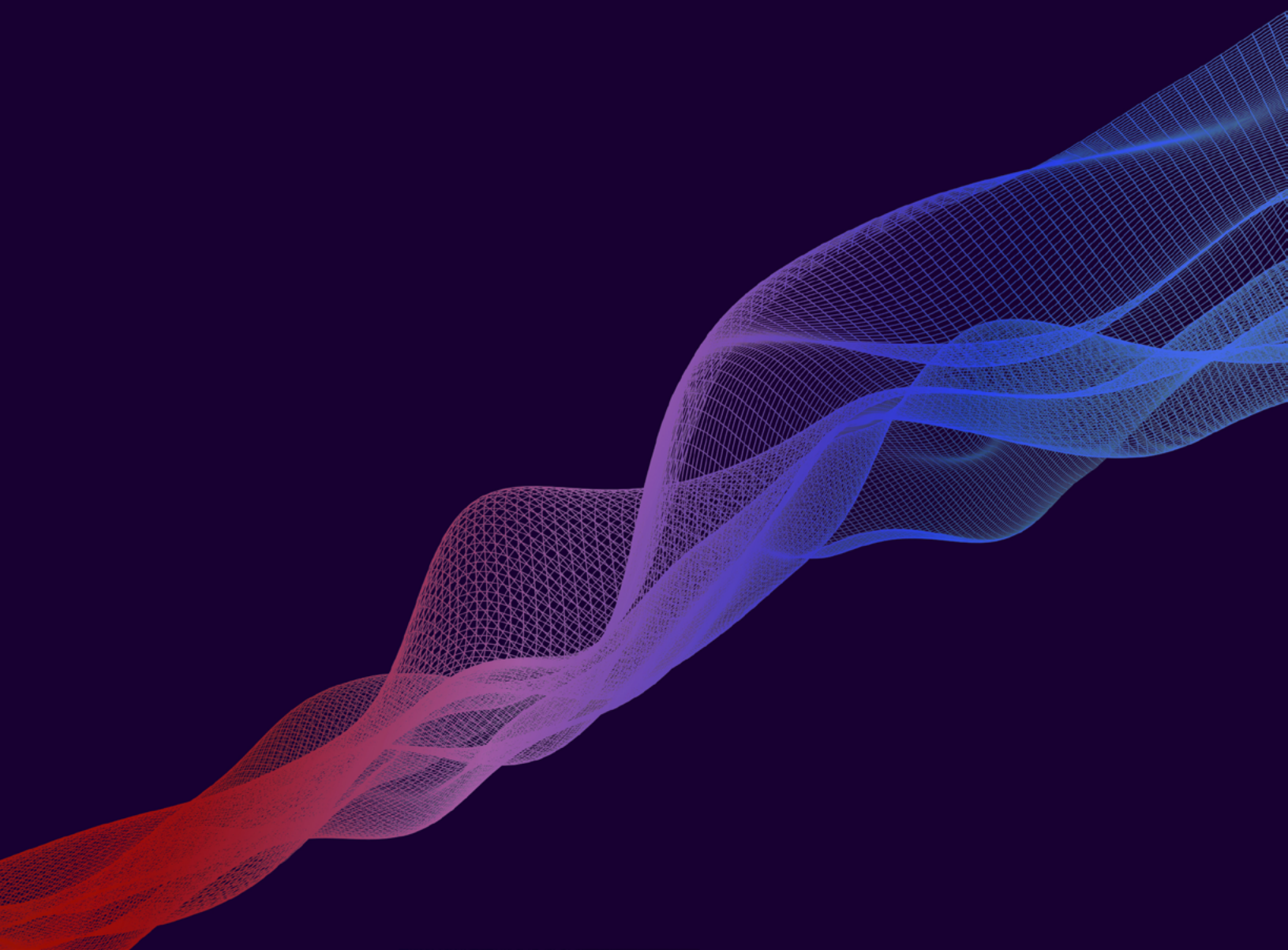


How to Create the Best Company Knowledge Base

A knowledge base provides an effective way to store important information for people inside and outside of your business.



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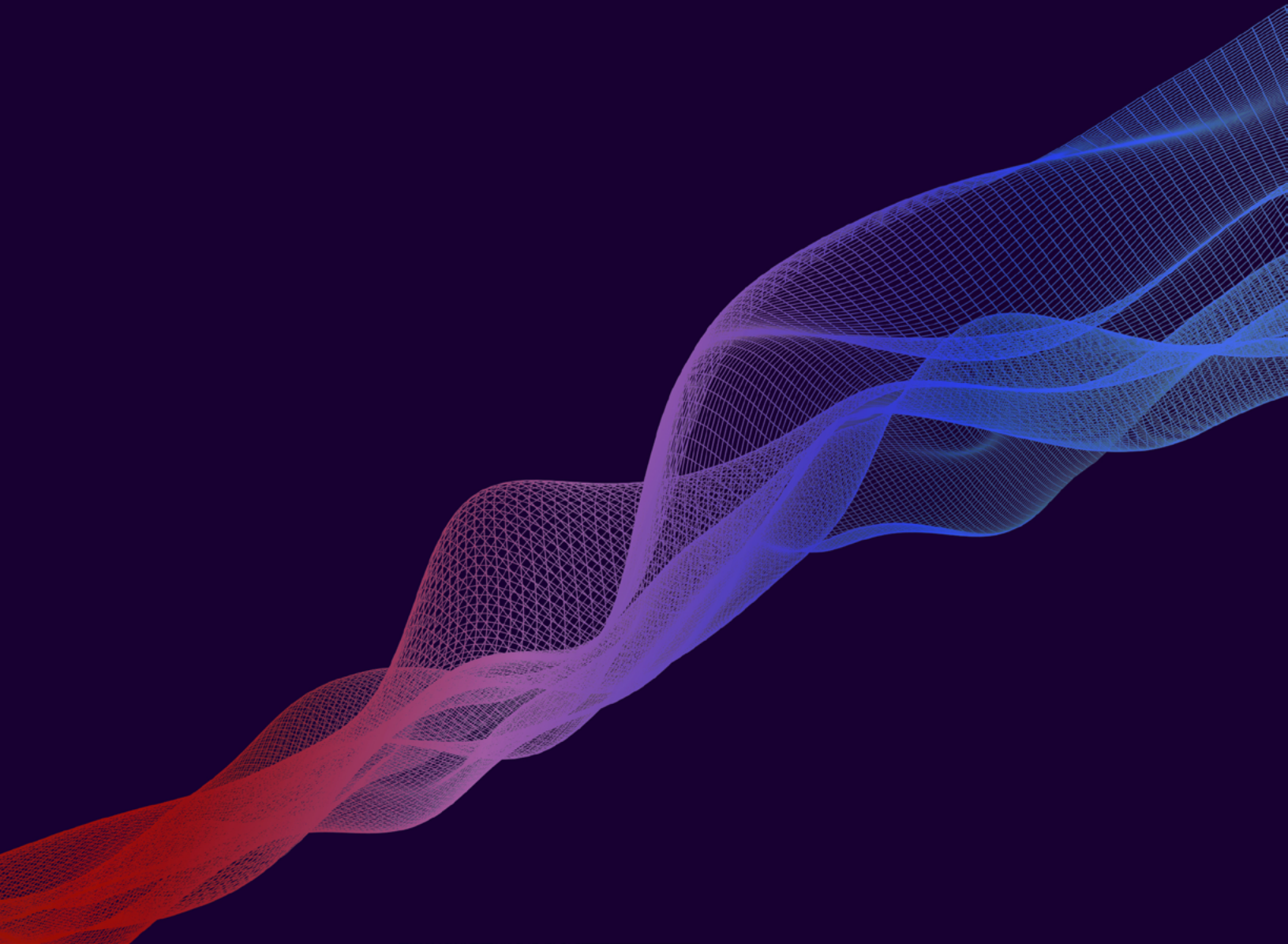
Knowledge is your company's primary competitive advantage, born of experience and unique insight. It also identifies and addresses specific market gaps and questions from customers and employees.

A company knowledge base is like a repository, containing critical information for the daily functions of your business, as well as its long-term success. It provides an effective way to store important information regarding your customers, employees, products, and services. It helps employees access important information to address customer service issues, resolve problems, and gain insight for workforce collaboration.

You can increase efficiency and productivity through your online company knowledge base because employees can pull information from one location. When you use [social intranet software](#) as a knowledge base solution, you can capture information, utilize data and insight, and enhance the support you offer customers. This leads to greater customer satisfaction and retention, improved profits, and better employee and customer morale. You will also see benefits across your organization from increased efficiency, smoother communication, and enhanced information flow.

In this ebook, you'll learn the essential tips for creating the best online knowledge base for your company, ways to develop your knowledge management strategy, best practices for your knowledge management system, and the current and emerging trends in knowledge base solutions.

