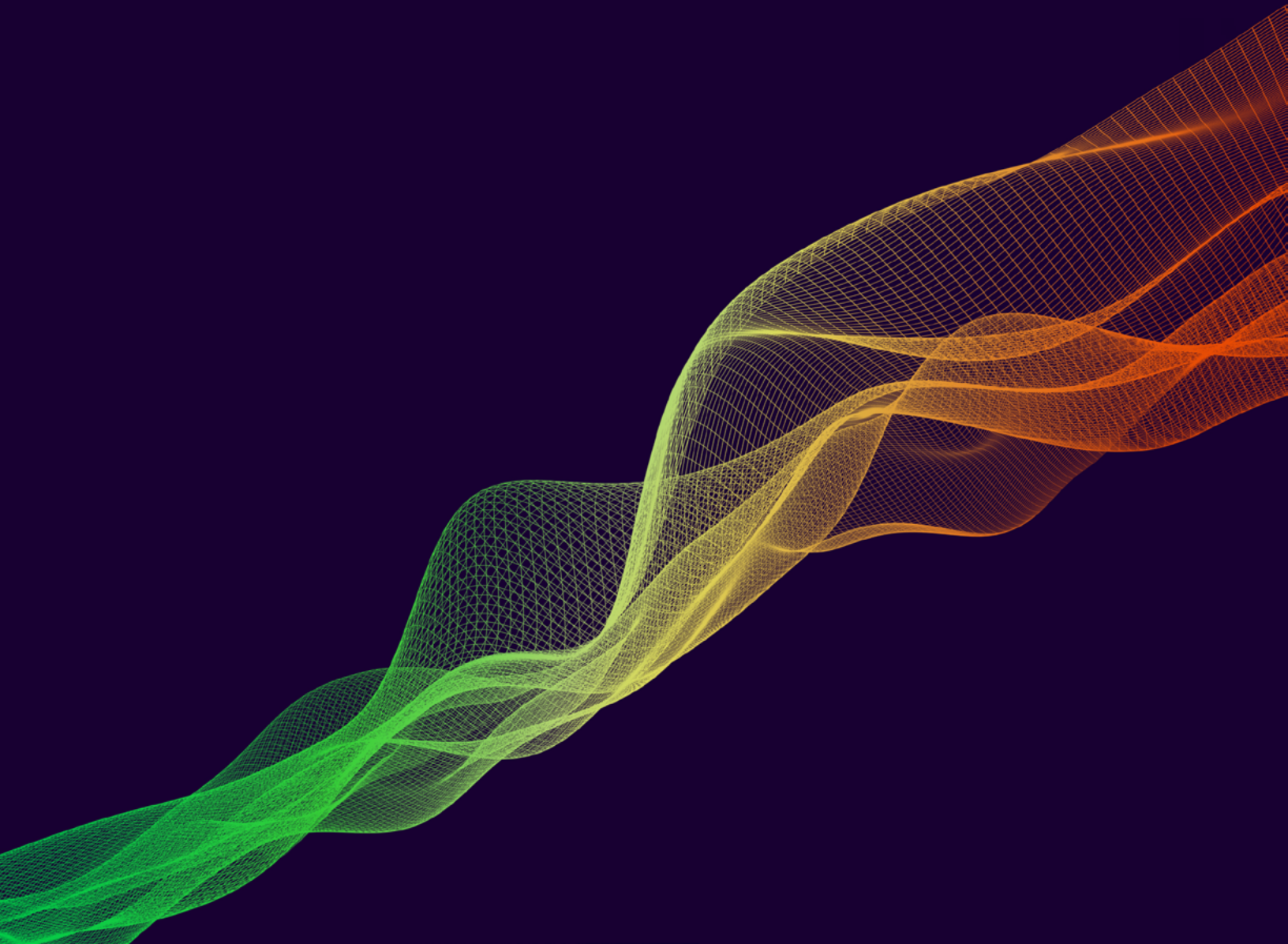


Knowledge Sharing: A Comprehensive Guide

Empower effective knowledge sharing with the *'one-to-many'* distribution model and the best knowledge management tools.



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What's one thing all organizations have in common?

We all need to distribute information. And most of the time, we need to distribute different kinds of information to different groups of people. This covers internal departments, office locations, and remote employees. But it also covers everyone else – your customers, prospects, members, committees, contractors... the list goes on. When the right people can access, receive, and engage with valuable information, teams are more productive and aligned, and your customers have quicker and more positive experiences with your brand.

This is why, regardless of what your internal goals are and how your company is structured, one commonality remains: to centralize information and share knowledge with the right people.

Unfortunately, many organizations struggle to efficiently provide their teams with the information they need. According to CSO Insights, the research division of Miller Heiman Group, 83% of respondents say they have problems accessing the data they need to do their jobs ^[1]. This signifies a couple issues:

1. Employees are less productive or they are not working as efficiently as they can because they're spending valuable time searching for internal information.
2. Decision makers do not understand how teams use information to accomplish their goals, which may vary depending on the department.
3. And because of this lack of understanding, organizations are wasting resources by not investing in the best knowledge sharing tools that deliver optimal value.

Workplaces put a lot of focus on *centralizing*, *storing* and *organizing* information. But this doesn't mean that employees can access the information or that they're even seeing it. That's why workplaces also need the ability to distribute targeted communications to specific departments, project groups, and administrators, so that knowledge is not just organized, but also front and center for the right people.

At Axero, we call this knowledge sharing demand the **one-to-many concept**.

