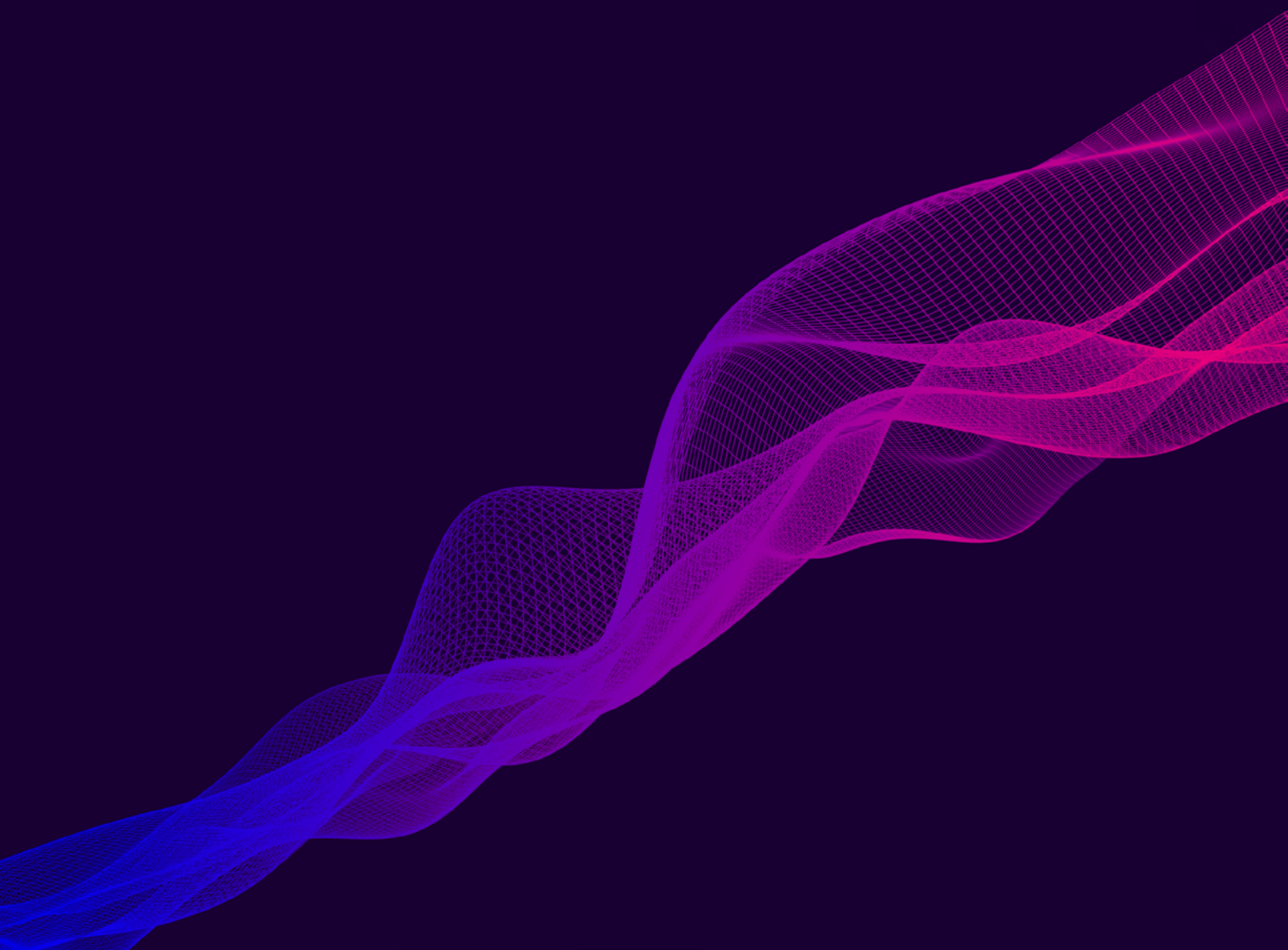


A Guide to Understanding Knowledge Management

How your organization will benefit from implementing a knowledge base.