**Tips to create the best company
knowledge base.**



1. Capturing and reusing knowledge.

When using a knowledge base, you're take a knowledge-centered approach to customer support, employee training, and employee on-boarding. You're also simplifying many other processes that require information sharing by using [collaboration tools](#).

Your company knowledge base is only as relevant as the information contained in it. To create a relevant online knowledge base, you'll need to add important information to it ... like frequently asked questions, important issues and topics, and all major guidelines and frameworks within your company.

This knowledge-centered approach is designed to improve the efficiency of your support website ... and the methodologies and practices you use to capture, structure, use, and reuse knowledge will streamline your knowledge management capabilities.

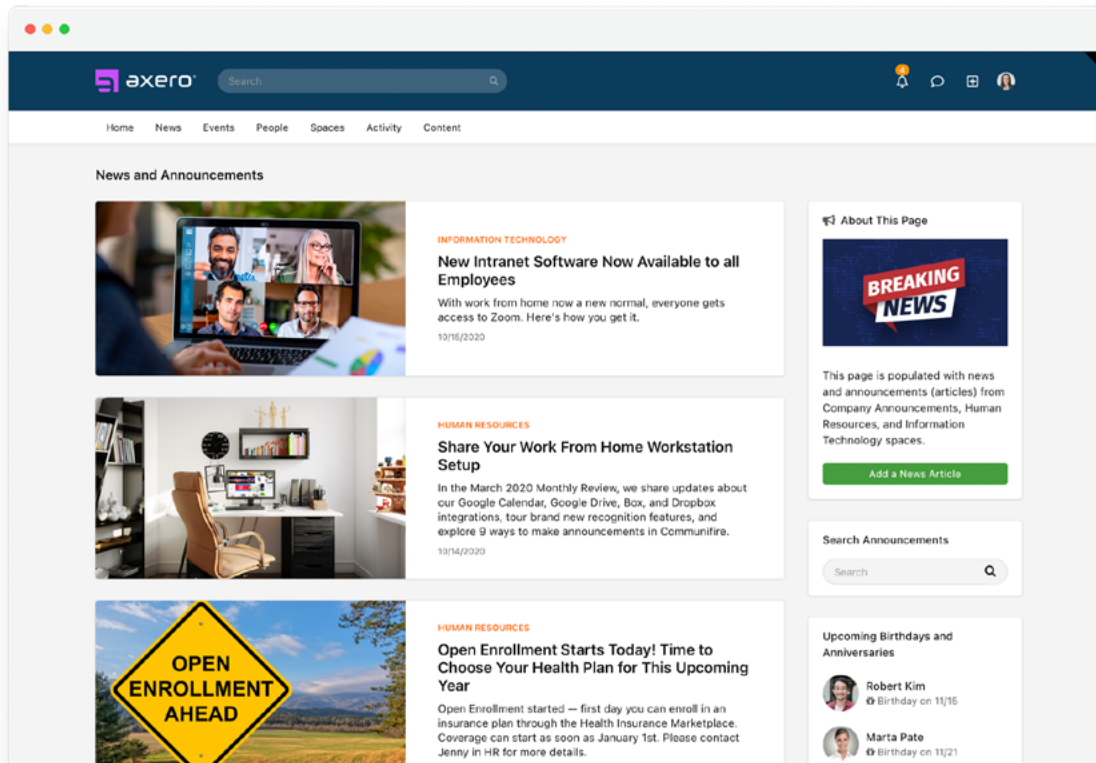
2. Address relevant issues for your team.

Do your employees face the same issues and concerns as customers? If so, provide that insight and experience in your online knowledge base. [Building a knowledge base](#) works best when you create and document the solutions to any issues that arise, whether for employees or customers.

3. Frequent updates.

Your company knowledge base must also be regularly updated or your employees will not get sufficient value from it. It needs to have new insight and data when there is new information available. As employees interact with the knowledge base, they can continuously review information and add feedback. If there are mistakes or inaccuracies, they can update the content or bring it to the attention of someone who can address the concern. This approach ensures that knowledge is updated and maintained well, offering consistent value and insight.

4. Content creation and collaboration.



Your online knowledge base enables your company to reach new audiences ... based on the content you create and share. You can create blogs and articles for marketing purposes. They can include video, images, multimedia, search engine optimization strategies, and other special features.

5. Social insight and sharing.

[Knowledge base software](#) lets your employees add their insight within your private system. They can also share relevant information to customers externally using social share technologies. This enables you to continuously improve your customer service and employee knowledge.

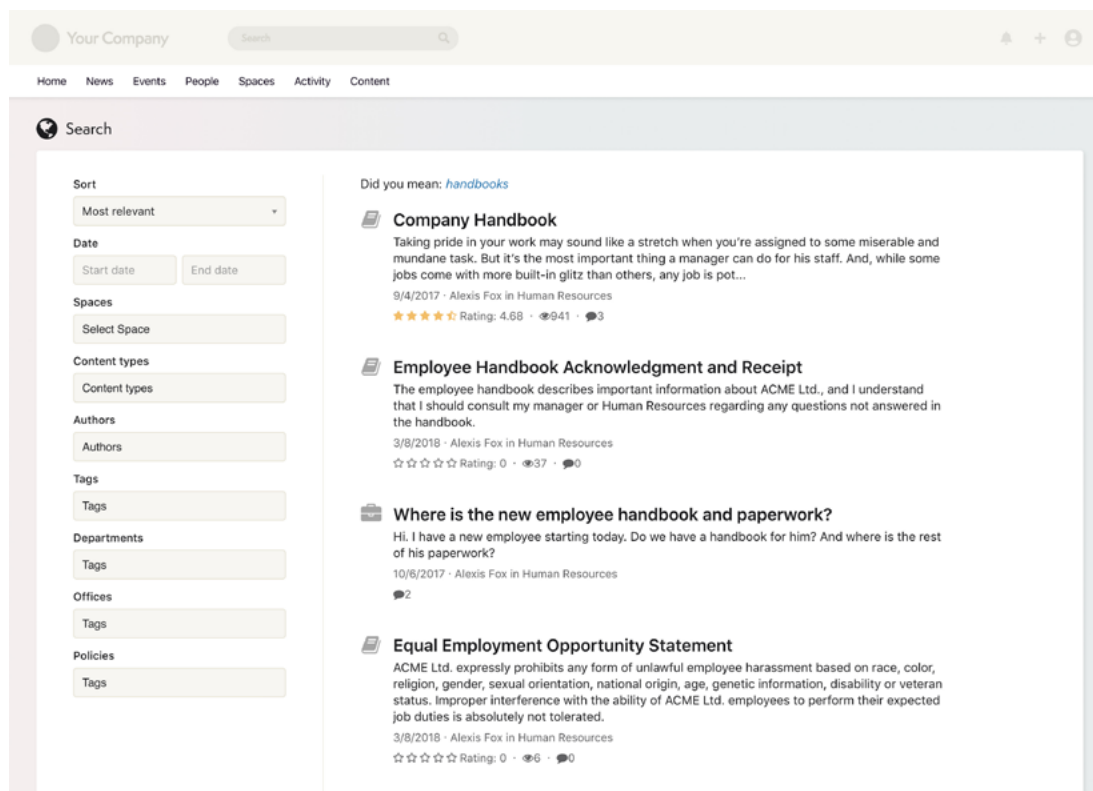
6. Continuous improvement.

Knowledge management requires continuous improvement and processes to

support improvement. Using social intranet software for your knowledge base makes it simple ... because employees no longer waste time looking for files or use various versions of documents.

They are able to access all relevant information on any topic in one location. This reduces time spent responding to customer inquiries. When you grow and manage your company knowledge base, you can search for answers in a targeted and efficient manner. The effectiveness of your knowledge base is dependent on your company's ability to create, edit, and review content on a regular basis.

7. Creating a simplified, streamlined taxonomy.



The screenshot shows a search interface for 'Your Company'. The search bar contains the text 'Search'. Below the search bar, there are navigation links: Home, News, Events, People, Spaces, Activity, Content. The search results are displayed in a list format. The first result is 'Company Handbook' with a rating of 4.68 and 941 votes. The second result is 'Employee Handbook Acknowledgment and Receipt' with a rating of 0 and 37 votes. The third result is 'Where is the new employee handbook and paperwork?' with a rating of 0 and 2 votes. The fourth result is 'Equal Employment Opportunity Statement' with a rating of 0 and 6 votes. The search results are filtered by 'Most relevant' and 'Date' (Start date, End date). The search results are also filtered by 'Spaces' (Select Space), 'Content types' (Content types), 'Authors' (Authors), 'Tags' (Tags), 'Departments' (Tags), 'Offices' (Tags), and 'Policies' (Tags).

Your online knowledge base has to be easy to search and understand. It is important to have a streamlined navigation that enables you to collaborate easily so you can capture, share, and update information easily. This way, your entire team can review, access, and use this information at any time.



Your single source of truth.



Centralize your documents, resources, and employees in one place. From a smart search to collaboration tools, instantly search, share, and work on projects. Axero stores all important content so information is one click away.

