OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

Viva Engage Community Agent: an evidence loop for trusted answers

QUESTION

How should a B2B community team use an AI answer agent without replacing expert judgement, flattening disagreement or treating activity metrics as business value?

GUIDE TAKEAWAY

Let the agent extend verified community knowledge, not become the community's authority. Bound its sources, review consequential answers, preserve corrections and measure whether people reach a useful next step.

START HERE

Define the community purpose and excluded advice.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Define the community purpose and excluded advice

Evidence or input

Output or decision

Owner and review point

2. Create source tiers with owners and expiry

Evidence or input

Output or decision

Owner and review point

3. Match automatic or expert review to consequence

Evidence or input

Output or decision

Owner and review point

4. Preserve corrections, disagreement and audit evidence

Evidence or input

Output or decision

Owner and review point

5. Convert verified question clusters into maintained content

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Human-only expert answers

Useful when: Questions are novel or consequential

Limitation: Response capacity can be limited

Suggested action: Use for exceptions and accountable judgement

Why this fits our situation

Evidence needed before acting

Agent drafts with expert review

Useful when: Repeated questions have approved sources

Limitation: Review queues can delay replies

Suggested action: Measure edits, dismissals and source gaps

Why this fits our situation

Evidence needed before acting

Automatic low-risk answers

Useful when: Scope and sources are stable and tested

Limitation: Errors can travel quickly

Suggested action: Limit categories and keep a challenge route

Why this fits our situation

Evidence needed before acting

Open-conversation synthesis

Useful when: The goal is to surface themes and disagreement

Limitation: Discussion is not authoritative policy

Suggested action: Label viewpoints and route decisions

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: https://outselll.com/blogs/viva-engage-community-answer-evidence-loop/

Publisher and evidence policy: https://outselll.com/editorial-policy/