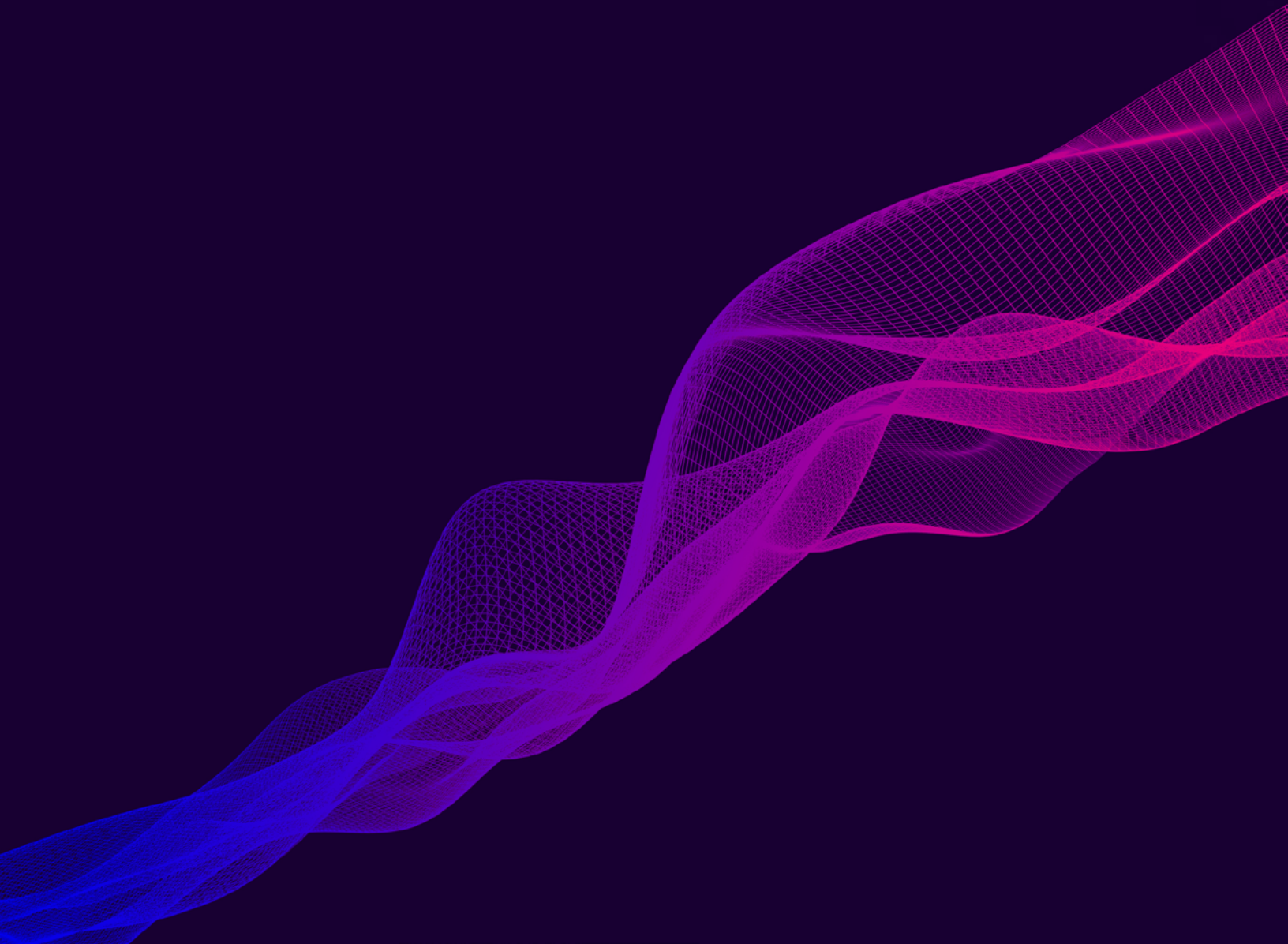


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In many ways, your business is a living, breathing entity. It is subject to massive amounts of change, often resulting from factors completely out of your control. Whether large or small, these changes can have a drastic effect on your business, either positive or negative, depending on how they are managed.

Improving communication and creating a more effective platform for content creation, for example, are both great ways to help streamline processes and improve productivity levels within your organization. One of the best ways to see positive change in this area is to focus on knowledge management and create an effective knowledge base for your company.

What is knowledge management?



The first step towards leveraging knowledge management is understanding what it is in the first place. Knowledge management as a concept has only been around for a couple of decades, but the basics of knowledge management are as old as business itself.

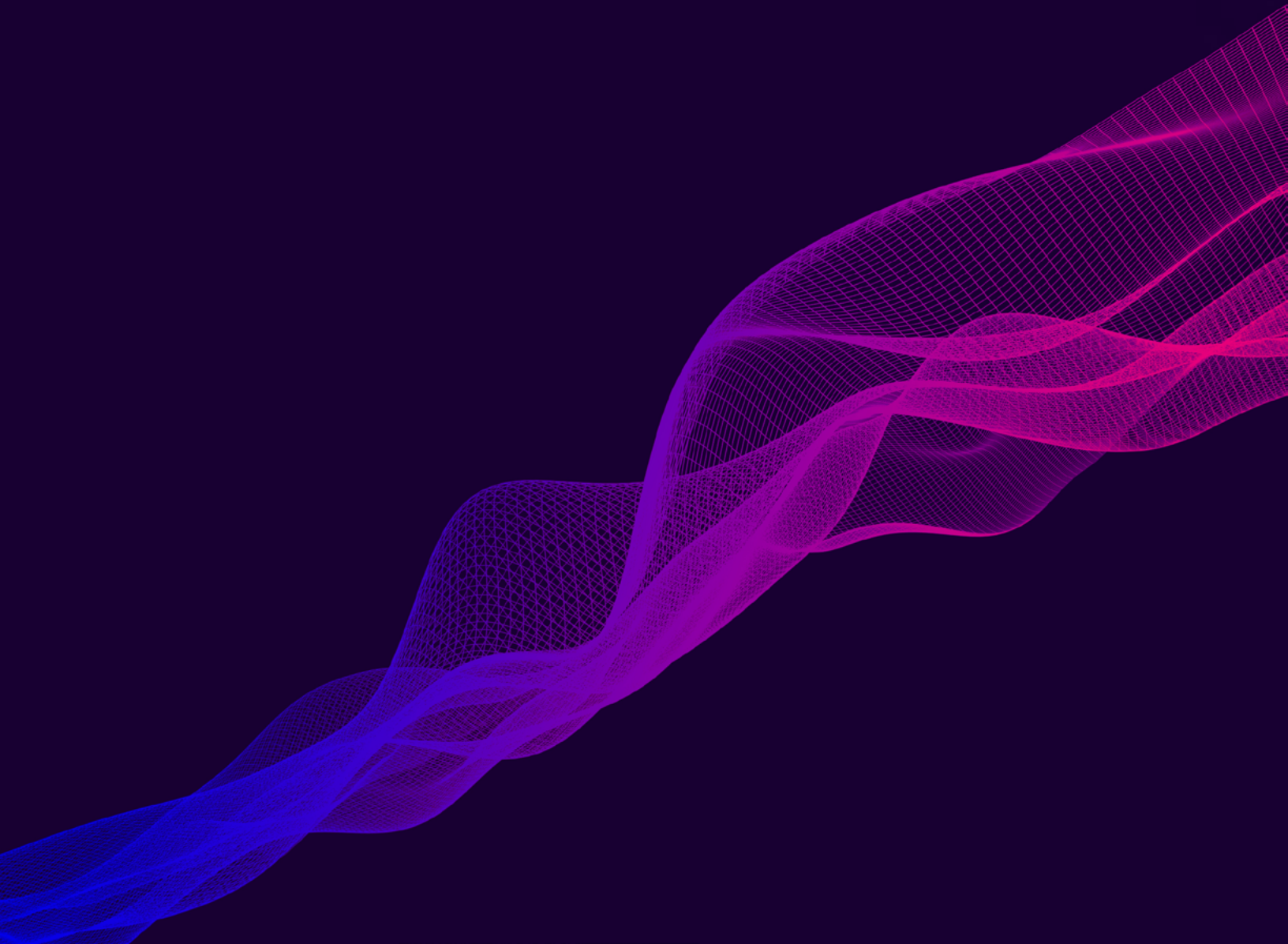
Knowledge management is essentially:

The process of managing the knowledge and information that is central to business operations, typically in a way that brings everything together in a holistic manner.

And that is just the beginning. Effective knowledge management requires knowledge and information to be cataloged and distributed in an effective manner. Making information available both internally to your employees and externally to customers and partners is essential for everyone to benefit.

There are many ways to improve knowledge management within your organization, and taking the time to focus on it can get you a great deal of mileage. Businesses all over the world are choosing to adopt modern technologies to help take knowledge management to the next level, by allowing them to build a virtual knowledge base.

**The benefits of building a
knowledge base.**



Not surprisingly, organizing knowledge and information in an accessible manner can have substantial benefits. If you're wondering whether or not building a knowledge base might be beneficial for *your* business, consider the following:

- Find, share, and reuse intellectual capital.
- Promote productivity, quality, and consistency.
- Leverage the knowledge and expertise of every employee.
- Build a repository of knowledge and utilize it to provide training and skill development among employees.
- Leverage existing document management, contact management, and financial management systems.
- Automate quality review using KeyCite.
- Develop a culture of sharing and collaboration.

Faster access to information.

If there's one thing that can increase productivity and satisfaction among employees, it's having fast access to the information they need. This is a huge problem with paper knowledge bases (think filing cabinets); finding the right information requires wading through hundreds of documents, and sometimes, the information can't be found at all. In contrast, a virtual knowledge base allows users to enter search terms to find essential information within seconds.

Easier employee onboarding.

Adequately onboarding new employees is an essential, yet difficult process. But when employees have instant access to internal documentation and training

materials, you can eliminate many of the difficulties associated with understanding company guidelines, procedures, and overall mission. When you outfit your knowledge base with the right materials, onboarding new employees becomes a streamlined process and gives every new employee their best opportunity to succeed.

Improved customer service and support.

While a knowledge base adds tremendous value to the internal operations of an organization, utilizing an external knowledge base can have a similarly positive effect to improve customer service. Modern customer service necessitates instant answers and solutions to customers' issues. By providing customers with a self-service knowledge base they can reference at any time, you reduce the number of queries directed toward employees. This empowers customers to gain immediate answers to their questions.

Less cause for confusion.

Any time a large amount of information needs to be processed all at once, the potential for confusion is extremely high. You can avoid confusion and eliminate problems by organizing all business-related information into a well-designed knowledge base. This helps ensure that confusion will no longer cause any future costly mistakes.

Higher levels of productivity.

It's no secret that increased employee productivity translates to higher profits. So naturally, whenever employees have to dig for information that should otherwise be easily accessible, productivity goes down and profits will likely follow. However, if you take the time to build a knowledge base and store information in an intuitive manner, productivity levels among your employees will soar.

Consistency of guidelines and processes.

One of the biggest challenges faced by today's businesses is remaining consistent with guidelines and processes. It can take a great deal of trial and error to identify best practices within an organization, but once found, business owners understand the value of remaining consistent with the successful processes identified.

Locking-down information in a knowledge base ensures that you don't ever have to worry about losing those important, and difficult to obtain processes.



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.

Why wait? Join us for a live demo today.

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**Axero is trusted by hundreds of companies
and millions of people.**

Discover why with a personalized demo.

**Tips for building an effective
knowledge base.**



Your knowledge base, like your organization, is unique. It requires careful consideration to develop a system that best fits your company. While there is no one-size-fits-all approach to implementing a knowledge base, there are plenty of things you can do to stay on track:

Start simple.

You may be tempted to create a knowledge base with a lot of categories, especially if you have a large backlog of content to deal with. However, you don't want to make things confusing. Starting simple with broad categorization is the best way to ensure that no one suffers from information overload. Remember, you can always take things to more complex levels later should you choose to.