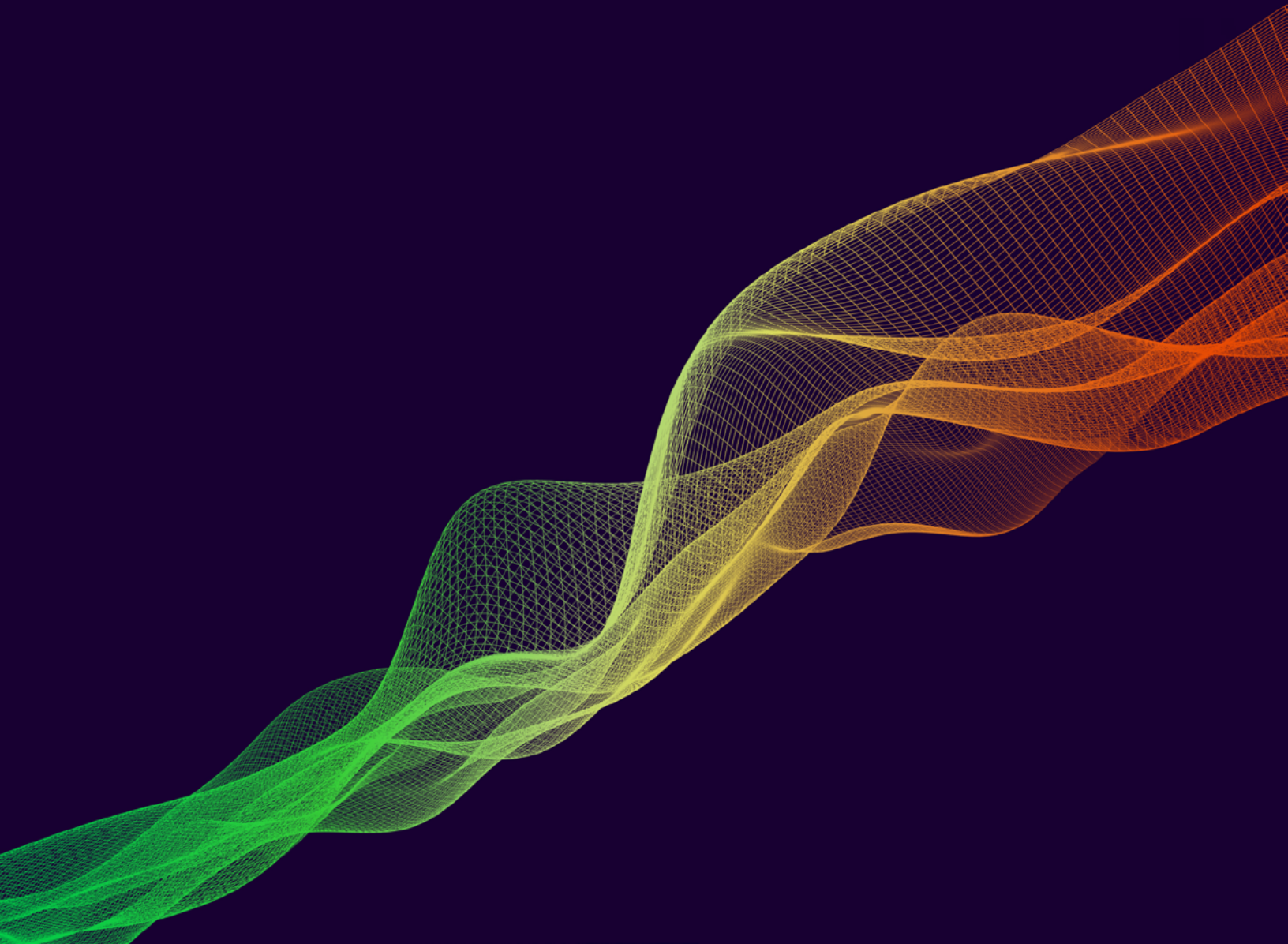
One-to-many refers to the distribution of vital information from one source (you or your organization) to many different groups of people (your audience).

We've found from our customers that this can mean many things depending on how your organization functions. You may have a traditional structure and need an easy way to share knowledge with internal departments or distant office locations. Or, you might work with dozens of businesses who are not direct staff, but entities you need to engage with for a common purpose (much like our customer, [AiArthritis!](#)) Or, you have customers, students, or volunteers and need to connect them to relevant information.

In truth, the best solution is utilizing a [knowledge management software](#) that works with your business. The right solution will give you returning value on your investment because it will meet changing needs and grow with you as your company evolves. It will also be a time-saver by automatically distributing targeted information, so you always know the right knowledge is landing in the right hands.

All of these factors contribute to an overarching goal: to have the strongest, most productive workplace that retains employees, builds lasting relationships with customers and partners, and connects your ideal target audience with relevant information.

The benefits of knowledge sharing.



You already know this—overseeing an organization has many moving parts that need to work together. When you unite strong communication, a clear business strategy, and effective technology with people who align with the values you set forth, you put your company in the best position to have a healthy and successful workforce.

Knowledge sharing, particularly targeted knowledge sharing, is the glue that holds it all together. But many workplaces have difficulties doing this effectively. **Fortune 500 companies lose at least \$31.5 billion a year by failing to share knowledge**, according to International Data Corp ^[2].

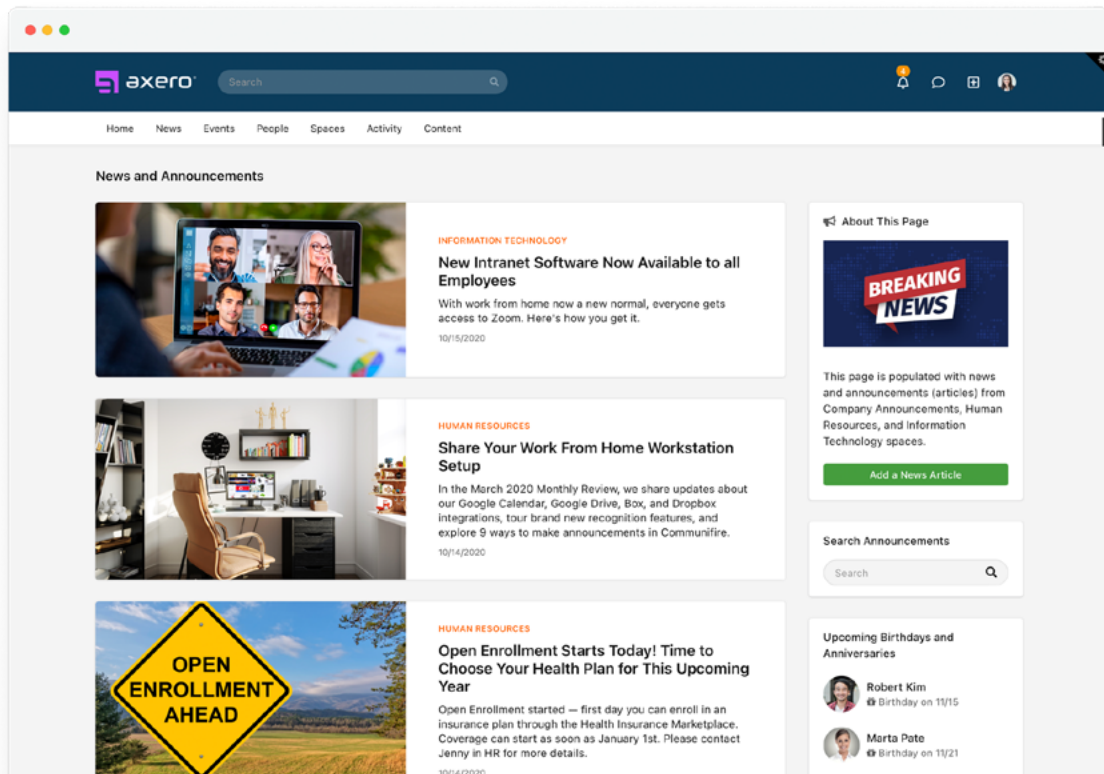
By positioning the one-to-many model in your [knowledge management strategy](#), you save resources by making your organization more efficient. From your internal communications, to project management, people management, heck... even workplace culture... targeted knowledge sharing transforms all aspects of your organization by expediting the time it takes to find information while unifying people and knowledge.

Let's take a deeper look at some of these top knowledge sharing benefits:

1. Strengthened communications.

Knowledge is power and your people are your greatest asset. But if they're missing key information or aren't looped in to relevant updates, how can they deliver strong results? That's why you need your people to receive content that actually matters to them.

