



SightCall

Capturing & Scaling Tribal Knowledge

SERVICE COUNCIL
WORKSHOP

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Access the Workshop Content



Service leaders are under execution pressure

The market has moved from AI curiosity to operating-model urgency: grow revenue, modernize service, and make AI useful with constrained capacity.

53%

describe their 2026 mandate
as growth

82%

expect revenue targets to
increase

68%

will increase technology
investment

**Digital / AI is
becoming
part of the service
mandate**

91%

say Digital / AI's enabling role
across service will increase in 2026

**Growth is the mandate. AI is the expectation.
Execution is now the hard part.**

Service Council 2026 Service Leader's Agenda Survey

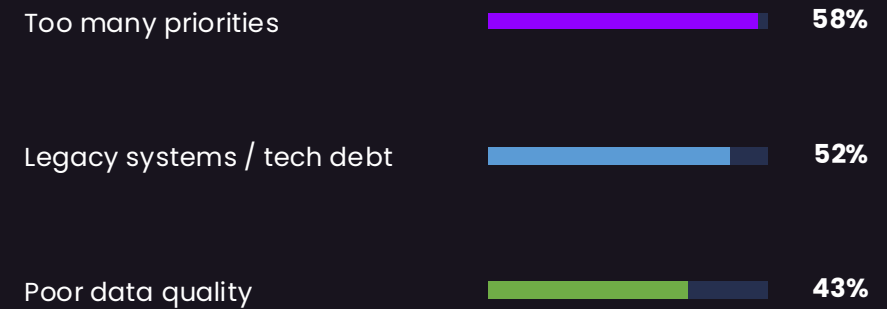
Investment is rising, but the data foundation is fragile

The gap is not AI ambition. The gap is whether service knowledge is captured, trusted, and usable enough to execute.

Where 2026 investment is concentrating



Biggest barriers slowing progress



Takeaway: service leaders are investing in AI + knowledge, but execution depends on better operational data.

Tribal knowledge has become an operating constraint

Service leaders are not debating whether tribal knowledge matters. They are trying to make it scalable without adding work for the experts who hold it.

Dependency on tribal knowledge



82% moderate

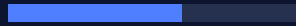
18% high

0% low dependency

If the top 20% of experts left, every respondent expected an impact.

What is driving expert dependency risk?