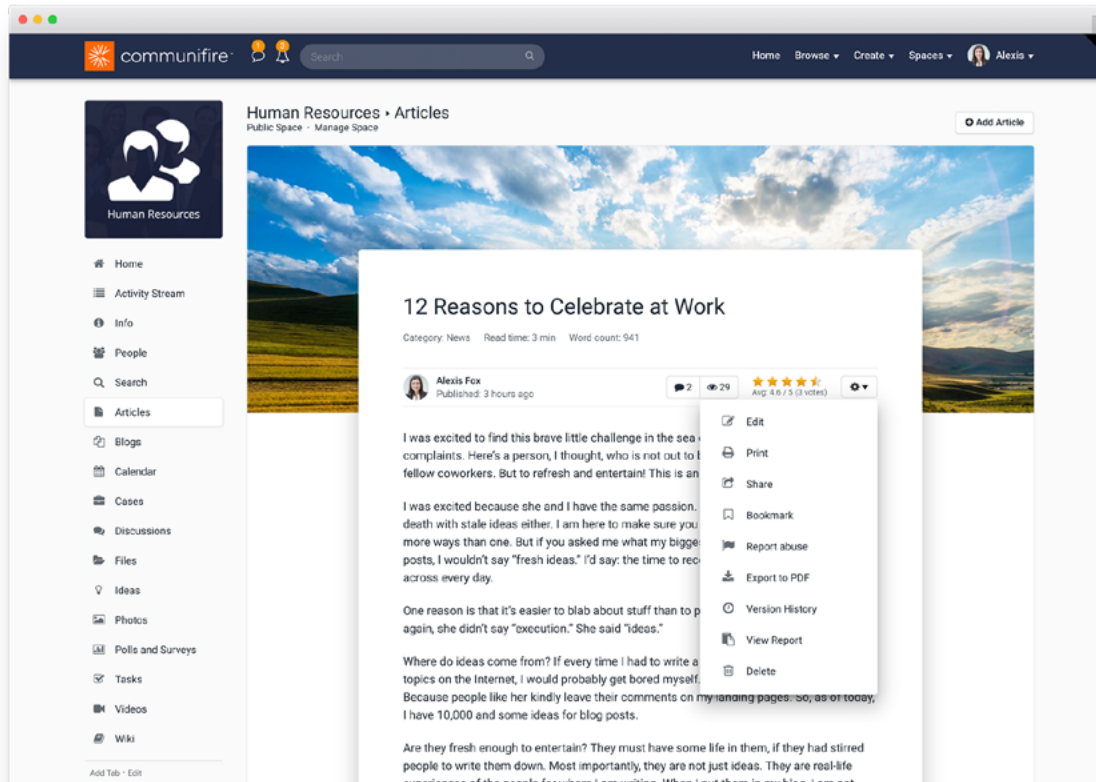
Develop a consistent writing style.

Whenever you have a large amount of information to catalog, it's essential to keep things consistent. This couldn't be more true when it comes to writing style. You will want to develop a consistent "voice" that can be seen (or heard) across your knowledge base. It can be difficult to maintain consistency, especially when you have several writers working on multiple articles at the same time. Developing writing guidelines will help your writers know what is expected in regards to style, content, and tone.

Catalog all of your discoveries.

As each workday passes, it's natural to stumble upon things that are worth noting. Perhaps you learn of a bug in a new product or service that needs to be fixed, or discover a better solution to a common problem. By making notes and cataloging your discoveries, you can keep your knowledge base up to date.

Don't neglect images.



When a business first creates a knowledge base, it's common to focus on the written word. Indeed, text holds a great deal of importance when developing articles, but don't overlook the effectiveness of images. Adding images to your knowledge base articles will keep attention spans high and draw people in. Taking a few moments to find the right image and add it to your article is time well spent.

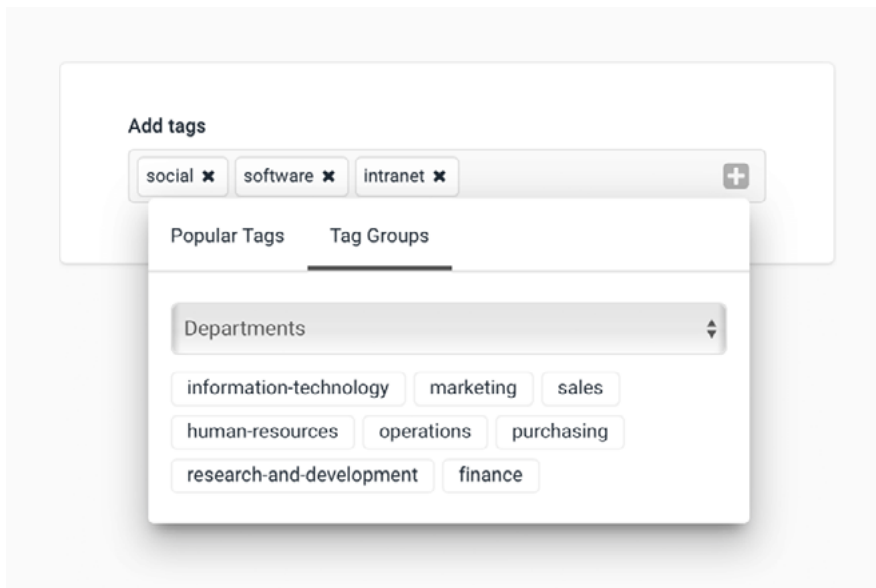
Identify knowledge base leaders.

As with any kind of team, someone must take a leadership role when developing a knowledge base. Even if everyone is on the same page, having a leader, or group of leaders, can ensure that information overlap and other problems don't occur. This could be someone in a managerial role, or simply a team member who has a strong interest in managing a knowledge base.

Embrace lists.