With one-to-many, flexible knowledge sharing empowers more productive teams by distributing content that's specific and relevant to their roles—and [improving communication](#) along the way. On a larger scale, you can keep your workforce aligned with company-wide news, like events, press releases, crisis management, in a place where they will see it.



2. Elevated collaboration and innovation.

It's not just about the deliverability of your information but also the engagement that you can tap into. When knowledge sharing is a core component in your organizational operations, you empower a collaborative environment where employees are not outcasted by department silos.

Knowledge is attainable, everyone is included and informed, and can interact with projects, share ideas, and bring others into the conversation.

3. Increased efficiency and problem resolution.

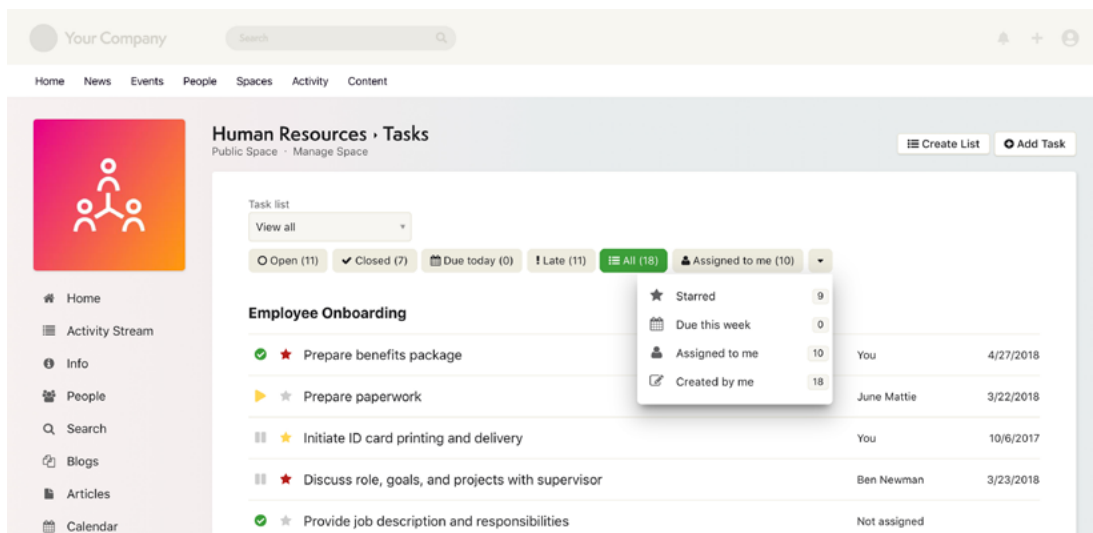
When employees have access to up-to-date information, they can work more efficiently to complete tasks or assist customers. On the flip side, when employees

have to jump through hoops to track down the right person or locate a specific report, they waste precious time.

According to Mckinsey & Company, this can be a lot of wasted time. About 28% of an employee's workweek is spent managing emails and 20% is spent looking for internal information [3]. This is a little more than 1/4th of the workweek! The beauty of knowledge sharing is that people, knowledge, and resources are readily available and accessible. This drives quicker problem solving and project completions because employees already have the knowledge they need at their fingertips, or can easily find it to make smarter decisions on the spot. As an added bonus, the quicker employees support customers and provide a positive experience, the happier your clients are, which increases loyalty and retention.

4. Stronger project management and workflows.

We've mentioned that efficiency is a huge advantage when knowledge sharing is at the forefront. This is particularly true when it comes to [project management](#). Teams reduce the risk of duplicated efforts on the same task, because one-to-many solutions are built to share and track information about projects already underway.



The screenshot displays a project management dashboard for 'Your Company'. The main section is titled 'Human Resources · Tasks' and shows a task list for 'Employee Onboarding'. The task list includes:

- Prepare benefits package (Assigned to me, 4/27/2018)
- Prepare paperwork (Created by me, 3/22/2018)
- Initiate ID card printing and delivery (Assigned to me, 10/6/2017)
- Discuss role, goals, and projects with supervisor (Assigned to Ben Newman, 3/23/2018)
- Provide job description and responsibilities (Not assigned)

A filter menu is open, showing options for 'Starred' (9), 'Due this week' (0), 'Assigned to me' (10), and 'Created by me' (18).

Information from current projects and past ones are stored so you have a growing knowledge base that serves as a resource for future reference.

5. Better relationships between management and teams.

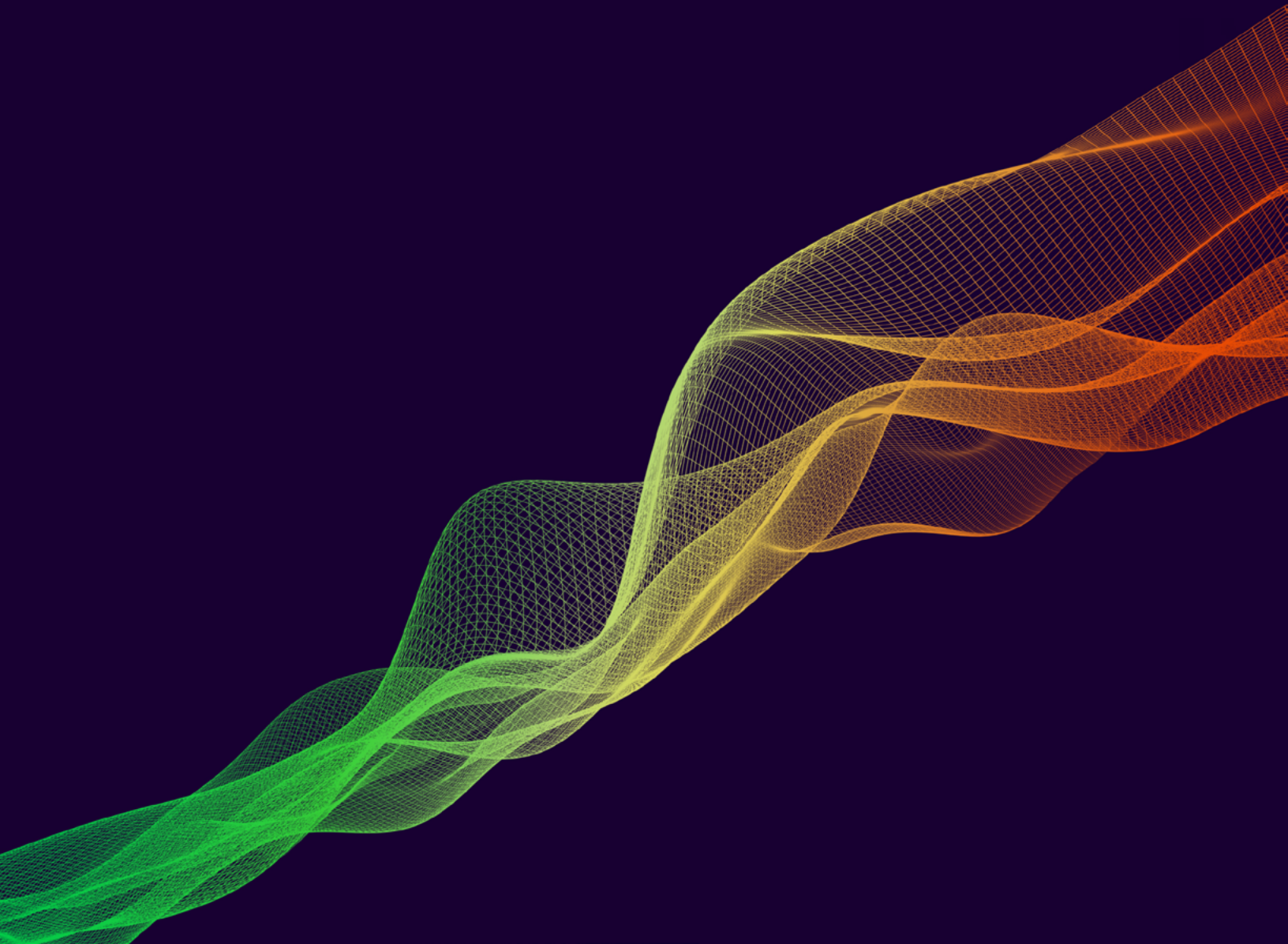
The working relationships between management and teams are crucial. According to studies, 57% of employees feel that they are not given clear directions. Even more startling, 69% of managers report generally not feeling comfortable communicating with their employees ^[4]. If employees are unclear and managers are having communication issues, how can you successfully move forward as an organization?

