

## HOW TO

# Convert a Crazy Knowledge Base to an Ordered Information Hub



Today's companies have intranets, online storage repositories, CRMs, training documents, web portals, online communities, and other "places" that house information – and often, each "place" holds outdated and/or conflicting information.

These system-wide discrepancies make it difficult for associates to access the right knowledge quickly, easily, and efficiently – and it almost always negatively impacts customer experience (CX).



**The key to getting it right is to strike a balance between artificial intelligence (AI) and human intelligence.**



### Use AI to Slice and Dice Big Data

It's impossible to manually track the mountain of documents, email, media, and other content organizations produce – much less search through it. That's why AI-enabled search and analytics are on the rise.

When organizations combine the powers of cognitive search, natural language processing, machine learning, and AI together, insights are born. Today's trendsetters are using AI to:

1. Identify patterns and insights into the ways customers engage with brands across different channels,
2. Mine key customer moments to uncover user intent and valuable customer recommendations
3. Provide insights that allow employees to personalize customer touch points in real time



### Promote Associates to AI Managers

Companies that successfully manage their data and make informed decisions based on business intelligence have a significant advantage over competitors who lack this level of sophistication. But they also need employees with the skills and understanding to leverage AI effectively – especially when it comes to machine learning.

Organizations won't get much out of high-quality machine learning technology without putting an infrastructure in place for employees to provide personal insights and additional context to metadata, content, inferences, and other data elements.



### Knowledge = Excellent CX

Any care associate who has struggled to locate the right information when he/she needs it understands how knowledge management can make or break a customer experience. Prioritizing optimized knowledge management is crucial to delivering superior CX and edging out competitors in today's noisy marketplace.

**KNOWLEDGE BASE**



*"I know it's in here somewhere."*