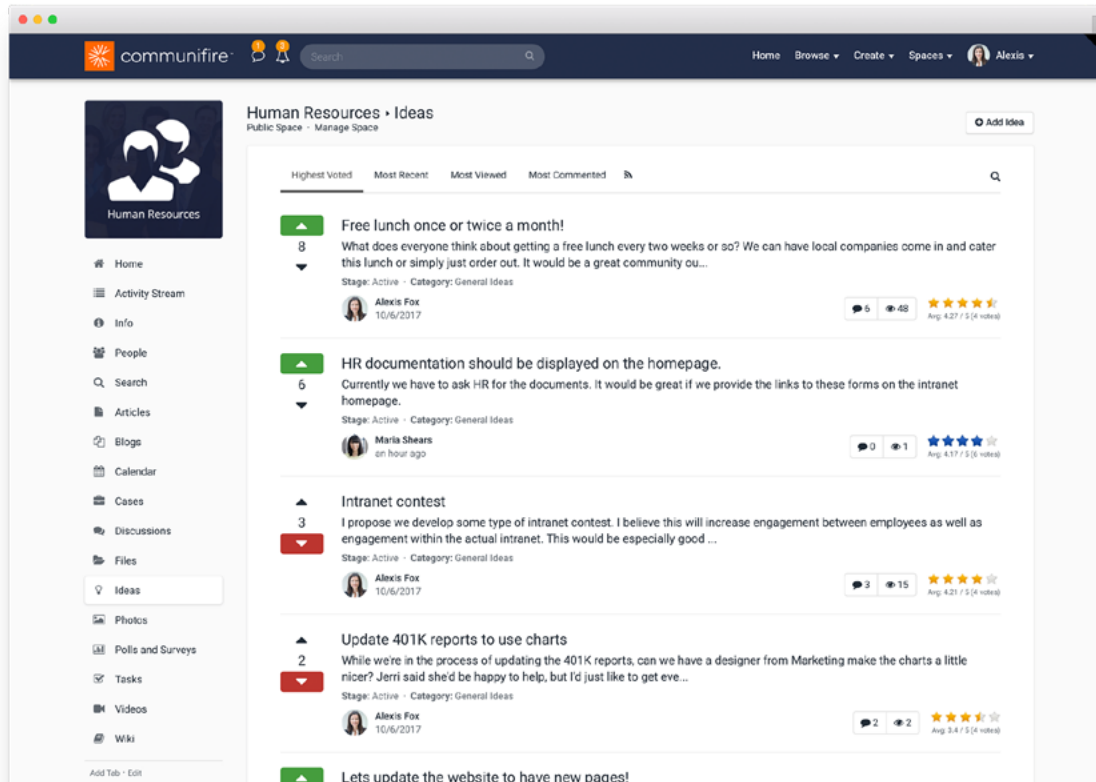
It's important to understand how people consume information today. Articles which perform best are written in "list" form. Readers find it easier to digest information formatted this way. Consider a list-centric approach when publishing content to your knowledge base ... you'll likely notice readership to be much higher than if you wrote long paragraph after long paragraph.

Tag every article carefully.



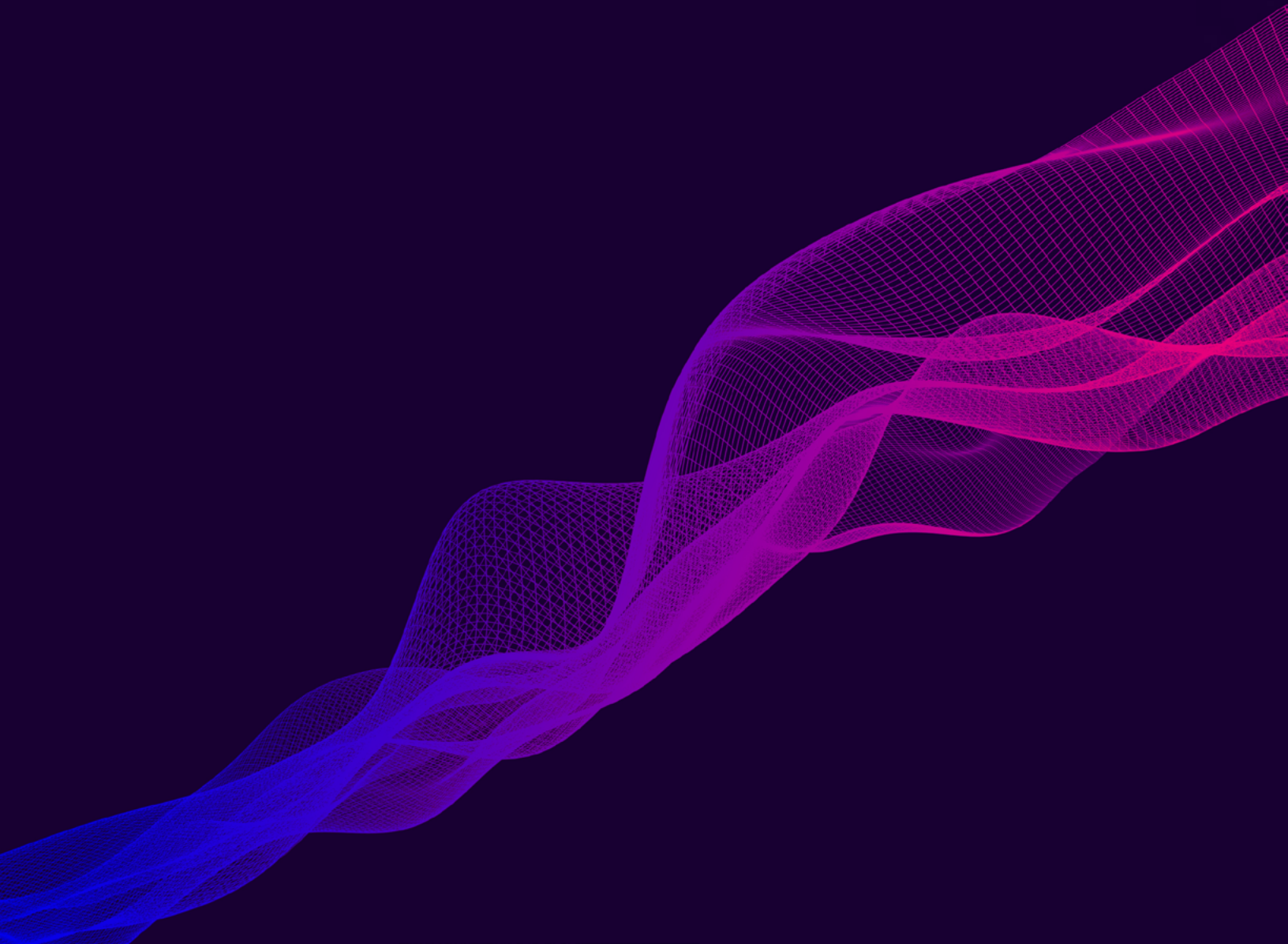
To get the most out of a knowledge base, it must be easy to search. Digging through a host of articles to find what you're looking for can be quite tricky, especially when you seek a very specific piece. When you tag every article as carefully as possible, searching for content becomes extremely easy.

