

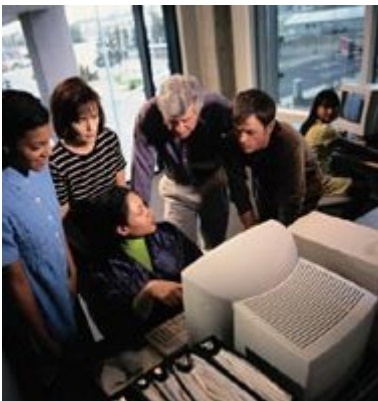
#### Traditional Situation

Multiple departments within organisations commonly suffer from poor knowledge sharing. Although an intranet and website can be a good start, they aren't enough. The problems are with the ongoing collection, then providing controlled access & search capabilities to make it instantly useable.

How effective is knowledge sharing in your organisation?

The more employees, customers and brokers you have, the bigger and more financially impacting the problem gets.

Imagine the productivity and service improvements possible if you could offer more relevant and up-to-date self-help to all your stakeholders.



Banking

*Reduce business risk and positively affect productivity by empowering everyone with relevant and easy to find information.*

*Paper based information sharing is expensive, not only in cost of production and dissemination, but from being out of date and cumbersome to use. Plus, because answers can't be found in an instant, people generally would rather ask your staff for answers, wasting expensive labour time.*

## Artificial Intelligence

# Knowledge Sharing

Reduced business risk and increased productivity

What areas of your organisations have individuals who personally hold valuable knowledge, leaving the organisation at risk, if they were to leave or be unavailable ?

Could service or productivity be improved for staff, customers or Brokers by enabling them to obtain self-help to information ?

#### What are the issues?

Effective knowledge sharing is not easily facilitated by traditional methods such as web sites and intranets.

There are a host of reasons that these traditional technologies fail to deliver the desired result, including;

- They are difficult to keep updated
- It takes too long to find what your looking for
- They often don't contain the information needed

There are a multitude of key business areas adversely affected by poor knowledge sharing including;

1. Customers needing common information.
2. Brokers needing product information
3. Brokers needing procedural or admin information
4. Staff needing product information
5. Staff needing company policy details and documents
6. Staff needing procedural or Admin information
7. IT staff needing "how to tips and hints" such as from solutions found to unusual system repairs

#### What key features are required ?

Making knowledge easy to use requires several key ingredients to be done effectively, including;

- Information must be segmented for controlled access
- Information must be presented in the terminology suited to the intended audience
- An easy to use search engine that delivers instant results on search criteria
- Easy entry of new information by authorised people
- All new entries should follow approval processes and have full audit trails of entries.
- Old information must be easy to archive, and not be deleted so that it can be viewed if required.

#### Quality information

Information quality is assured by making the system incredibly easy to maintain, where the number of people able to input pertinent information is wide and varied. Allowing all staff to participate means any staff member that discovers something important can immediately enter it into the system themselves. Information may be of any kind, such as simple texts, formal documents, prior solutions to issues solved, as well as website and intranet page links.

#### Moderated and approved entries

By allowing large numbers of people to enter data, the up-keeping of information is made much easier. But one key step is required to retain order and control. New entries should be routed to authorised approvers, who can verify, edit and approve in a few seconds, giving consideration to accuracy, relevancy and necessity.

#### Search capabilities

The search features should be;

- Powerful and yet truly intuitive
- Easy to use without the need for training
- Ability to find keywords within the target documents
- Deliver instant search results, to maximise productivity
- Results to include non-exact matches
- Show how well each result matches the input criteria
- Prioritise result with the best matches first

#### Scalability

The system must be able to;

- Service significant numbers of simultaneous users
- Be lightning fast to deliver search results
- Have significant information capacity

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