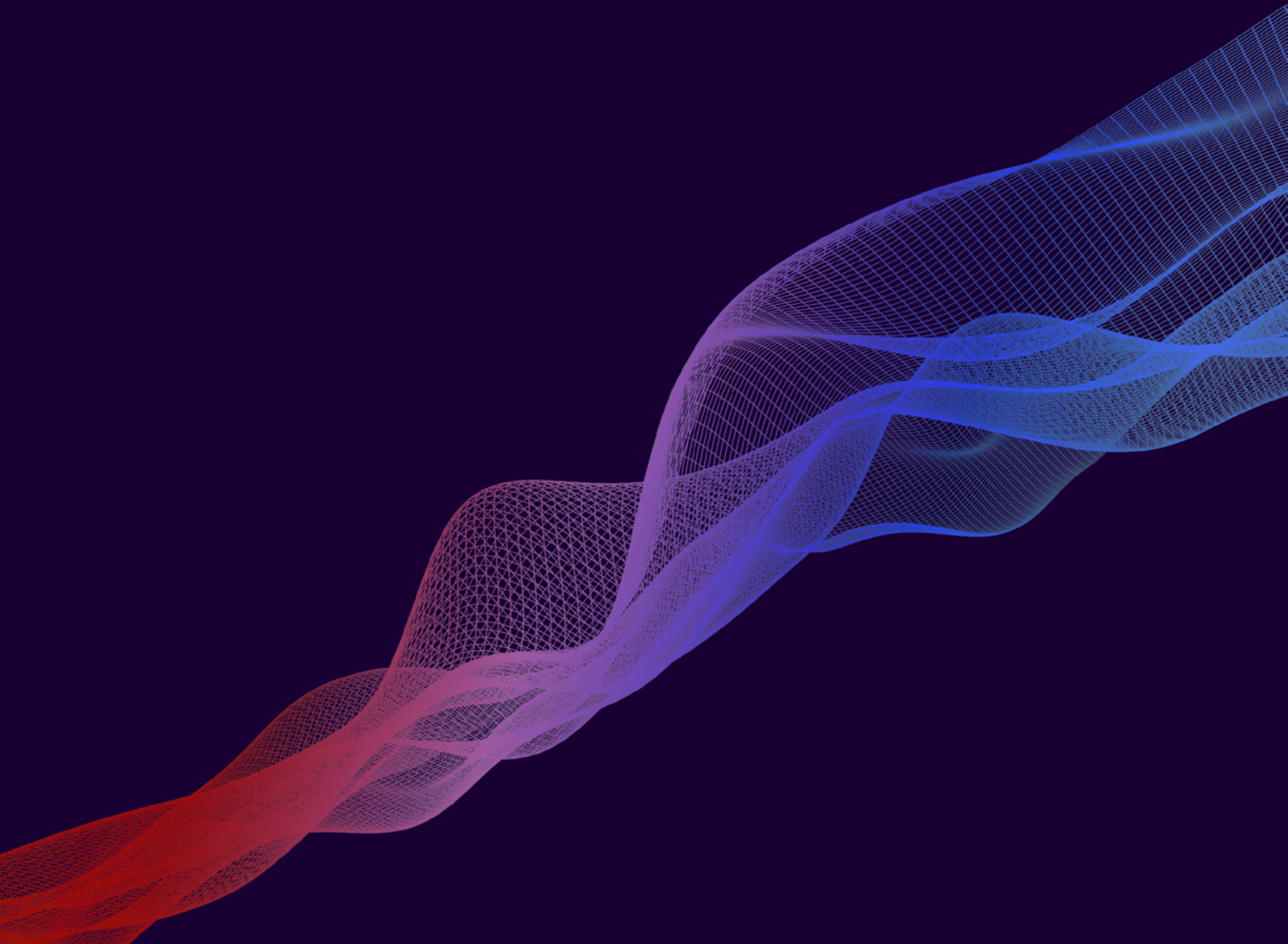
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[Yes, I'd Like to See a Demo](#)

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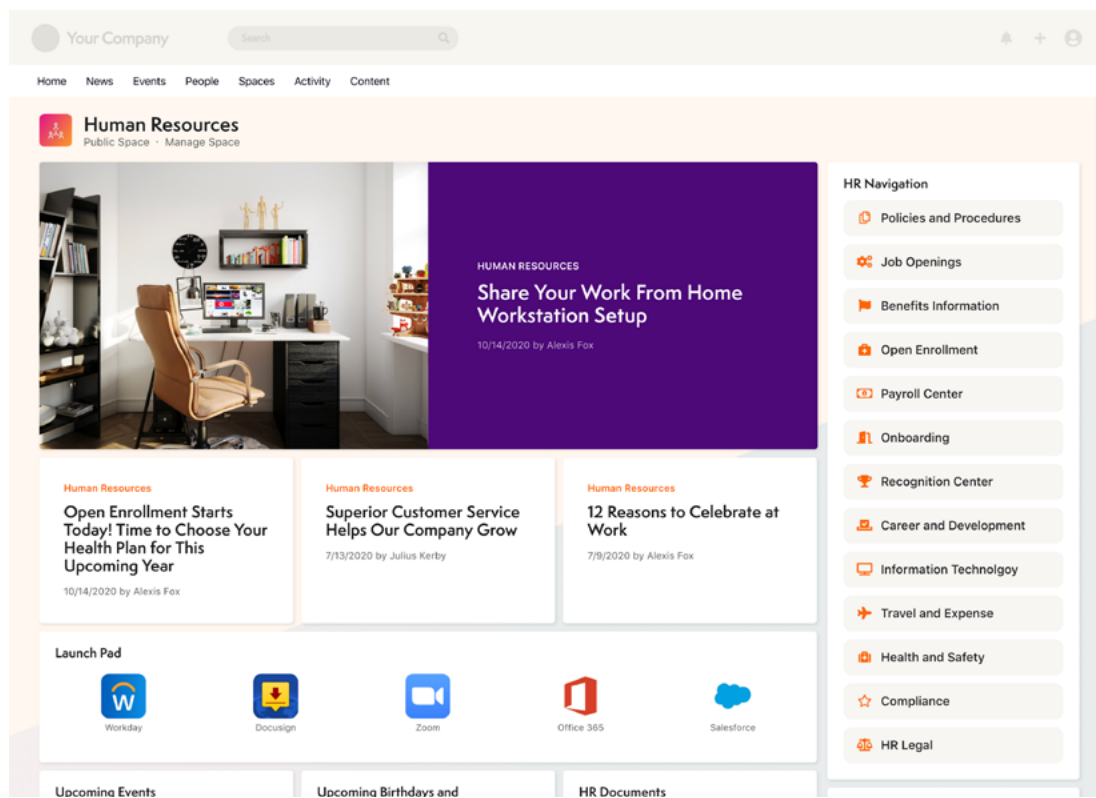
How to develop your knowledge management strategy.



When was the last time you actually sat down and talked about your company's knowledge management strategy? Knowledge management used to be something that ran in the background. Technology, though, has made it possible to capture, identify, and distribute company information quicker and more efficiently than ever. Success results when well-trained employees have access to a great knowledge management system and know what to do with it.

Here are 7 simple ways to develop your knowledge management strategy that you and your staff can actually use.

1. Segment everything into spaces.



How many times have you had to wade through a sea of information just to find the document or snippet of knowledge you're looking for? It happens all too often when organizations grow, but the solution is simple—segmentation.

Knowledge base software allows you to create spaces specifically for projects,

teams, or groups of documentation. It prevents information overload from disrupting your ability to easily find the information you need, when you need it. Segmentation is especially useful for help desks, as it cuts down on the amount of time it takes for someone to find what they're looking for when assisting a customer.

Segmentation makes it easier to navigate your knowledge management system and organize documents in a way that makes sense to your team.

2. Set monthly benchmarks.

Ever introduce a new piece of software and then completely lose track of any post roll-out progress? You're not alone. It's one of the biggest mistakes organizations make, and it stems from a lack of benchmarks.

Incorporating monthly benchmarks into your knowledge management strategy makes it possible to monitor activity within your knowledge management system ... so you can easily assess your productivity. Benchmarks provide concrete goals for your team to achieve. Best of all, they're completely flexible in that you can adapt them to reflect changing priorities.

3. Look beyond customer service.

Your customers are the lifeblood of your organization, so providing high-quality customer service is absolutely essential. Keeping your clients happy and ensuring their issues are addressed immediately should be a top priority.

At the same time, knowledge management is more than a means to improved customer service. It also relates to marketing, sales, HR, accounting, and more. Each is its own discipline, yet they all make use of your organization's information resources.

Consider creating different spaces (remember #1 above – segmentation) in your knowledge base software to integrate knowledge management throughout the whole of your company.

