1.Discuss two of the five best practices for knowledge management that provide a better customer service experience.  Why are these practices important?

Ans:

1. Recognize the importance of the knowledge one lacks.

Analyse one's data to find flaws in their implementation. By gathering intelligence on what one don't know, they'll be able to respond more quickly to changing client needs, improve in areas where they haven't yet found efficiencies, and provide a better service experience. One may consistently build more relevant and intentional experiences that will optimize contact centre operations as well as increase online consumer self-service by understanding successes, failures, and trends.

1. Use a "less is more" strategy.

Provide a relevant, focused, and structured response that tackles the goal of customers' enquiries rather than bludgeoning them with results lists comprising hundreds of possible replies. The combination of content and inquiry also allows customers to submit feedback on the effectiveness of the inquiry response, which aids the organization in refining and improving its website experience. This degree of deliberate service can have a significant impact on the overall customer experience as well as the effectiveness of support groups. Implementing these approaches has resulted in significant increases in customer satisfaction and significant cost savings for Oracle clients.

2. Additionally, how does Oracle recommend organizations proceed with KMS implementation efforts based upon those practices?

Ans: Oracle Recommendations

1. Recognize the importance of the knowledge one lacks.

When a new trend emerges or information is lacking, one crucial solution is to get content into the hands of individuals who need it as soon as possible, even if the content isn't flawless. This is especially important when new goods are released and a surge in calls and e-mails for support occurs. In such cases, less is more dangerous: it's best to get ideas and trial answers into the hands of users as soon as the need arises—a process that social networking supports by allowing one to tap into the user community to produce knowledge and answers. Simply ensure that users have a way to rate these new solutions, and then check one’s work on a daily basis to refine and improve one’s responses.

1. Use a "less is more" strategy.

When one decides to show material to consumers and prospects that visit their website, they risk overloading them with information. This is due to the well-intentioned but erroneous idea that the more content one supplies, the better off their customers will be. A improved overall customer experience should be one of the major aims of any self-service implementation. When it comes to seeking information, customers value the speed and effectiveness with which the site provides relevant and valuable answers. The traditional 80/20 rule, which states that 20% of content can answer 80% of questions, is extremely important to a knowledge management application. The key to providing a high-quality experience is to use a diverse range of relevant material, emphasis, and structure to address the most prevalent and frequently asked topics.

1. Incorporate another perspective into your write-up to support the claims of the Oracle white paper from a contemporary online internet article.

Ans:

1. Use a "less is more" strategy

From (Rayson, 2017), the 'less is more' method focuses on gaining an audience by establishing authority and reputation. This necessitates the use of content that is:

* Research and case studies are examples of original content.
* Long form and in-depth
* Referenceable content, such as guidelines, statistics, and reports, is included in the comprehensive package.

1. Importance of the knowledge one lacks.

It is critical to recognize that optimization is a continual process rather than a one-time event.

There will always be pages that need to be improved. Optimizing your website on a page-by-page basis, on the other hand, is insufficient, from (Su, 2018).

Bibliography

Rayson, S. (2017, February 21). *The 'less is more' content strategy*. BuzzSumo.com. Retrieved November 15, 2021, from https://buzzsumo.com/blog/less-content-strategy/.

Su, B. (2018, June 8). *How to identify and fix the problem pages on your website with google analytics*. Medium. Retrieved November 15, 2021, from https://medium.com/analytics-for-humans/make-you-website-a-wonder-by-optimizing-the-pages-that-really-need-it-41f6a5f558a5.