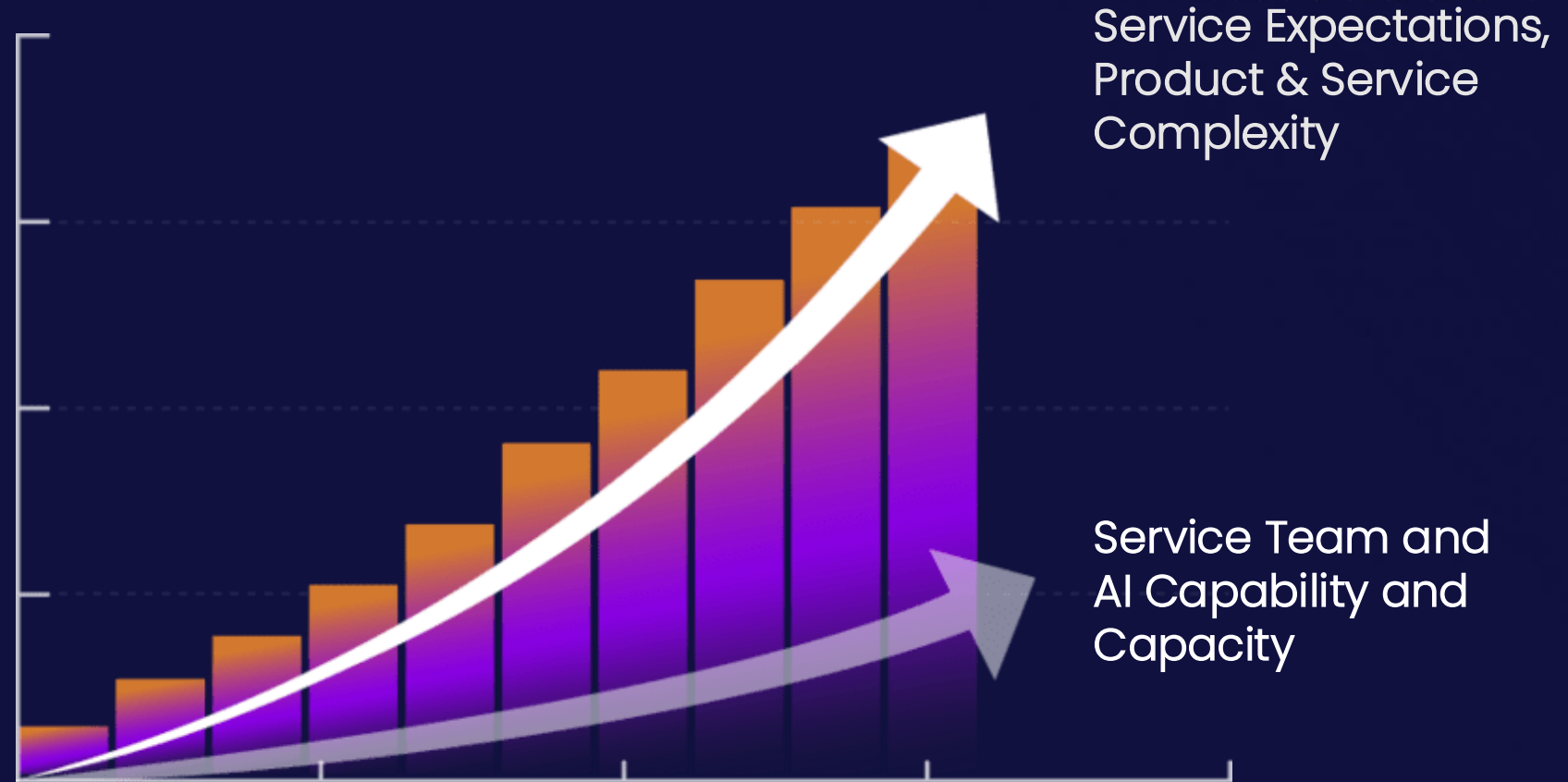
Retiring experts / Silver Tsunami  **55%**

Asset complexity outpacing expertise  **36%**

Inexperienced workforce  **9%**

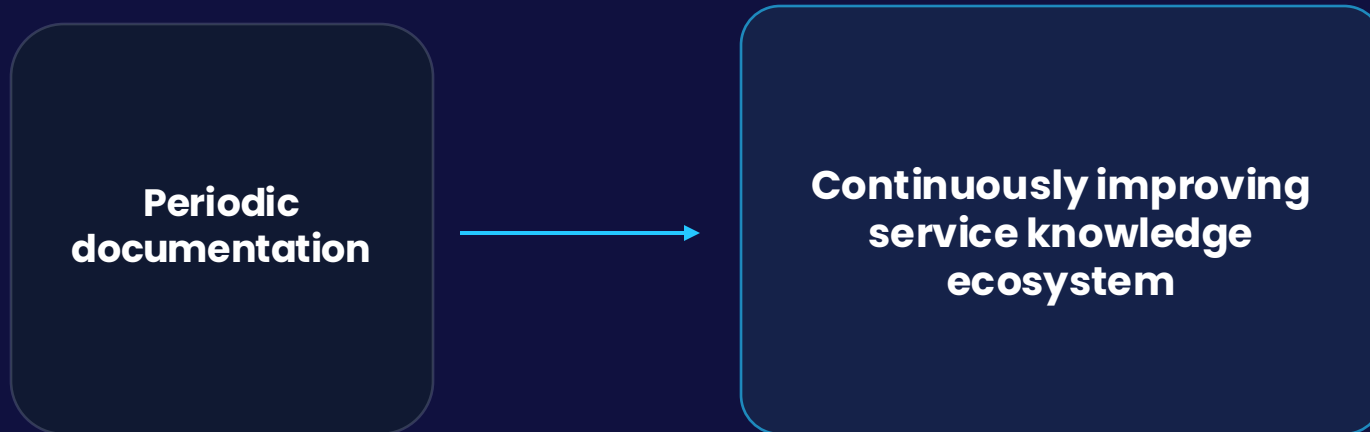
Risk is now visible: expertise is concentrated, fragile, and hard to replace.