By streamlining knowledge sharing to your leaders and directors, departments, and partners, you align, connect, and engage your audience with information that they need. You essentially arm your people with knowledge to confidently and efficiently complete their end goal. Communication is clear for all parties and expectations are documented so that directors have clear communication channels with their team members, which puts everyone on the same page.

6. Improved culture, morale and employee experience.

The last thing you want are confused and frustrated employees. When employees feel this way, it usually stems from feeling undervalued or unsupported. As a result, individual and team performance hinders, employees are less likely to promote your brand or talk positively about your organization, and in worst case scenarios, [employee disengagement](#) spreads to other teams. Effective knowledge sharing, keyword *effective*, bridges the gap. You combat confusion by providing and sharing information your employees need. Everyone is supported with tools that make their lives easier and deliver engaging information that connects them to their teams and your organization at large.

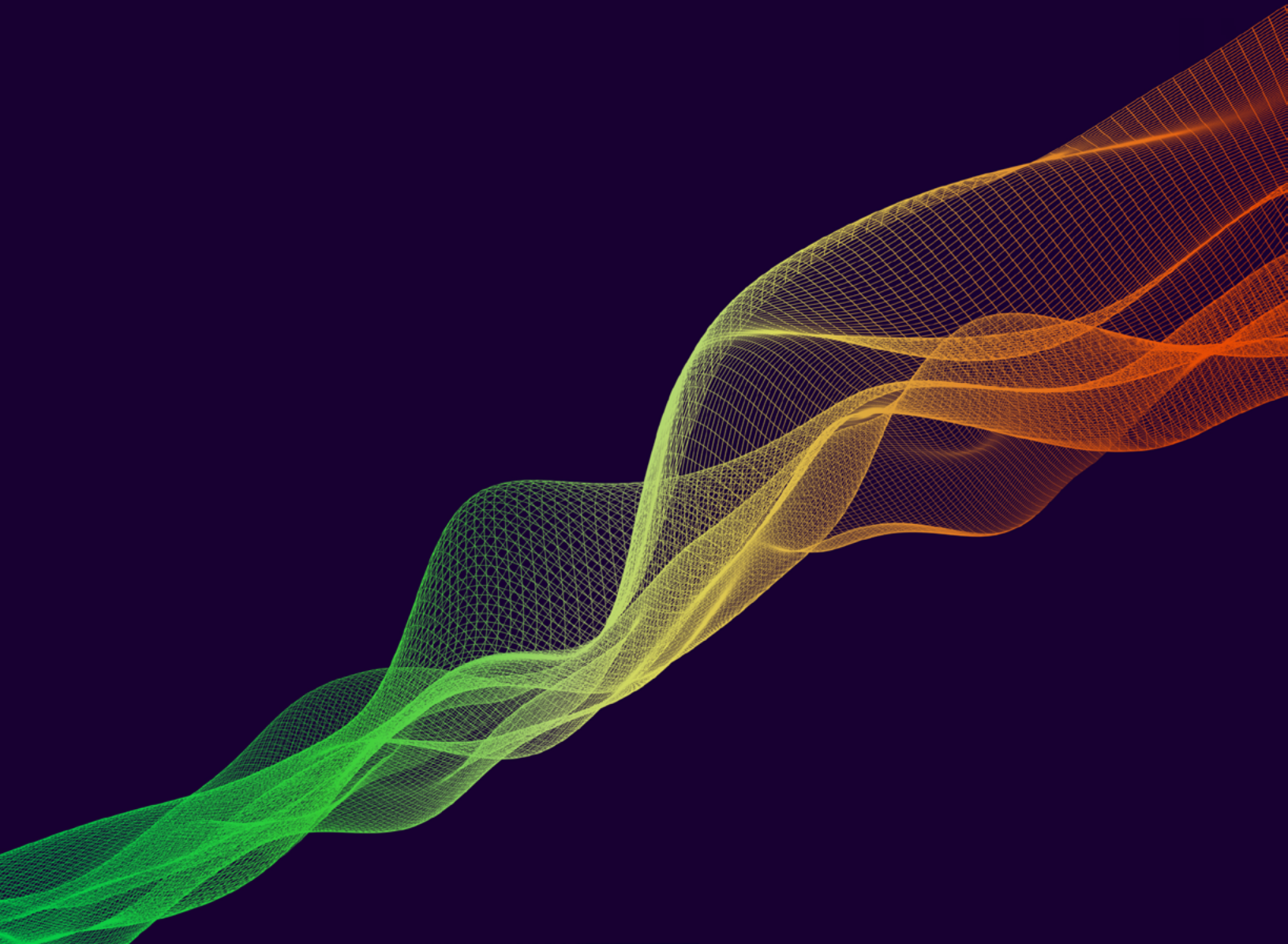
**Technology and knowledge
sharing.**



Today's business landscape is incredibly competitive. To stay on top, organizations need to consistently release new products, offer superior services, and continue to innovate. Your [internal communication strategy](#) and performance are heightened when you have remote teams, numerous offices, or you're trying to engage with a large audience, because you have one more barrier to work through: distance. That's why technology, particularly having the best knowledge sharing tools, is imperative. It will facilitate your goals, automate information distribution, and connect your organization and target audiences, near and far.