Crowdsource information.



Sometimes, the best way to learn about a company's products and services is to look at what the customers are saying. When you give your audience a platform to share insights, questions, and concerns related to your products, you can learn a lot of valuable information. This can be utilized to resolve potential issues and help push your business forward.

How to write a knowledge base article.



The key to any decent knowledge base is having an arsenal of well-written, informative articles. Fortunately, writing an excellent knowledge base article doesn't have to be difficult or complicated.

Here are a few tips to set you in the right direction.

Know your customers.

Understand who your customers are and how they think. Demographics, user habits, interests, etc. can all play into this ... so keep the article relative to your customers' needs.

The good thing here is that most business owners already have a good handle on who their audience is, especially if they've been in operation for years. Still, taking the time to re-evaluate your audience and map out a few core ideas will only make your knowledge base articles that much better.

Take a generalized approach.

There's nothing worse on a customer or client's end than having to decipher a highly technical document. Unless you're trying to appeal to a crowd that eats schematics for breakfast, you'll generally do best by keeping things as general as possible ... while still relaying the necessary information, of course.

This doesn't mean you have to dumb things down – think more along the lines of omitting things that might be considered superfluous by the reader. If it's not absolutely necessary, leave it out.

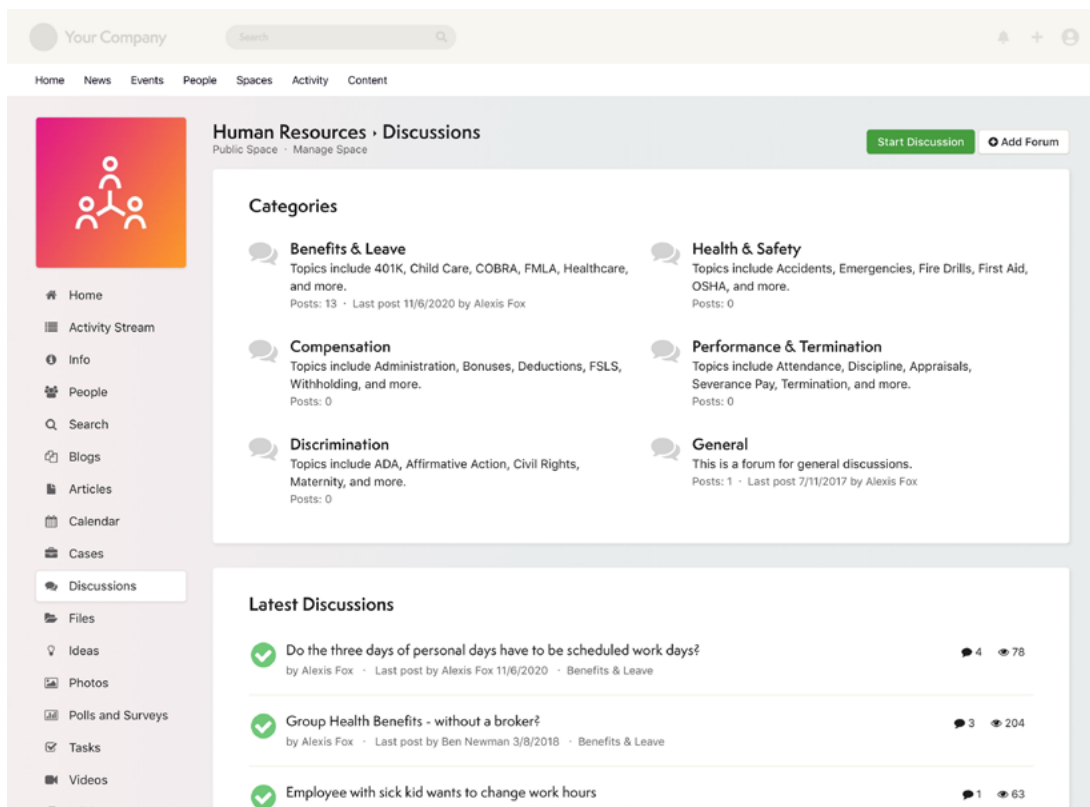
Keep it concise.

If a client or customer is looking to gain some information to get themselves out of a jam, they likely don't have the time to sift through mountains of information. Think

of it this way – If an article is too long for you to read in one sitting without getting a headache or getting lost, you can bet your customers will have the same problem. Keep things short and to the point.

Pay attention to common questions.