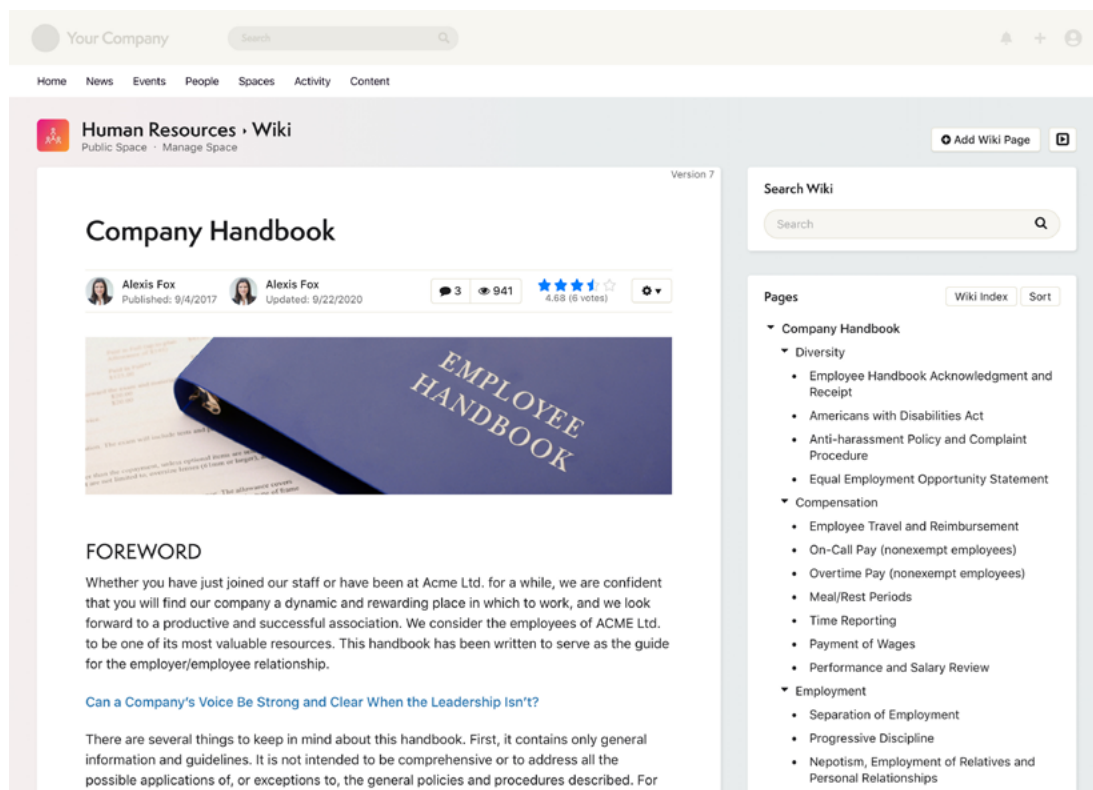
4. Make the best possible use of search.

Search is everything. It helps us to go from Point A to Point B within the Internet or your own social intranet, all while skipping over things we don't need to see. As you'd expect, search, is a huge part of your knowledge management strategy, but it takes effort from you and your staff to make it *really* work in your favor.

Improving search is all about embracing proper archiving standards. Every time a file or document gets uploaded to your knowledge management system, it needs to be tagged and attached to specific search terms. This will make recalling it in the future a simple, straightforward process for everyone who uses your knowledge management system.

Tag appropriately, and your knowledge management system will become even easier to navigate.

5. Simplify your training procedures.



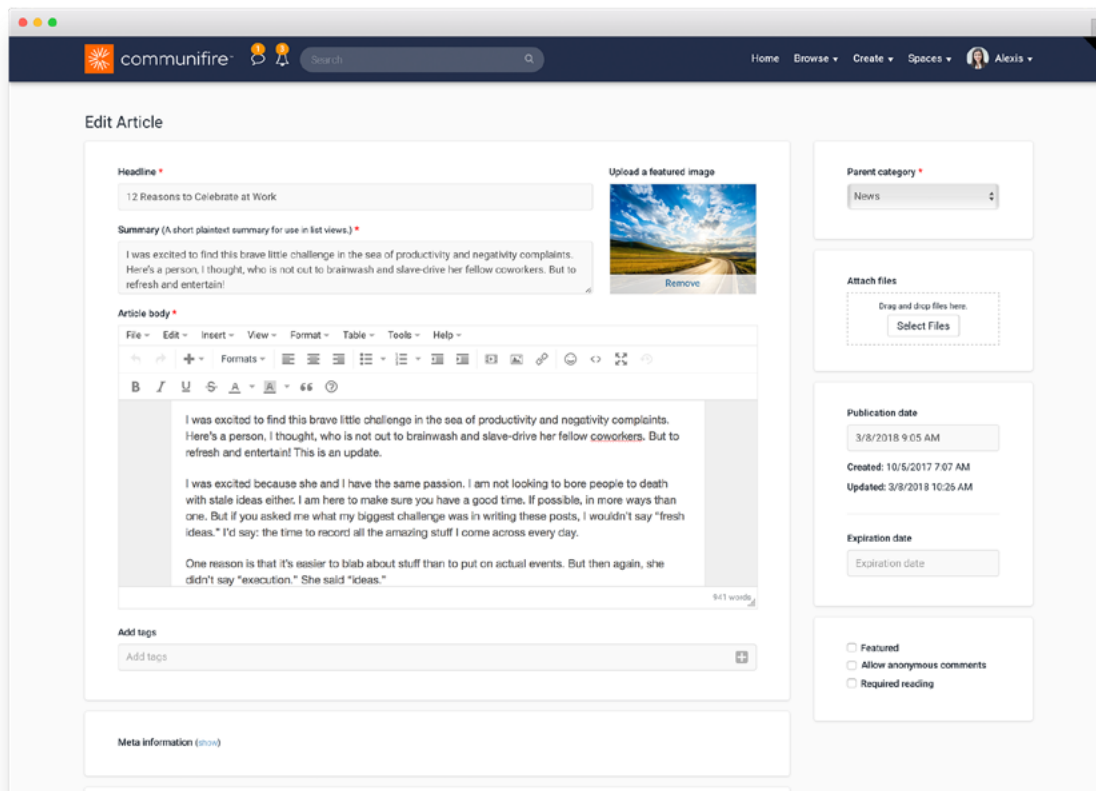
The screenshot shows a company intranet interface. At the top, there is a search bar and navigation links for Home, News, Events, People, Spaces, Activity, and Content. The main content area displays a 'Company Handbook' page, which is a public space managed by Alexis Fox. The page features a blue cover image of an 'EMPLOYEE HANDBOOK' and a 'FOREWORD' section. The sidebar on the right contains a 'Search Wiki' search bar and a 'Pages' list with categories like Diversity, Compensation, and Employment.

Onboarding new employees can be tricky no matter how long you've been doing it. Every manager has a preferred approach to training new hires, but the more you can make use of your knowledge management system to do so, the more time you'll save. This allows you to get back to doing your job, which can be difficult when you have a handful of new employees to monitor.

Your knowledge management system should house all of the company documentation you've accumulated over the years. Why take the time to train each employee from start to finish when they have the information they need to do the job themselves?

Organizing a space within your knowledge management system that is entirely devoted to onboarding is not only a good idea—it will save you countless hours.