The Knowledge Gap



The work is not just documentation — it is preserving judgment

The strategic shift is from periodic documentation to a continuously improving service knowledge ecosystem.



“What actually needs to be captured is the troubleshooting judgment, decision-making processes, experience-based insights, and customer-specific knowledge that rarely makes it into a service manual.”

“The opportunity ahead is not simply documenting what experts know, but preserving the judgment, context, and problem-solving process they apply while the work is actually happening.”

Video is finally a usable AI data source

The richest record of service work — what the expert saw, judged, and did — used to vanish the moment the job ended. It can now be captured, structured, and diffused at scale.

2025

Video was unsearchable exhaust.

Hours of footage no one could mine — the expert's judgment locked in the moment.

NOW

Video is structured, queryable knowledge.

Vision-language models read the scene, extract the judgment, and make it findable.

The bottleneck was never the value of video — it was our ability to use it. That just changed.

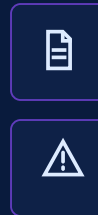
1. VIDEO

Equipment • Actions • Conditions • Expert techniques



2. VISUAL AI / VLM / LLM

Understand • Extract • Structure



3. SERVICE KNOWLEDGE

Search • Learn • Guide • Reuse



Trusted
Answers.
Better
service.

< Agent 2 ▾
LLM + RAG

Ready ⓘ ↺ ↻

You're now chatting with an AI Agent.

Type something... 

Powered by Cognigy.AI

< Agent 3 ▾
LLM + XK

Ready ⓘ ↺ ↻

You're now chatting with an AI Agent.

Type something... 

Powered by Cognigy.AI

- How to change a hotend on a Creality K2 Plus
- How to change filament on a Bambu Lab P1P
- How to install a Loom Bridge on a Bambu Lab A1 M...
- How to solve belt tension failure on a Creality K2 P...
- How to change a hotend on a Bambu Lab X1 Carbon
- How to u
- Hide ▾

Ask every active agent the same question...

Send to 2 agents

JLG– The Knowledge Spine



An Oshkosh Corporation Business

PILLAR I - SHOW AND TELL TO TEXT



Pillar I:

Show & Tell to Text

Show and Tell to Text automates case documentation

Technicians instantly recall previous site-specific data

Business intelligence is extracted for customer retention and opportunities

Integrated with CRM and Service Management systems



Pillar II: The Debrief

Self-Coach

- What did I do right?
- What did I do wrong?
- What does the image tell me that I need to look out for the next time?