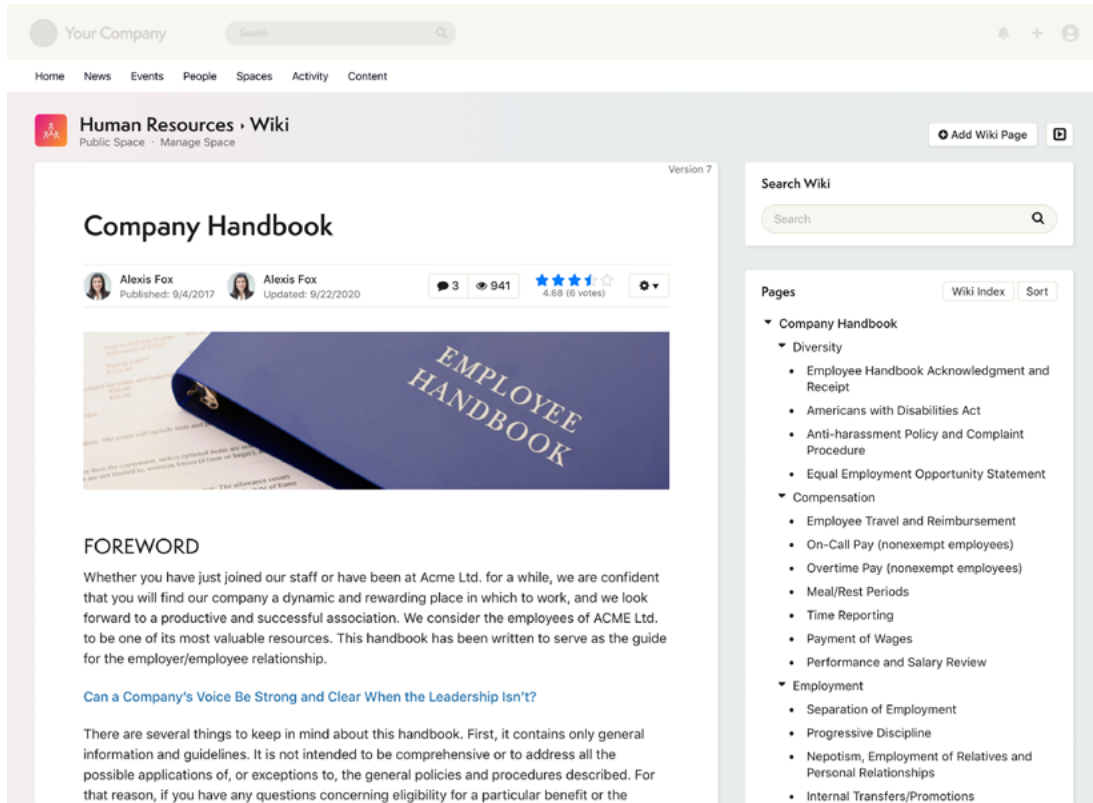
It's common to run into repeat questions and issues from your customers and clients, especially if you're releasing a new product or service. Instead of handling these on a case by case basis, use them to help flesh out your knowledge base.



Devoting an entire article to each reoccurring issue may seem labor intensive, but it will save your customers from running into the same problem over and over again. It will also save you quite a bit of time in the long run.

Focus on organizing content properly.

Sometimes, knowledge base articles can be relatively information-heavy, which isn't necessarily a bad thing. But if you don't take care in how you structure them, they could end up being very confusing to the reader.

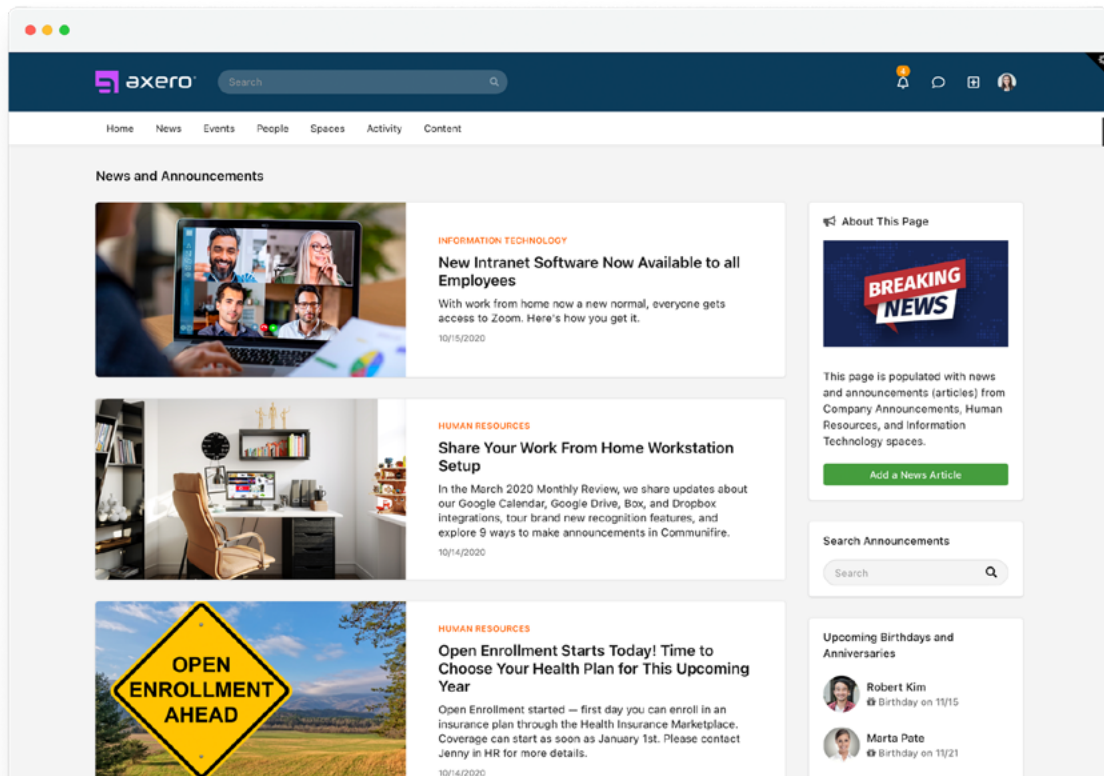


The screenshot shows a company wiki page for 'Your Company' under the 'Human Resources · Wiki' space. The main article is titled 'Company Handbook' and is authored by Alexis Fox, published on 9/4/2017 and updated on 9/22/2020. It has 3 comments, 941 views, and a 4.68 rating from 8 votes. The article features an image of a blue 'EMPLOYEE HANDBOOK' and a 'FOREWORD' section. The foreword states: 'Whether you have just joined our staff or have been at Acme Ltd. for a while, we are confident that you will find our company a dynamic and rewarding place in which to work, and we look forward to a productive and successful association. We consider the employees of ACME Ltd. to be one of its most valuable resources. This handbook has been written to serve as the guide for the employer/employee relationship.' Below the foreword is a link: 'Can a Company's Voice Be Strong and Clear When the Leadership Isn't?'. The right sidebar contains a 'Search Wiki' box and a 'Pages' list with categories like Diversity, Compensation, and Employment, each with sub-items.