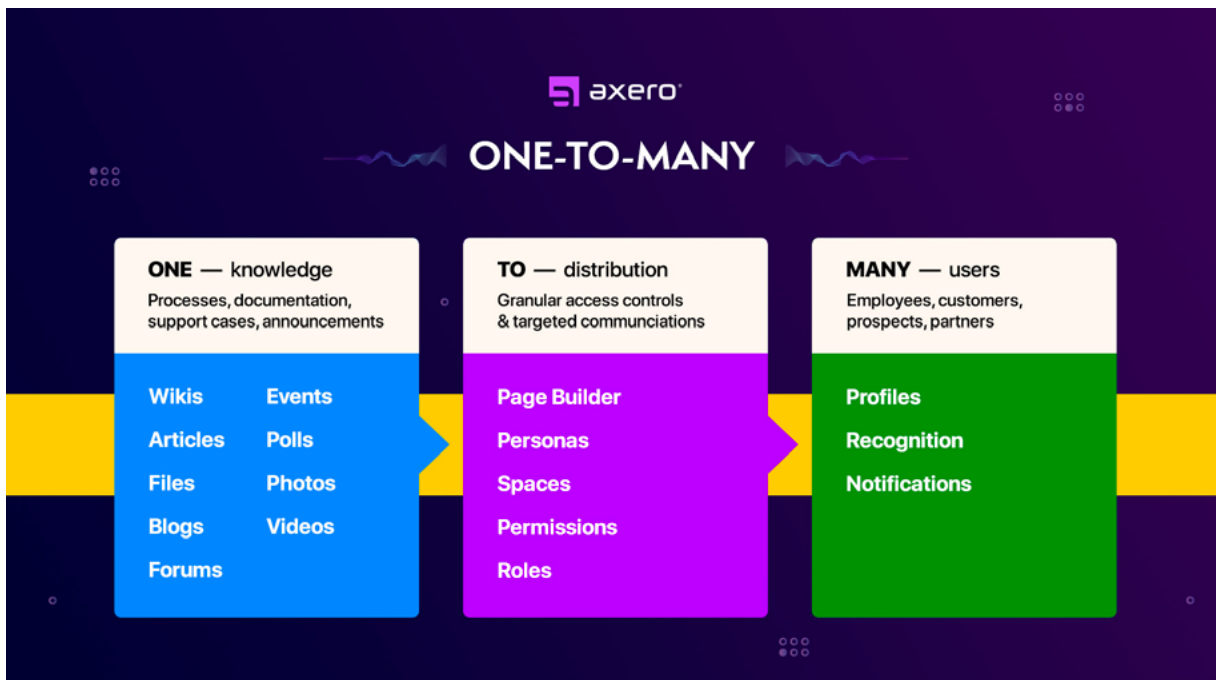
Depending on what you're looking for, flexible platforms will also allow you to create, share, and tap into different kinds of knowledge—corporate announcements, ideation forums, people directories, targeted communications, videos, wikis, spreadsheets, just to name a few. Knowledge takes on many forms and you want to collect and store as much of it as you can. To get a real [return on your investment](#), the tool you use must reach your audiences in a way that will engage them.

Knowledge sharing in Axero.



Axero is designed with flexibility and one-to-many functionality in its foundation. Our customers range from universities, healthcare institutions, credit unions, to nonprofits, retailers, restaurant franchises, and so many others. All from the same platform, we're able to support vast industries because users have access to rich features that drive knowledge sharing and can be tailored to fit specific use cases.

Curious how it works? We could talk all day about how Axero supports knowledge sharing through numerous tools and numerous ways to use those tools, but here's an overview of how you can distribute information in Axero!



Let's start with **the "one"**—this is the actual knowledge that you want to create, house, and distribute to an audience. The features under this category vary depending on the kind of knowledge you're sharing. That's because every team and audience is different and an array of [knowledge management tools](#) gives you options to choose the best methods that will effectively engage your specific users.

[Wikis](#), for instance, are perfect for lengthy pieces of content that's digestible for readers, and collaborative for multiple project members to continually update and work on together.

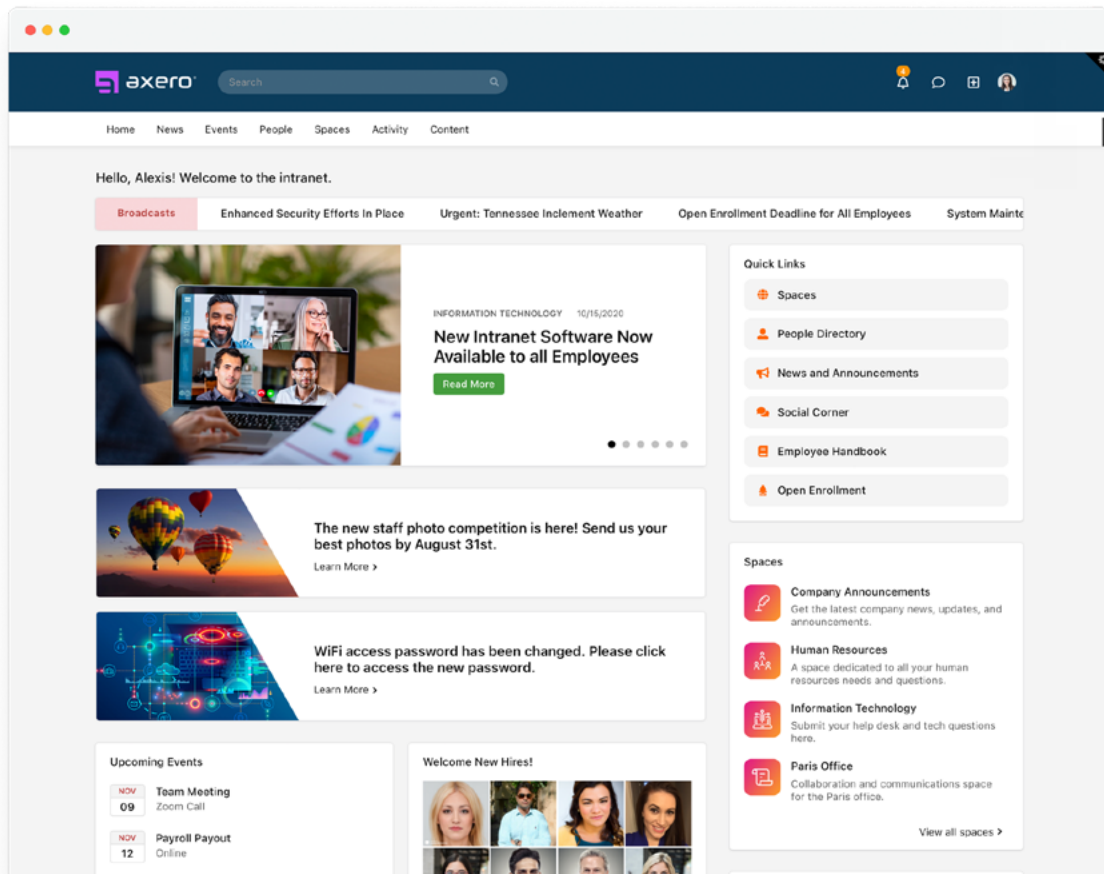
The screenshot shows a web interface for a company wiki. At the top, there's a navigation bar with 'Your Company' and a search bar. Below that, a secondary navigation bar lists 'Home', 'News', 'Events', 'People', 'Spaces', 'Activity', and 'Content'. The main content area is titled 'Human Resources · Wiki' and 'Public Space · Manage Space'. The central article is 'Company Handbook', published by Alexis Fox on 9/4/2017 and updated on 9/22/2020. It has 3 comments, 941 views, and a 4.68 rating from 6 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 article concludes with a confidentiality notice: 'This handbook and the information in it should be treated as confidential. No portion of this handbook should be disclosed to others, except Acme Ltd. employees and others affiliated with Acme Ltd. whose knowledge of the information is required in the normal course of'. On the right side, there is a 'Search Wiki' box and a 'Pages' sidebar with a tree view of the handbook's contents, including sections like Diversity, Compensation, Employment, and Workplace Safety.