6. Develop a framework for content creation.

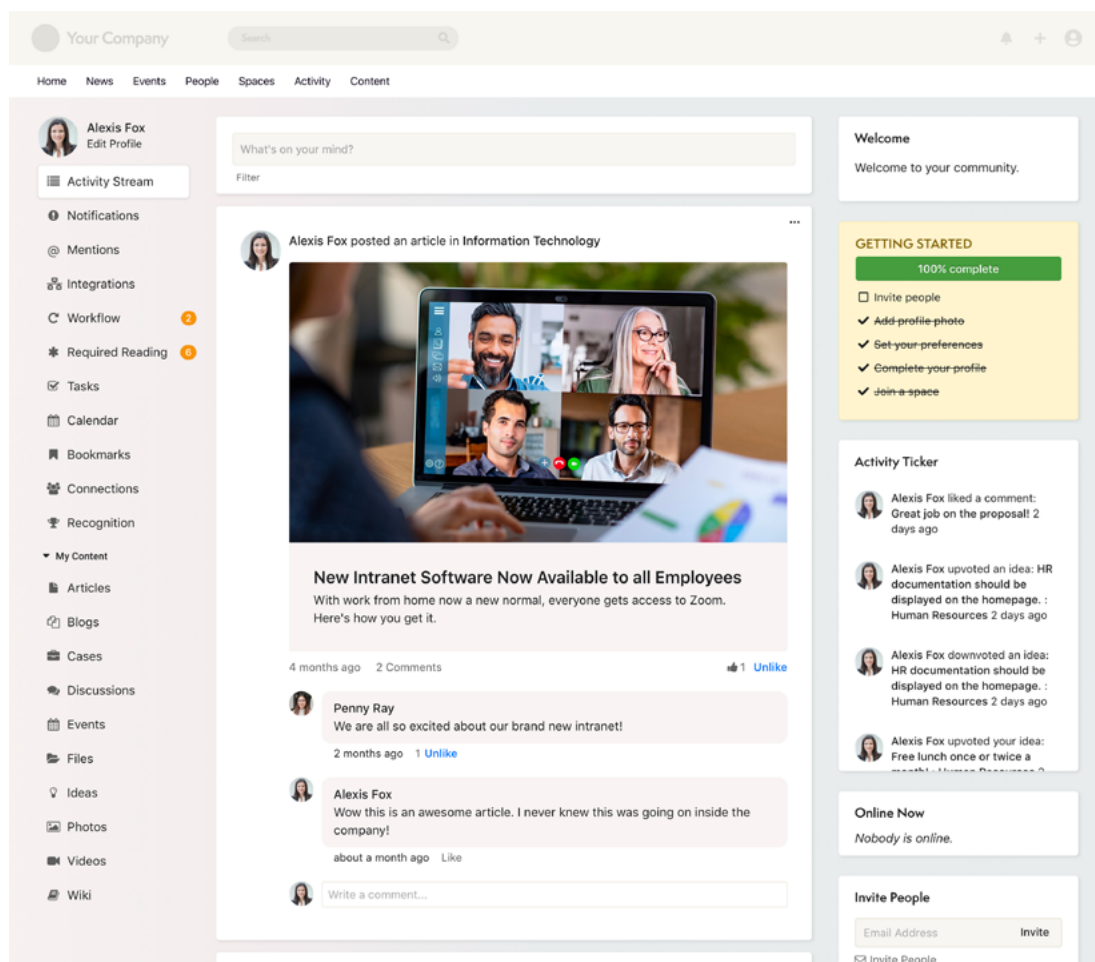


A knowledge management system is dynamic, evolving over time as users

influence its content and structure. Current knowledge management systems allow you to create content without ever having to leave your social intranet, saving you and your team considerable time.

Developing a strong framework is a huge part of your knowledge management strategy ... so you can ensure that users maintain consistency in content creation. Think of what would happen if you tasked ten different people with writing blogs, wikis, and articles. Chances are you'd end up with ten different formats for each item type. Your framework will streamline the creation process, keeping your content aligned with your knowledge management system structure. You can adapt your framework as needed, provided you and your staff members remain consistent when following it.

7. Encourage community action.

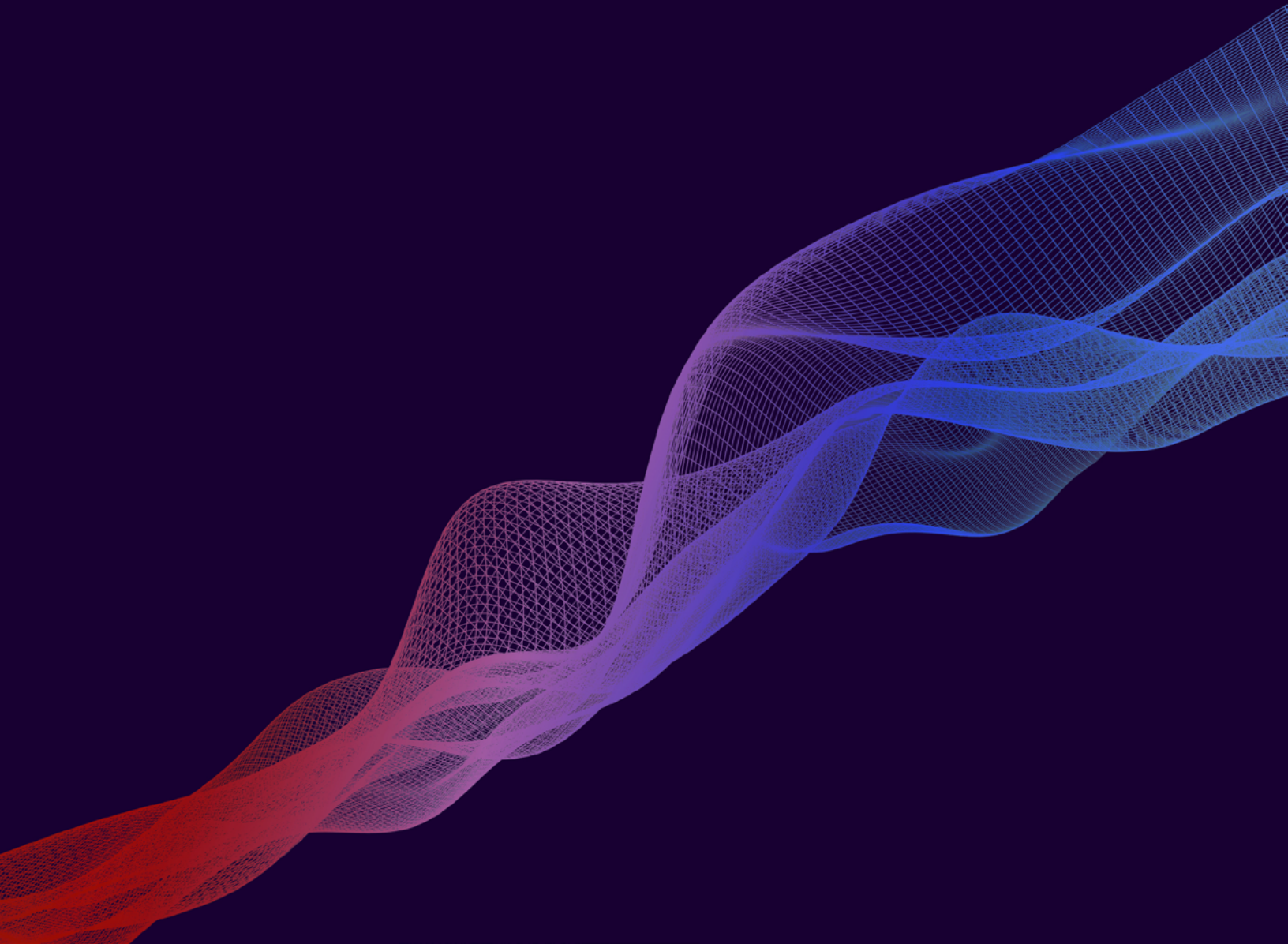


Today's knowledge management systems are essentially social networks in their own right. Sure, they house your information, but there's more to them than that.

Your knowledge management system connects your team in a powerful community setting. Leverage your staff's skills and experience by encouraging them to organize, create, and curate content. Make sure all users know their [knowledge sharing](#) contributions are valued and vital.

Community action will enhance your knowledge management system, regardless of your organization's size.

**Best practices for your knowledge
management system.**



Axero's knowledge management platform can be a powerful tool. But to really get the most out of it, there are a few things to keep in mind when you prepare to get your knowledge base up and running.

Here are a few tips to help you get your intranet knowledge base off the ground, all of which will help achieve a more streamlined experience.

1. Define roles, permissions, and responsibilities.

Defining intranet roles is one of the most important things you can do to ensure that everyone knows what they're supposed to be doing.

Choose a content type to set its permissions

Role	Create	View	Edit	Delete	Feature	Download	View All Directory	Check In	Check Out
Member	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Administrator	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Moderator	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

For one, you'll want to define who will be in charge of creating and posting content. From there, define who takes care of editing, moderating comments, etc.

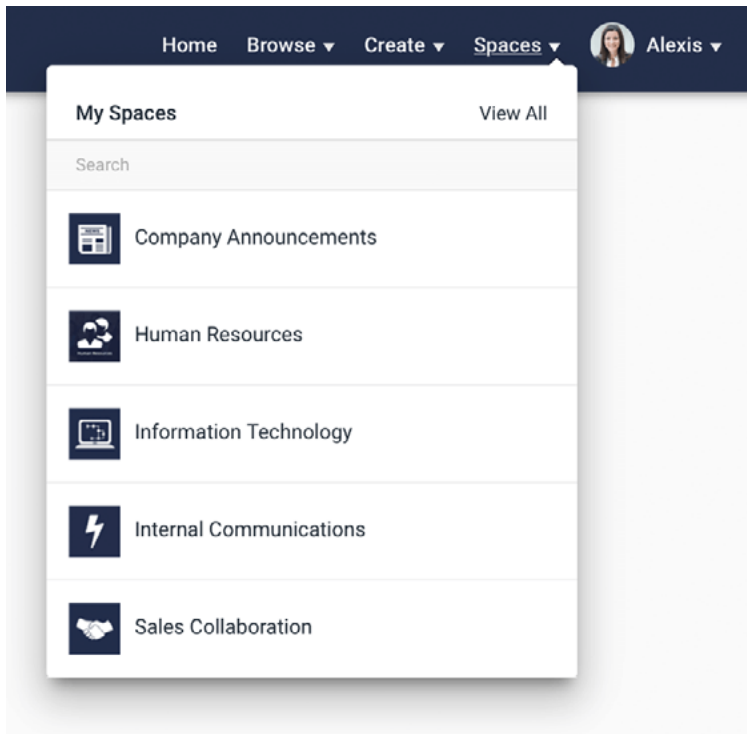
2. Create an outline for your intranet knowledge base.

