Evolving Knowledge Management Practices in Current Era

By: Nidhi Bhasin

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1 UNDERSTANDING PRESENT-DAY KNOWLEDGE MANAGEMENT

Today's culture prospers on knowledge. Possessing knowledge gives advantages in making the right decision or strategy to implement. As an organization, it has a wealth of knowledge that is accessible to the employees and customers that it touches internally and externally.

By allowing knowledge to go unmanaged, organizations may be giving their competitors an advantage. An organization that captures, stores, and retrieves knowledge effectively is capable of learning. Employees in a learning organization are empowered to develop new methods, ideas, and strategies that advance the company's mission.

In knowledge management, knowledge is captured purposefully and integrated into business strategies, policies, and practices throughout the organization.

1.1 Challenges to KM today

Knowledge will be out of date, scattered across multiple repositories and sometimes, it's just wrong. There are duplicate articles. And when people click through to appear at a piece, they find a wall of words that's hard to skim, hard to use, and makes us all just want to hit the rear button. once we have a KM process that creates findable, usable, accurate knowledge available for everybody who needs it, our core business challenges melt away. Consider what your business may be accomplishing if it were managing knowledge wisely.
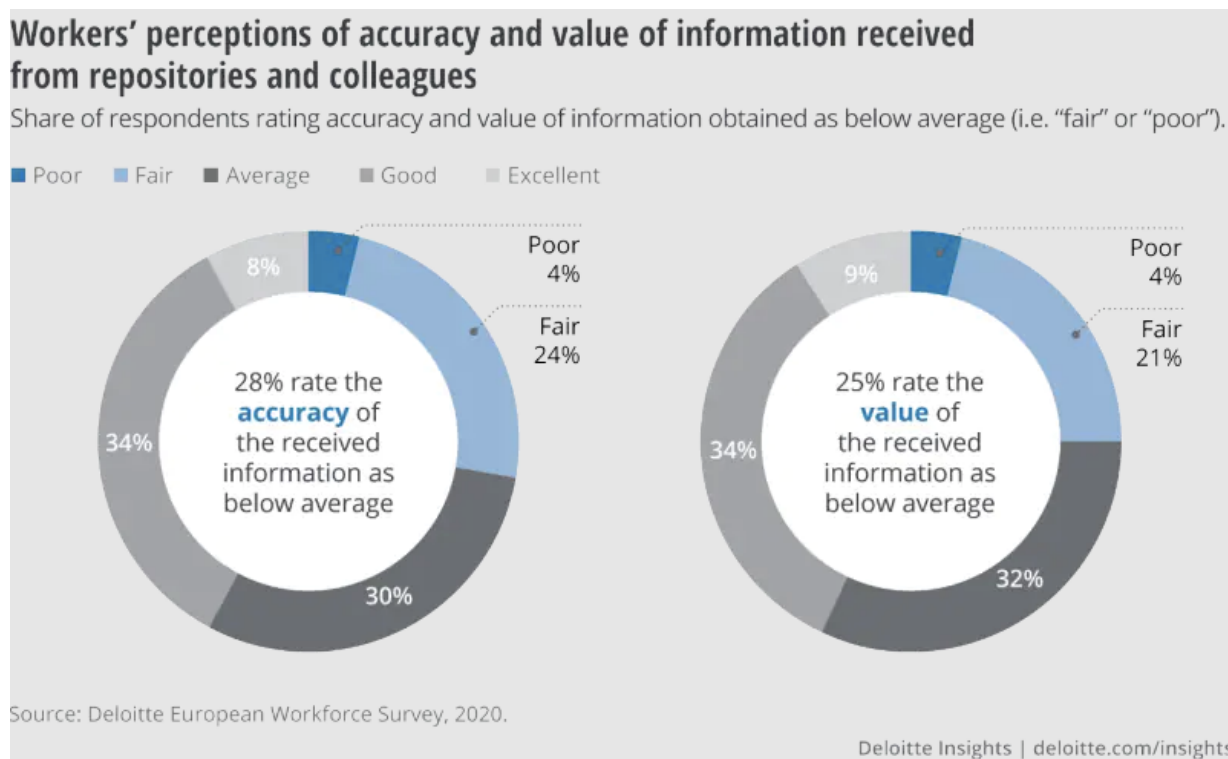

Figure 1: Perceptions of accuracy and value of information

1.2 The knowledge management paradigm
Paradigms of the Past

With the appearance of knowledge technology, knowledge management has evolved into a technological based program. Understanding what knowledge management is today requires review of what it had been within the past. What and the way it's applied is that the overall goal of data management. Understanding these concepts will allow you to know the principles behind today's knowledge management model. Paradigms of the Past Knowledge management does have a past and there are models out there that depend upon knowledge collection and storage because the design for a knowledge management system. This approach had drawbacks.
Here are some:
• High maintenance of information, because all knowledge was put into the system
• Stored knowledge became outdated
• Employees didn't use the system because it had been too vast
• It was a static system
• High cost parturient and hardware maintenance
• Knowledge usually inputted by one person or team
• Only good for explicit knowledge

After ages, organizations didn't see value in these varieties of knowledge management systems. Research an old-style knowledge management system that was previously used. Get lessons learned from people who were involved and incorporate this information in your newer knowledge management system proposal.