Forums are excellent for support channels, where customers can find answers to their own questions, share ideas with other customers, and become active members in your community.

The "to". Who and where is this information going out to? These knowledge sharing tools give you freedom to reach exactly who you want and, depending on the feature, tailor how this information is displayed.

[Personas](#), for instance, let you create highly customized lists of people to send targeted communications to. Let's say you're having an in-person seminar with all

IT, development, and marketing directors. With Personas, you can easily automate a list of every person who falls under this category, create a private [Space](#) (think of this as a digital hub) for all attendees, and from there, centralize calendars, schedules, announcements, and files.



Members can receive notifications about seminar updates in their portal, email inbox, and even in their browsers.

The “many”. To share knowledge, people need to be aware of it. The “many” is *how* you reach specific audiences or the masses. Notifications instantly alert users about updates and in Axero, you have numerous types—Slack messages, mobile push notifications, and automated emails, to name a few. Let’s say you’re focused on connecting employees with each other’s expertise. Profiles are the connecting force.

Your Company Search

Home News Events People Spaces Activity Content

Alexis Fox
CEO - Human Resources

Profile

- Activity Stream
- Relationships
- Recognition
- Spaces
- Content
 - Articles
 - Blogs
 - Cases
 - Discussions
 - Events
 - Files
 - Ideas
 - Photos
 - Videos
 - Wiki

Work and Contact Information

| | | | |
|------------|-------------------------------------|-------------|--|
| Company | Axero Solutions | Email | noreply@axerosolutions.com |
| Department | Human Resources | Phone | 444-333-5555 |
| Location | San Diego, California United States | Fax number | 444-333-5441 |
| Occupation | CEO | Hire date | 12/16/2014 |
| Expertise | Communications, Leadership | Web address | https://axerosolutions.com |

Share my profile: true

About

I'm excited to be able to help people achieve their potential in life, both at work and outside of the office.

Gender: Female
Date of birth: 4/24

Community info

Member since: 7/3/2017

Roles: Member, Moderator, SiteAdministrator

Rank: Guru

Total points: 16994

In Your Own Words

Interests
Human Resources, helping people, business, employee engagement, intranet software.

Favorite music
Air, Led Zeppelin, Miles Davis, The Doors, Nine Inch Nails, techno.

Favorite TV shows
Dexter, Breaking Bad, X-Files, The Office.

Favorite books
Creativity Inc., The Men Who Stare at Goats, How to Fail at Almost Everything and Still Win Big, Never Split the Difference, Who the Hell Wants to Work for You?

Favorite cuisines
Japanese, Chinese, Thai, Hamburgers, French Fries, Ice Cream, Lollipops, Hershey bars, Cheese.

Customize the information displayed so members get actual value and can quickly find the person they're looking for. Profiles are also always up to date because they sync with your directory—one less thing to worry about!



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.

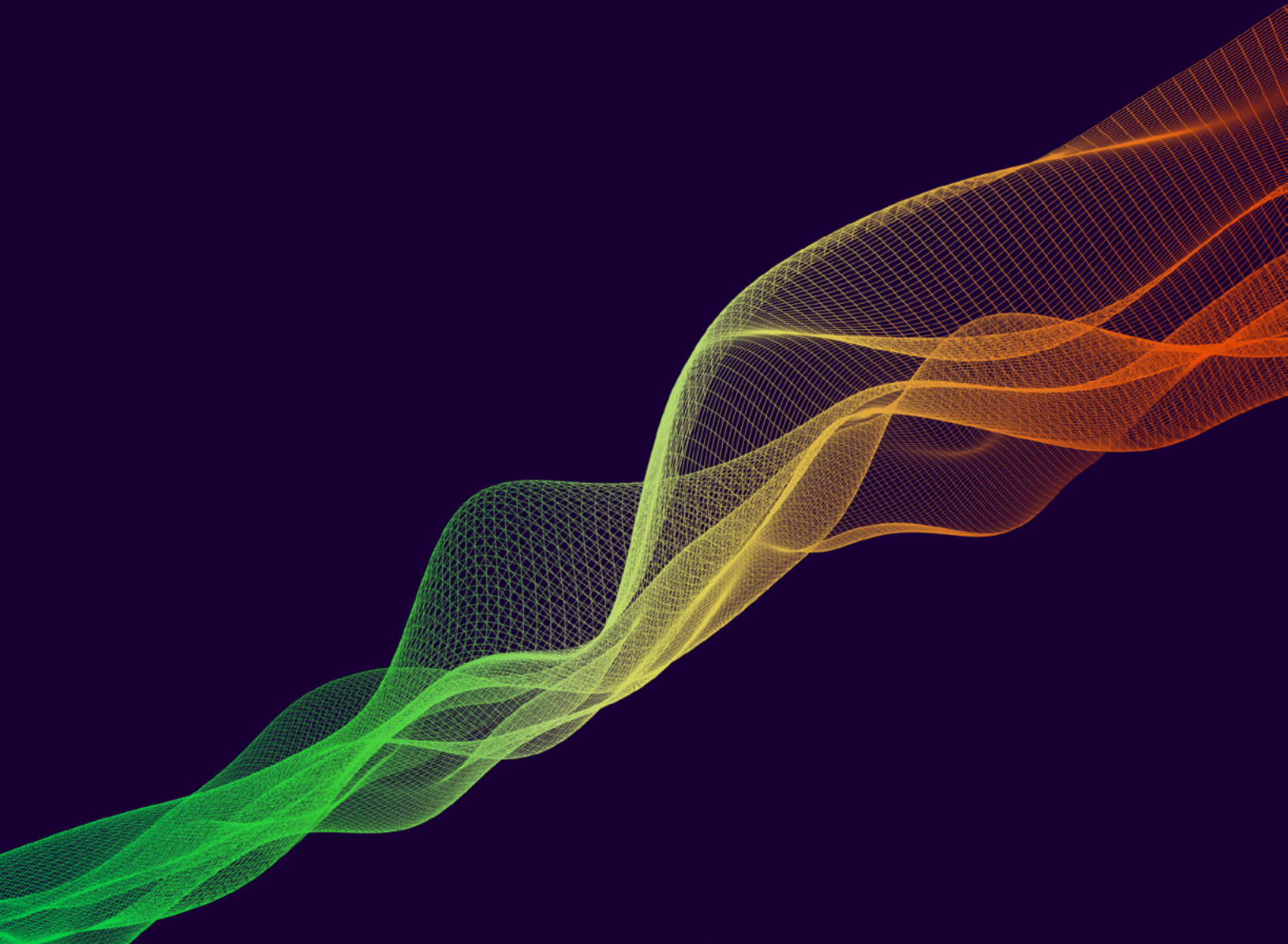
Why wait? Join us for a live demo today.