Proper organization is just as important as the content itself. Try to structure things in a rational, linear manner whenever possible. The idea should be for the reader to learn everything necessary to solve an issue from point A to point B.

Consider using graphics and images.

For many people, visual learning is most effective. If your knowledge base articles are text-heavy, you may end up losing the attention of your clients and customers.



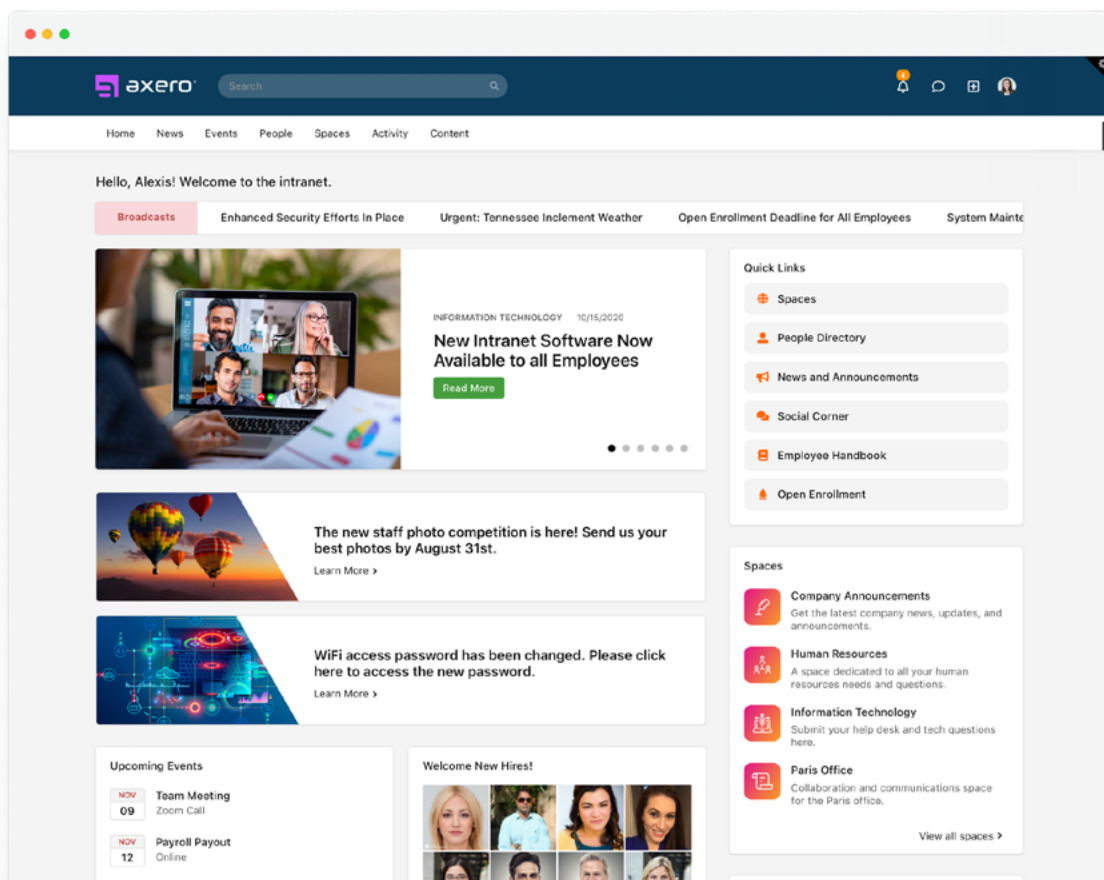
Creating infographics, screenshots, charts, graphs, tables, and using images is a great way to get the best of both worlds, as you can combine them with text to make for a cohesive learning experience.

Introducing Axero.



Not all knowledge management software is created equal, some options simply don't compare to the more effective solutions that are available. When you set out to make a choice, you should take your time to ensure you're happy with it.

Knowledge management is becoming more important in the world of business as time goes on. With so many different platforms to choose from, finding the right fit can easily become a challenge. If you feel as if your business is lacking in knowledge management, collaboration, and communication ... and you feel like it needs a boost, let Axero guide you in the right direction.



Developing a knowledge base with Axero can be exceptionally beneficial for businesses across all industries.

Take Axero for a test run, and learn what it can do for your organization.



The ultimate digital workspace.

Hundreds of companies and millions of people use Axero's award-winning platform to communicate, collaborate, distribute knowledge and information, develop their company culture, and much more.

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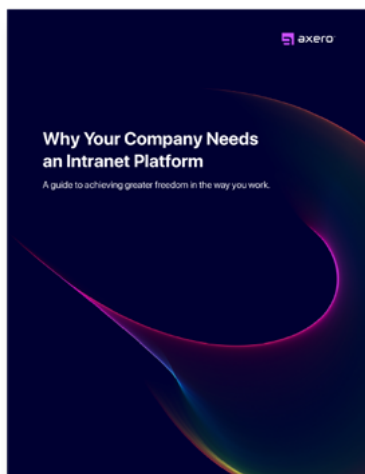
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