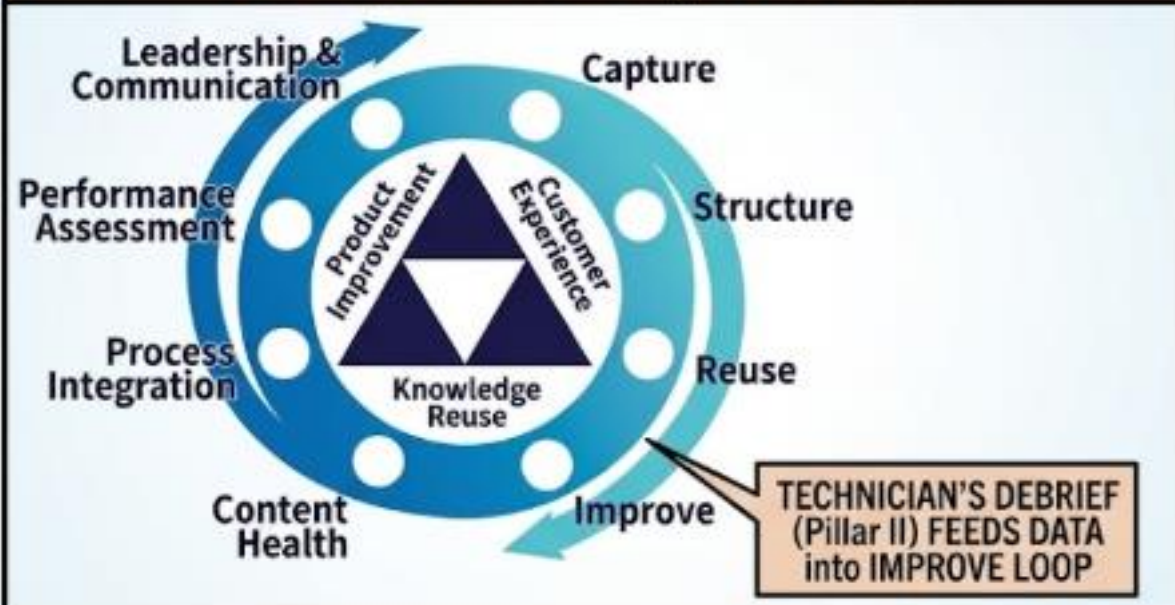
Coach the Data

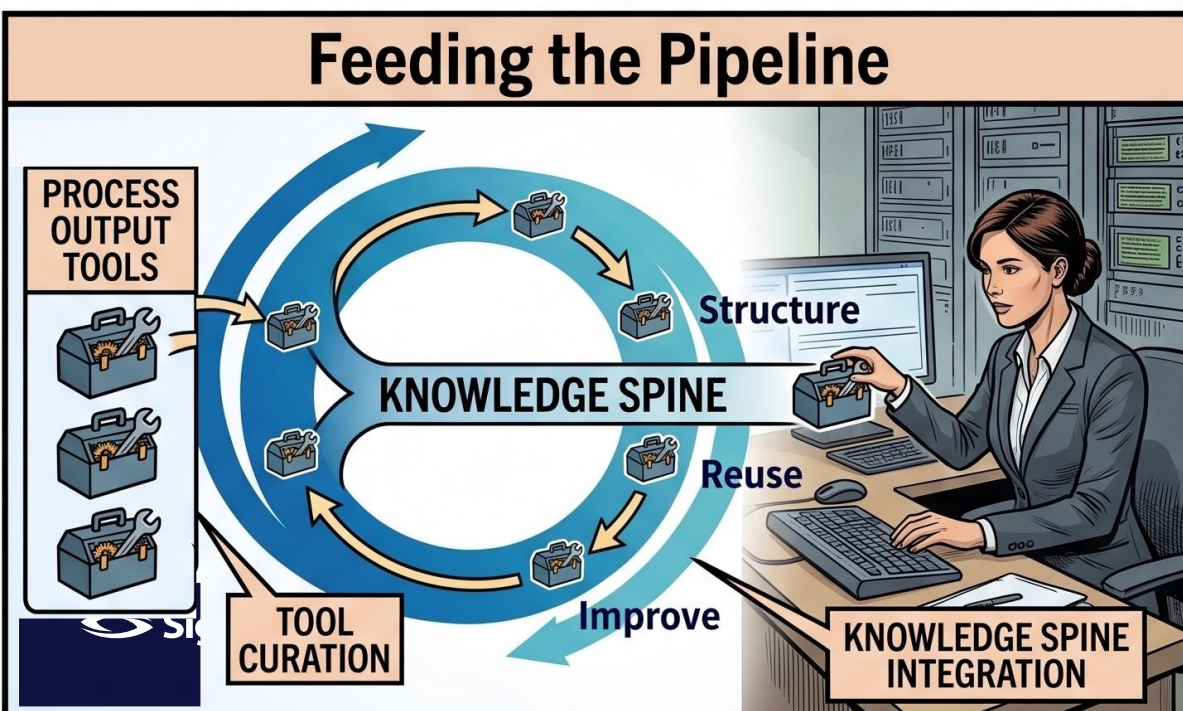
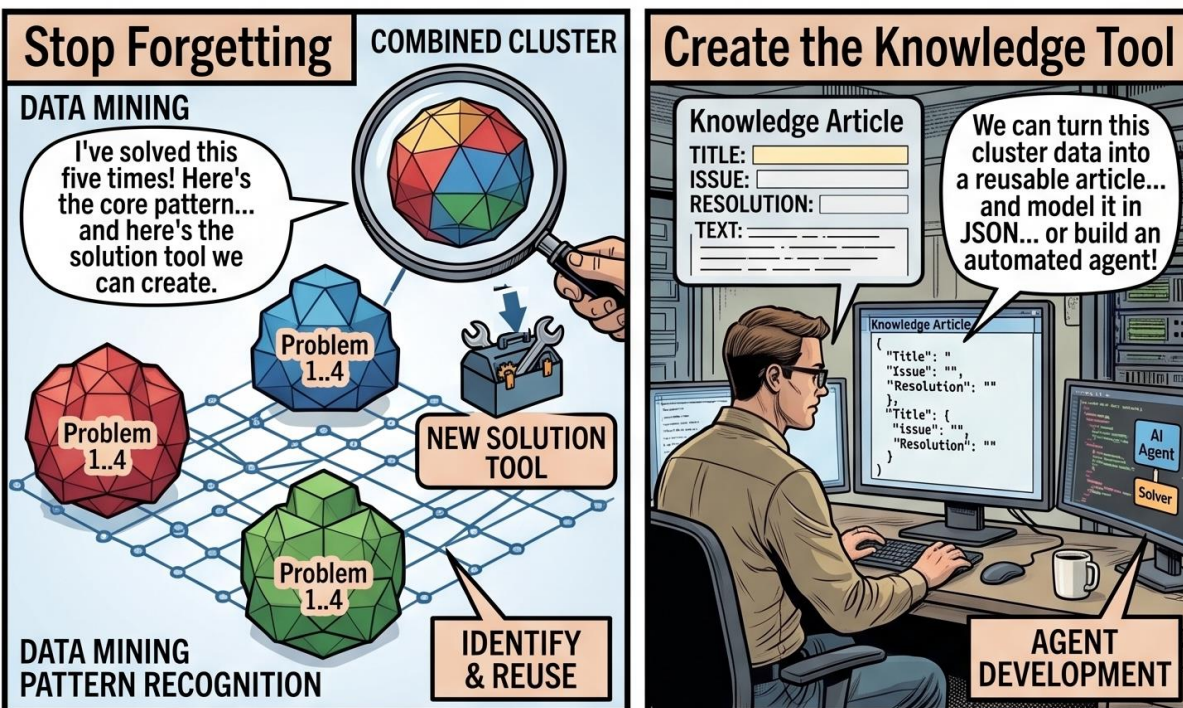
- Here is where data gets tagged as true or not true and edited and reported back to the knowledge spine
- Use the image for Quality Control.