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

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

Discover why with a personalized demo.

**Knowledge management
tools—why you need them.**



There are a lot of **knowledge management tools** out there, and it can be tough to decide which one is right for your organization.

But picking the right suite of tools is vital. Regardless of your industry—whether it's retail, education, healthcare, finance, or tech—every organization needs to distribute knowledge and information to different groups of people. Whether it's sharing product information to your sales team, alerting students about an enrollment deadline, or connecting dispersed franchises to corporate goals, knowledge management tools are the most efficient way to make sure everyone is aligned, while building stronger relationships with your employees and customers.

Notice that we mentioned a scenario with students? That's because today's best knowledge management tools are not just exclusive to internal staff. With the right knowledge management software, you can also reach customers, patients, students, board members, and partners, with a dedicated portal packed with information that matters to them. All in the same platform you use to connect with employees.

Using one platform to communicate, engage, and share information with customers and employees has always been important, but perhaps now more than ever, it's imperative. In today's business landscape, more and more employees [work remotely](#) or in hybrid environments. Organizations are faced with a unique challenge to manage and distribute knowledge, while maintaining a sense of community amongst scattered teams. Studies show that **highly aligned companies grow revenue 58% faster and are 72% more profitable** than their unaligned competitors ^[5].

Knowledge management tools can be an invaluable asset because they keep employees connected with up-to-date company information. Staff receives knowledge specific to their roles in a place where they will see it. Managers can also keep track of projects and ensure that everyone is on the same page. As a result, **employees are more productive, which directly impacts the support they give customers** and the contributions they make to your organization.

What are knowledge management tools?

Knowledge management tools are software programs that help organizations store, distribute, and analyze knowledge. With the right solution, you are able to reach specific groups of people, including an entire company, leadership teams, departments, customers, and external audiences, with information relevant to their needs.

Common features of knowledge management tools include document repositories, file sync and sharing, search and discovery, and social networking. But the list doesn't end there. Different knowledge management tools focus on different areas in a business. For instance, some tools facilitate collaboration, others track customer queries, and others support content creation. Although these features support different actions and user experiences, the ultimate purpose is to collect, store, evaluate, and share knowledge.

Let's take a look at *why* you need knowledge management tools and essential features to look out for.

Why you need them.

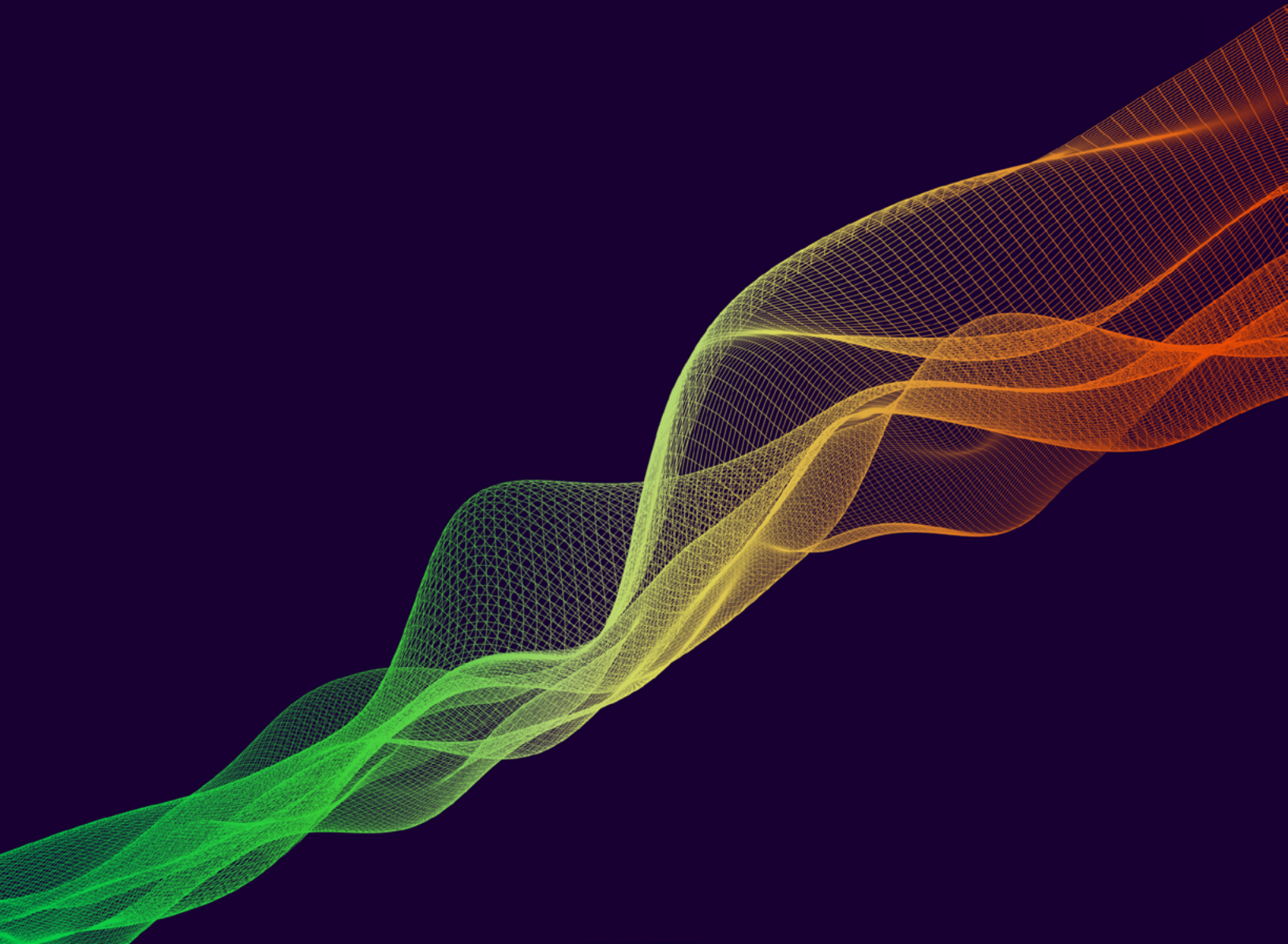
You know the saying, "knowledge is power"? This definitely holds true for employees. For any business to thrive, teams need an easy way to connect to company information and values. It's how you elevate employee performance, drive smarter business decisions, and provide customers with the best support and experience.

