before changing anything else.

0–4

Reset the answer path.

Bring the source material, owner, answer, recovery route, and human handoff into one journey you can check.

My first No is check _____

The smallest useful fix is _____

I will test it by _____

THE ANSWER IS NOT THE WHOLE JOURNEY

The answer is only one part of the support journey.

01	**Question**	Can the customer name the problem?
02	**Discovery**	Can they reach the right answer?
03	**Evidence**	Can they trust what it says?
04	**Action**	Can they complete the task?
05	**Recovery**	Can they get help when it fails?

If several checks fail, adding more articles usually adds more places to maintain. The next job is to connect the source, the answer, where customers see it, and the handoff to a person.

FOUNDING CUSTOMER SETUP

Turn the first failed answer into a live help centre and assistant.

Start with the question you just scored. I build your help centre and in-app assistant from your content in 5 working days.

YOU SEND

Your website and docs

Share the website URL, pages, PDFs, release notes, and the 20 questions you answer most.

I BUILD

Help centre and assistant

FAQ Hub is set up from your content, with a route to a person when it cannot answer.

WE CHECK

Your top 10 questions

I test them and review every answer with you before we go live.

LIMITED TO 5 FOUNDING CUSTOMERS

$299 one-off setup

Credited against your first 3 months of Growth ($99/month). If it does not answer your top 10 questions correctly by day 5, you do not pay.

After setup: Growth is $99 a month, paid monthly, cancel any time.

Book a 15-minute call →