Knowledge Centered Success

- Consortium for Service Innovation

KCS Double Loop Process





Pillar III

The AI-Ready Knowledge Base

Stop forgetting

- Notice the problems you solve repeatedly
- Build autonomous AI Agents to identify and gather data from problem clusters

Create a tool based on that knowledge

- Knowledge Articles
- Structured Data for lookup
- AI Coaches

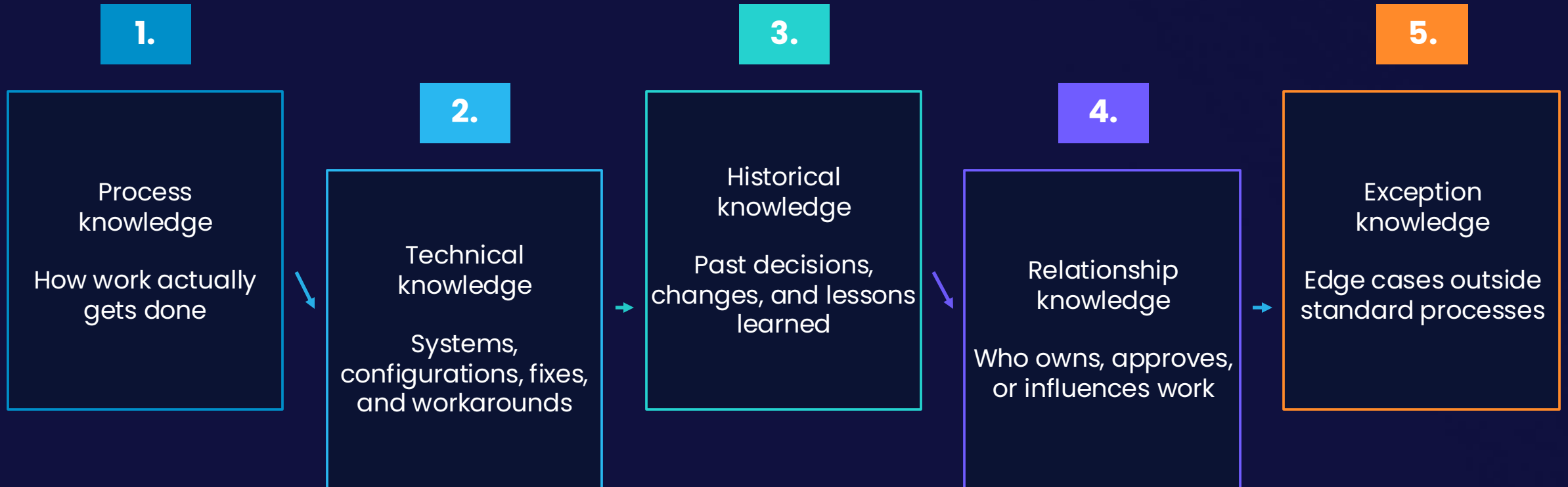
Data Governance

- Curates and places tools back into the core Knowledge Spine pipeline

**How do you gather
passive knowledge in
the field without
increasing cognitive
load on FSEs?**

Types of tribal knowledge

A practical way to name the expertise that lives across service work — from standard processes to edge cases.





**What is the ONE place you
can implement images and
video capture to save and
scale tribal knowledge?**

Workshop

1

When can you use images and video to capture tribal knowledge?

2

Where is valuable expertise created, and how will you collect it?

3

What will your knowledge spine look like?

4

How will you diffuse the knowledge?

Suggested Exercise 1 — where can you capture tribal expertise?

At your table: identify the 2–3 moments where your most valuable undocumented knowledge is created.

Escalation calls

Technician ↔ technician

Remote visual support

Work Order

Ride-alongs

Post-job debriefs

Recorded Videos and Images

Training labs

Prompt: what gets lost if that moment is not captured?

Suggested Exercise 2 — map the knowledge chain

Use a real scenario: an unusual problem, an expert call, a resolution. What happens next?

1 CAPTURE

What is recorded automatically? What requires effort?

2 VALIDATE

Who decides it is accurate enough to reuse?

3 DIFFUSE

Where does the next technician find it?

4 IMPROVE

How does the system learn when better knowledge appears?

Add the one metric you would use to prove value.



Does your organization own its expertise — or merely employ the people who have it?

Capture expertise every day. Make it trusted. Serve it where work happens.