It can be tempting once you get up and running to simply start posting content and creating wikis. You could do this, because it's pretty easy to re-organize things. However, instead of jumping the gun, create a basic outline that your knowledge base will follow.

This will ensure that organization doesn't fail and you're hitting on every necessary point, two things that will make your intranet knowledge base far easier to navigate. But remember that your outline doesn't have to be all-encompassing right off the bat.

3. Use spaces for logical organization.

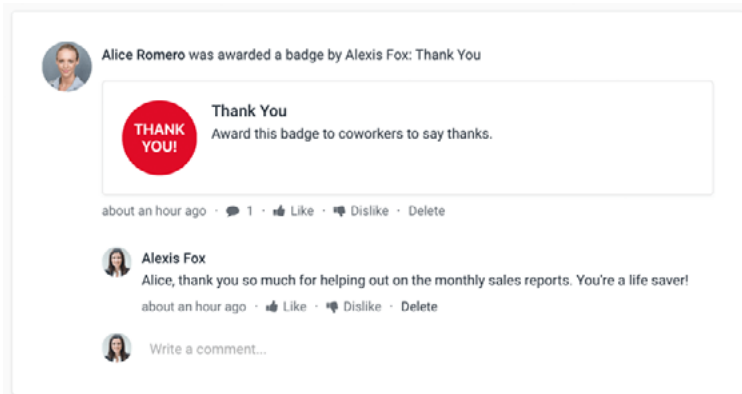
[Online workspaces](#) in Axero help you keep your knowledge organized, keeping information overlap at bay.



You can create spaces for different teams, departments, or projects, for example, each of which can have its very own knowledge base and collection of internal documentation. Once you unlock the power of spaces, you'll wonder how you ever got by without them.

4. Encourage collaboration to enhance knowledge.

A major perk of using Axero for intranet knowledge management is that it allows you and your staff to collaborate on building a knowledge base.



Encouraging collaboration is something that every business should do. You can even use [intranet gamification](#) as a tool for motivating employees to contribute to the knowledge base, offering rewards for certain levels of points that can be accumulated with each wiki created.

5. Start off strong and set an example.

While it's true you can take as much time as you need to build your knowledge base, you'll no doubt benefit from starting-off strong and inputting as many topics as you feel are worth covering.

This is a great way to build a skeleton for your intranet knowledge base, which you can expand upon in the future. Just because you don't have everything worked out, doesn't mean you shouldn't add a new wiki, article, etc. when an idea comes to mind.



Finding files, made easy.



Turn your files and documents into a living, interactive archive. Get a smart knowledge management tool that allows for collaboration, comments, rating, and searching.

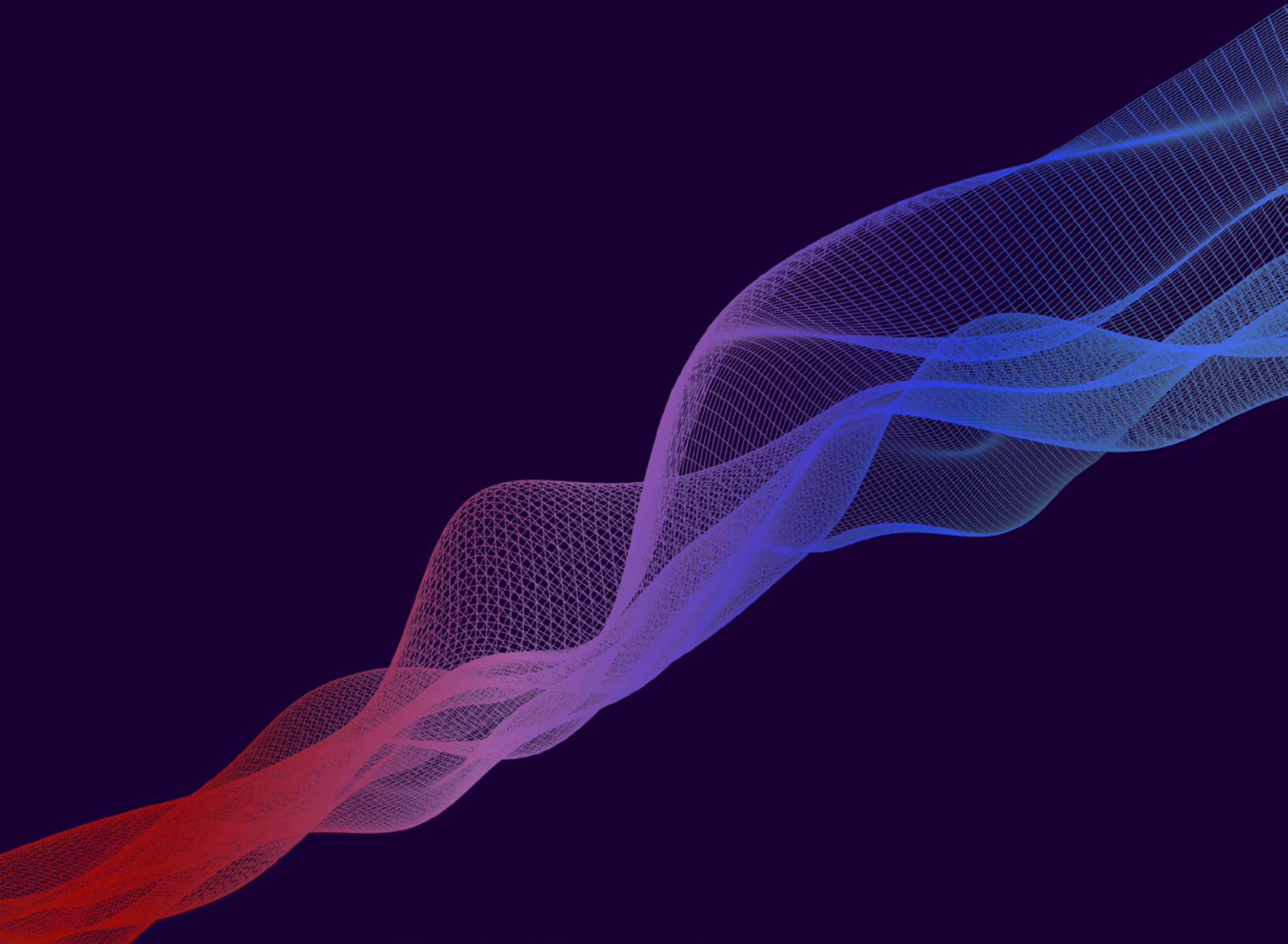
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**Current and emerging knowledge
management trends.**



A business is, in essence, a vast collection of knowledge and information. It's what's behind the creation of benchmark products and services, and it exists as a web of insights and ideas shared by staff. It's in your documentation—your manuals, guidelines, lists, databases, memos, and files. And it's also in the minds of your team members, as the expertise you need to capture to enhance your business. Knowledge is power, and when properly harnessed, it fuels a successful company.

Technology has had a tremendous impact on knowledge management, inspiring the development of robust software platforms to leverage knowledge management strategies. Knowledge base software continues to evolve in response to new demands and challenges.

Let's look at 15 current and emerging knowledge management trends that are changing the course of knowledge base software.

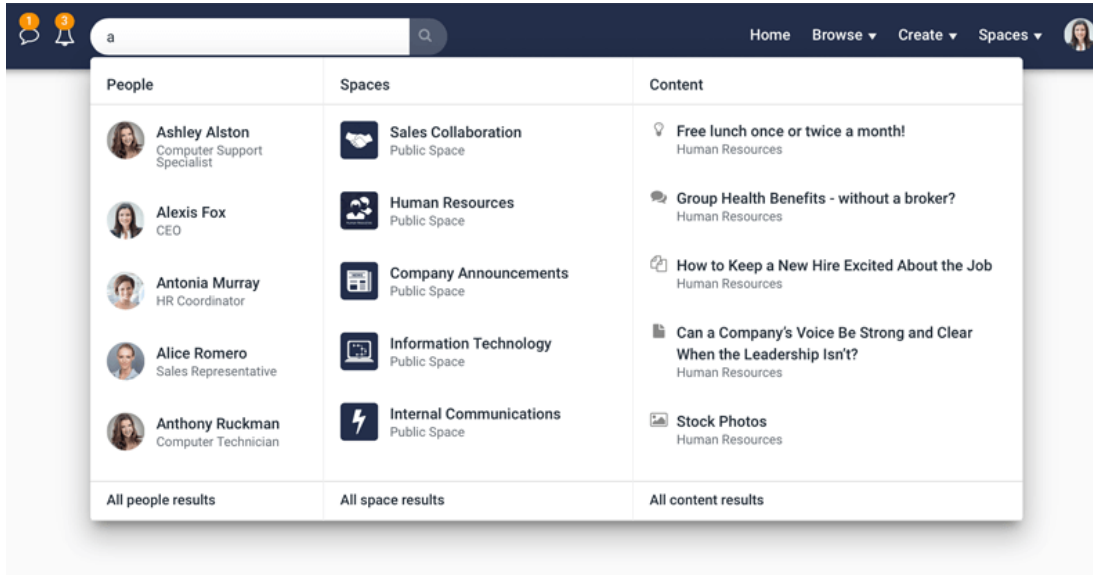
1. Social is the name of the game.