The New Paradigm
The new paradigm for knowledge management is vastly different from the past. Rather than that specialize in data storage and retrieval, the focus is on connections and networks involving employees. there's storage, but this could be more for sharing documents and reference materials. Here are some characteristics involving the new model of data management:
• Focus on networking technology
• Learning environment fostered
• Knowledge pushed out rather than stored
• Information is evaluated before integrating
• Good for both explicit and tacit knowledge
• Employees can contribute to the knowledge management system

Notice the stress on connections being made rather than a hub for knowledge. This method does have its benefits. Here are some:
• Real-time knowledge available
• More tacit knowledge captured
• Employees are constantly learning
• Organizational culture more open and Knowledge is free flowing and dynamic

The new paradigm takes advantage of latest technologies like sharing programs, portals, intranets, etc.

2 KM TOPS TRENDS AND STRATEGIES

The business environment of 2020 accelerated trends in KM that had started some years ago. it had been the sudden shift to remote working, that illustrated the importance of KM and the need for an agile culture.

SELF-SERVICE

Customer service isn't immune from the trend towards online everything and everywhere. The move towards self-service was trending before the pandemic, but that situation simply made it happen faster. Irrespective of the industry, customers' expectations revolve around virtual instead of in-person contacts. And those expectations are over ever. Customers expect their questions and concerns to receive an immediate and accurate response.

Harnessing a cognitive content which will intelligently interpret customer queries in chatbot interactions will often solve many customer concerns. There are few things people find more annoying than repeating themselves multiple times to a customer service department that they think should have recorded the data the primary time around.

PERSONALIZATION

Personalization comes into play particularly when the customer's attempt at self-service has been but successful. An automatic message that responds with a "welcome back" and also the customer's name when it recognizes the phone number from which the decision was placed may be a nice start towards personalization.

To make self-service and personalization happen in an efficient manner, what's needed is obvious direction, coherent policies, and consistent information.

COLLABORATION AND CLOUD

The phrase "knowledge management" and the concept of managing the vast stores of implicit and explicit knowledge within enterprises is far from new. A shift in terminology from knowledge management to knowledge sharing illustrates the growing awareness of the importance of collaboration, which continues to be a crucial component within the business world. When you consider KM, what involves mind? for several folks, it's access to the data we'd like to try to our jobs, with accurate and timely data delivered at our point of need. For those charged with implementing and maintaining KM projects and ongoing programs, it's way more. It's how we make that magic happen. And that magic doesn't happen in silos or in pandemic pods. It involves interacting with others, tapping into their knowledge and their understanding of where knowledge is to be found.

This results in another KM trend: Accepting and embracing cloud technology. When work suddenly became radically decentralized, many enterprises that had delayed a cloud implementation moved up their timetable. Cloud adoption took off exponentially over the past year and is on the right track to continue that pace. Quite simply, when decentralized workers can't communicate their co-workers and supervisors, who are not any longer within the same physical space, they have someplace else to travel to access knowledge. The system must provide accurate information and do so with a simple to use, possibly collaborative, interface.

3 THE RESULT: A DYNAMIC KM CAPABILITY THROUGH INTELLIGENT SEARCH

Intelligent search facilitates a dynamic KM capability. The search indexing does that works automatically. NLU capabilities improve search relevance. The KM benefits of intelligent search include allowing a support engineer to go looking quickly through technical documentation to resolve more complex inquiries associated with product functionality
 If you're thinking that intelligent search will help your KM efforts, the following list will facilitate your get started:

1. **Define relevance for your commonest KM queries**—An intelligent search platform will be trained to enhance relevance. As you prepare to form search a part of your KM process, think about where search and employee queries for knowledge intersect.

2. **Align search-based KM with digital transformation and competitive strategy**—KM should serve business strategy. Search-based KM should align with this program if your company is pursuing digital transformation. for instance, a digital transformation strategy might involve building customer-facing technology that allows greater self-service and omnichannel interactions with the brand.

3. **Think through all the places where your organization has data that can become knowledge**—Where are the information and files which will support KM? chances are high that, they're going to be in much more places than simply the file drives and intranet. The intelligent search platform supporting KM must connect with all these data sources. Then, applying NLU can deliver relevant search results for effective KM supported all available data.

4. **Understand the organizational dimensions of search-based KM**—Search-based KM does well when it aligns with organizational structure. Each functional area of a business will have its specific search parameters to drive KM forward.

5. **concentrate to data security because it becomes a part of a KM workflow**—Security should be the constant in search projects. The remarkable ability of search tools to find data and documents also can cause risk exposure. a transparent security framework has got to deploy with the intelligent search platform.

6. **Select a platform that provides NLU supported "neural search" functionality**—If you wish the search relevance advantages of intelligent search, you want to work with a platform that gives advanced NLU functionality. Additionally, the platform should also be capable of searching in multiple languages.

8. **Target User Experience (UX)**—UX is critical to searching in KM. If employees don't like using the search tool, they're going to neglect it. Good UX, in terms of interface and other functionality, will help overcome negativity about relevance. However, if relevance is poor, even a good UX won't help.

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For more information, please contact:

Nidhi Bhasin
PH: XXXXXXX
Fax: XXXXXXX
Email: XXXXX