Social media has revolutionized the way we use the Internet. People are taking to Facebook and Twitter not only to share personal stories but to promote their business' products and services and to connect with larger audiences. Social networking sites are highly effective tools for marketing and communication, and they're also extremely easy to use. As a result, the "social" element can be integrated with a variety of application types, including knowledge management systems.

When social media elements are blended with knowledge base software, the workday becomes easier. Staff can communicate more intuitively and engage more effectively, since social elements are "second nature."

2. Search indexing is maturing.

Search functionality is critical, and largely depends on indexing, which organizes search results so that they're relevant and coherent. Social business applications like social intranet software and knowledge base systems rely on robust search functionality to ensure peak performance.



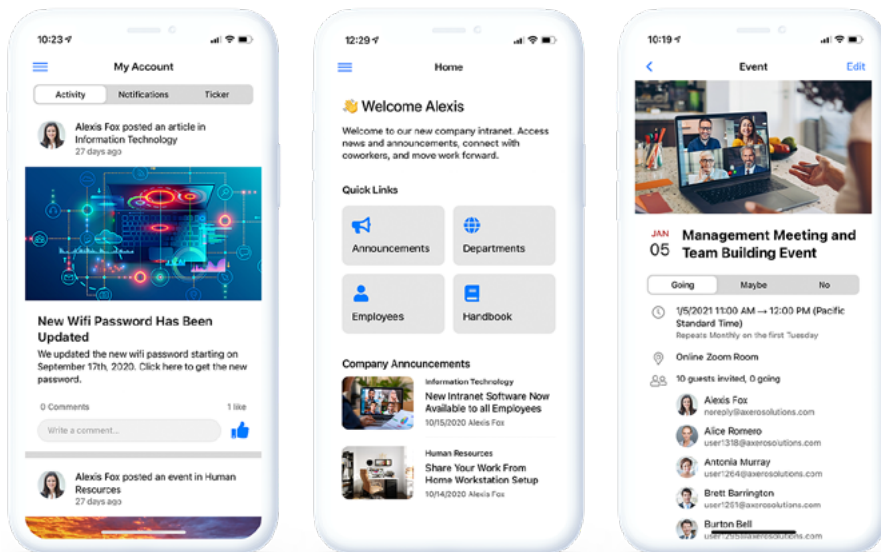
As search indexing continues to mature, users will be able to retrieve files and documents more rapidly, increasing productivity.

3. Collaboration tools are easier to use and more important than ever.

Collaboration tools are great for business processes, but connecting your team members can be a challenge, especially if you have staff working remotely. Fortunately, knowledge base systems are becoming more collaborative than ever, as seen in social intranet software, allowing individuals to work on documents and communicate with each other in real time.

4. Mobile technology is front and center.

Look around any coffee shop these days, and chances are you'll see at least a few people staring at their smartphones or tablets. Mobile technology has become a primary means of accessing the Web for both personal and professional reasons. Mobile devices save both money and time, and as a result, mobile technology and knowledge base software will soon be inseparable.



Staff members need access to an organization's knowledge management system while they're on the go. Vendors are making sure that their social intranet software works on smartphones and tablets without issue in response to this demand.

5. Visuals are replacing lists.

Early versions of knowledge base software featured long lists, elaborate file names, and spotty functionality. Images and icons were almost nonexistent, and users had to scroll through dense lines of text to locate documents. However, the visual aspect of knowledge base software has evolved, and current software increasingly relies on images to help users navigate more easily. Text-based lists will be all but replaced with images when it comes to searching for files and documents.

6. External processes are integrated.

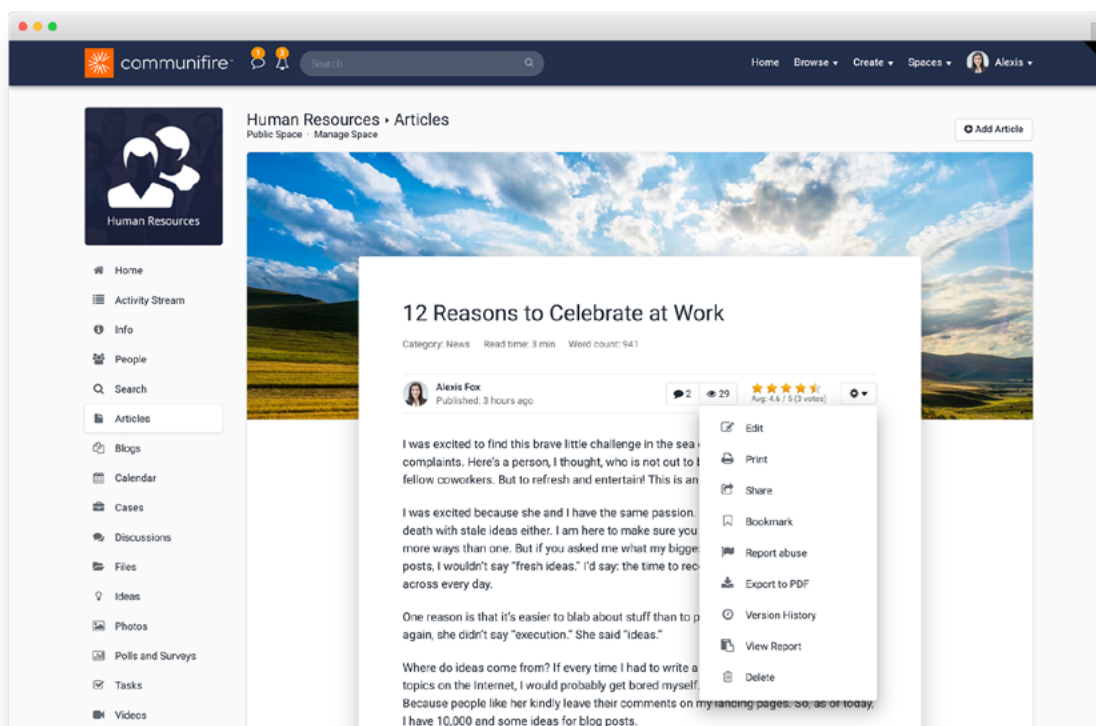
Between communicating, scheduling, managing projects, creating content and other activities, many of today's professionals find themselves juggling numerous instances of software just to stay on track. External processes will always be necessary, but that doesn't mean they can't live in the same place as knowledge management. Social intranet software eliminates the need to log into several different applications. Users can work from an integrated suite that allows for all

processes to be handled in one convenient space.

7. User engagement is increasing.

Staff members are actively looking to contribute to their companies by sharing their insights and ideas. Knowledge management is shifting from control to cultivation, so your team can share information organically. To encourage this engagement, knowledge base software permissions are becoming more flexible and inclusive.

8. Content creation and knowledge management go hand in hand.



Content such as blogs and articles are essential tools for marketing. Organizations regularly generate new content to keep pace with increasing demands for information. Knowledge base software now allows you to tag, share, and organize content as soon as you create it. This helps to cut down on confusion and makes knowledge management a more interactive process.

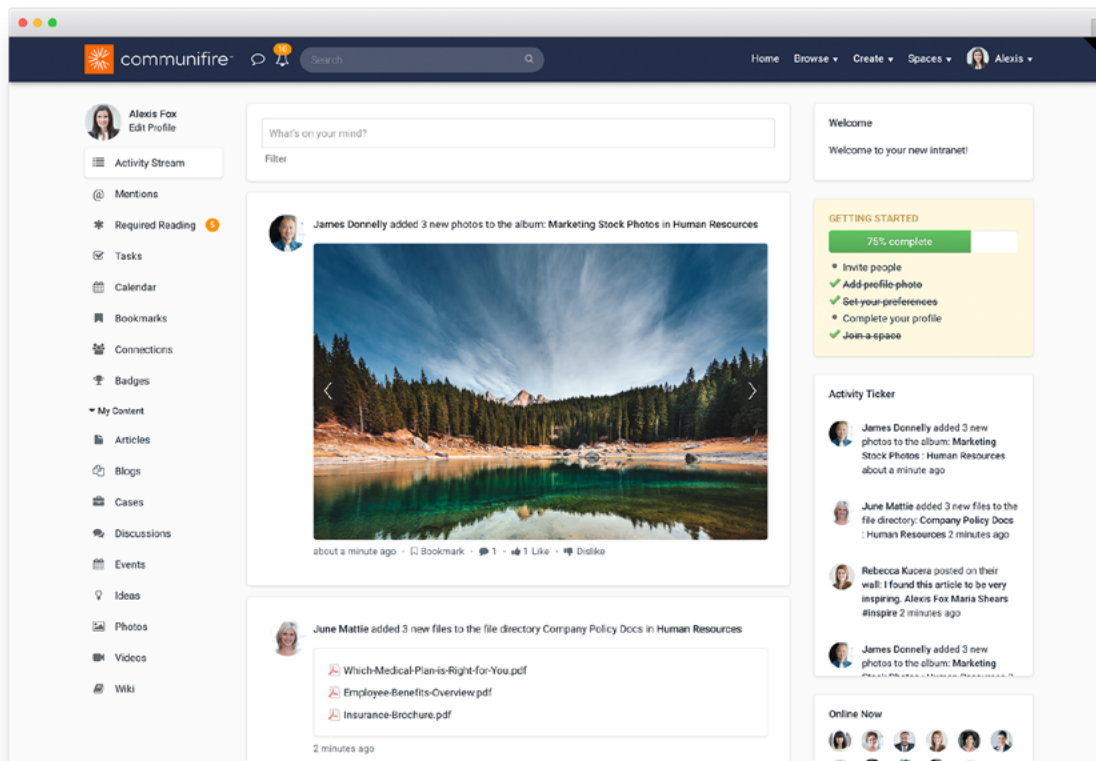
9. Segmentation of spaces have become increasingly useful.

Your knowledge management system is a social community in which information assets are shared, refined, and organized. However, businesses often suffer from information overload, particularly during periods of rapid growth and success.

Finding a fix used to be difficult, but knowledge base software allows for segmentation of information into multiple spaces. Your marketing team won't be overwhelmed with documentation that pertains to accounting or tech support.

The segmentation feature will continue to play a major role in the future of social intranet and knowledge base software.

10. UI (user interface) is friendlier than ever.



The point of contact between your staff and your knowledge management system is the user interface, or UI. The UI is what your staff sees on the screen when

logging in, and it directly affects how users navigate and experience the system. A well-designed UI will allow you to leverage your system properly, while a confusing UI will only frustrate and confuse your team.

Software development teams are creating increasingly intuitive UIs, and top-notch UIs are becoming a make-or-break element in knowledge base software.

11. Knowledge base software include vendors and customers.

As business processes become more holistic, knowledge base software is developing a more robust approach that includes vendors, clients and customers. Newer knowledge base software options allow for external integration so that internal and external parties can share information more easily.

12. Updates roll out automatically and consistently.

Automatic, consistent updates are becoming increasingly necessary as new challenges and solutions emerge. Social intranet software suites are always in flux, improving with each update, and the future holds even more surprising tweaks that will help to improve productivity.

13. Customization and scalability is improved.

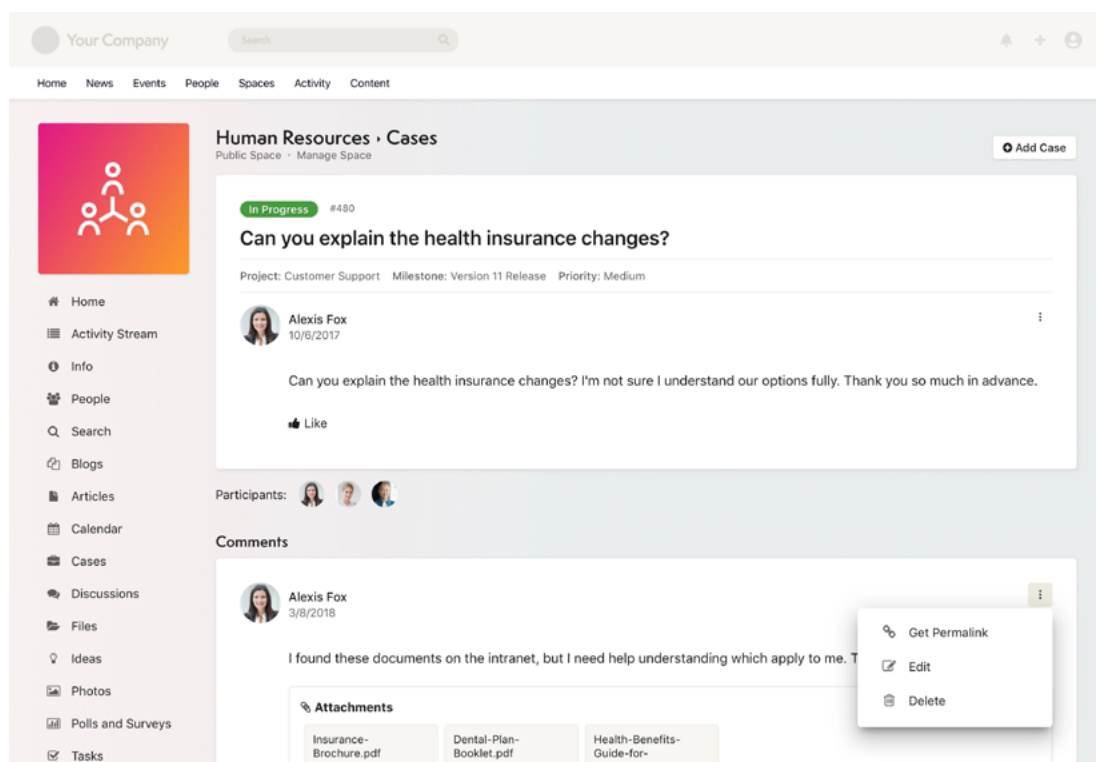
Several social intranet software options can be described as “one size fits all.” These are suites that claim to fit the needs of practically every type of organization, but is there really such a thing? Your company is unique, and you need a knowledge base software solution that fits you rather than something generic. Customization is essential to the success of your software implementation.

As social intranet and knowledge base software evolve, they will continue to become more customizable, allowing you to scale your solution to match your organization’s growth. This is by far one of the biggest emerging knowledge management trends.

14. Customer support integration continues to be explored.

Customer support is vital to an organization. Since your knowledge base software houses your product and service documentation, it's the perfect platform for customer service. Integration of customer service is already here, and will always be one of the most important things for any organization to focus on.

15. Issues within the community are easier to track and fix.



The screenshot displays a user interface for a company knowledge base. At the top, there is a search bar and navigation links for Home, News, Events, People, Spaces, Activity, and Content. The main content area is titled "Human Resources · Cases" and shows a case titled "Can you explain the health insurance changes?" with a status of "In Progress" and ID "#480". The case details include "Project: Customer Support", "Milestone: Version 11 Release", and "Priority: Medium". A user named Alexis Fox posted a comment on 10/6/2017 asking for clarification on health insurance changes. Below the comment, there are three attachments: "Insurance-Brochure.pdf", "Dental-Plan-Booklet.pdf", and "Health-Benefits-Guide-for-". A context menu is open over the attachments, showing options for "Get Permalink", "Edit", and "Delete".

Regardless of how well-designed a knowledge management system may be, bugs and other issues will occasionally arise. The trick is to find and track problems as quickly as possible. Knowledge base software has started to feature ticket systems and customer support features for just this reason.

When employees, customers and vendors encounter bugs or issues, they'll be able to instantly open a ticket for administrators to review. This community-based development keeps systems at peak performance while promoting user engagement.

In conclusion.

When you build a knowledge base, it's important to keep these things in mind to ensure consistent responses to customer inquiries, consistent employee training, and consistent collaboration among your employees. It is also very important that you stay organized and empower your staff to add information, review content regularly, and update information so it is easy to navigate and understand.

A well-organized company knowledge base will save your organization money by reducing the time spent trying to find information. An online knowledge base is one of the most cost-effective support channels because it gives customers easy access to information that would otherwise require contact with the company's staff.

Knowledge management will always be a dynamic challenge, requiring top-notch collaboration tools and a focused commitment from your team. Leverage your information resources to the fullest by implementing a social knowledge base software platform and engaging your staff to meet the challenge.

Social intranet software is the ultimate tool for streamlining intranet knowledge management, and there's no better platform than Axero. Once you and your staff get acquainted with the finer points of the platform, the benefits become undeniable.

Knowledge base software is rapidly becoming more accessible and functional. The world's most forward-thinking businesses are already using these software suites on a daily basis, with proven results. Consider adding social intranet software with knowledge management features to your business strategy, and harness the full power of your organization's information assets.



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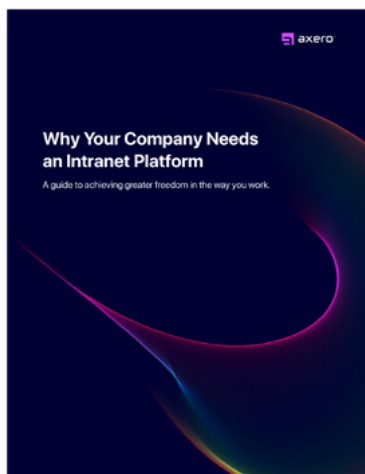
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