By not having strong knowledge management software tools in place, you could be hurting profits and overall success. According to the International Data Corporation, **Fortune 500 companies lose an estimated \$31 billion a year by not adequately sharing knowledge within their organization** ^[6]. This is why it's imperative to make internal information easily accessible. With the right solution, you can securely organize and share a variety of assets, like announcements,

documents, databases, calendars, or expertise, and also distribute this information in numerous ways.

A built-in bonus to improving knowledge management is you also implement a stronger internal communication plan. When employees have the proper tools to communicate and share knowledge, they inherently become more aligned, collaborative, and informed. You reduce the risk of duplicated efforts on projects and improve the overall quality of performance.

**The benefits of knowledge
management tools and how
to choose the right ones.**



The benefits of knowledge management tools.

Knowledge management tools are essential for day-to-day operations and a company's success. Every person in your organization needs access to internal knowledge, whether it's industry research, sales reports, or documentation about a new release. It's how teams stay organized, on track, and can predict market changes.

Some benefits of knowledge management tools include:

- The ability to share knowledge internally and with customers
- A central repository for documents
- The promotion of employee productivity
- Integration with other systems
- Improved communication and collaboration within teams
- Improved knowledge retention
- Greater customer satisfaction
- Reduced time to market for new products
- Increased sales and revenue
- Decreased costs associated with onboarding, training, and development

By using knowledge management tools, businesses improve communication and [online collaboration](#) within teams. Choose the best knowledge management software tools for your business needs to get the most out of your team's knowledge and help your entire organization work smarter.

How to choose the best knowledge management tools.

When choosing knowledge management tools, it is important to consider the specific needs of your team. Some knowledge management tools are better suited

for certain tasks than others, so you need to carefully select a tool that will fit well with your team's workflows. Additionally, you should consider scalability, whether it will be able to grow with your business, and compare features and prices before making a decision.

Here are factors to consider when selecting knowledge management tools:

- Do you need to share information internally or do you also need to distribute knowledge to customers or people outside of your organization?
- Do you need to integrate with other systems?
- Are there specific privacy requirements and does your potential vendor support them?
- Is branding and customization a priority?
- What are the specific needs and objectives of your team?
- What does the scalability look like for the tool?
- Does the price fit your budget?
- Is the the tool easy to use?
- What kind of level of customer support do you receive?
- What are the security features and do they fit your requirements?
- Is the tool [cloud-based or on-premise](#)?

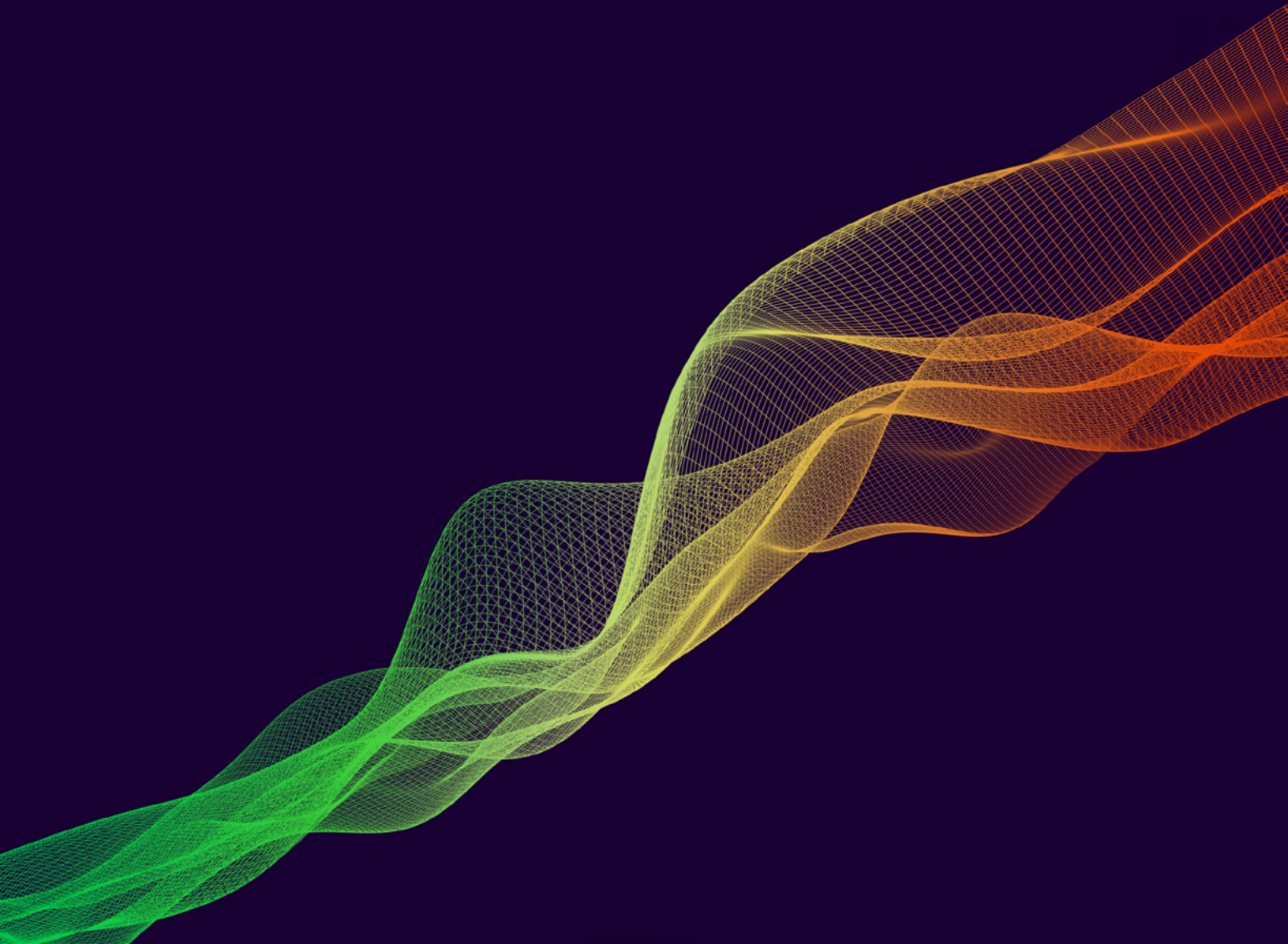
By considering these factors, you can narrow down your options and choose the best knowledge management tool for your organization. Choose a tool that offers the features you need at a price you can afford and designed with the latest knowledge management and [communication tools](#).

To help you get started, here is **a list of the best knowledge management tools**, the value they bring to your users, and how you can leverage the right solution to meet the needs of your teams and goals.

The benefits of knowledge management tools and how to choose the right ones.

- Discussions and ideation forums
- Drag and drop file sync and sharing
- Direct chat
- Self help desks with cases and ticketing
- Manuals and documentation
- Policies and procedures
- Learning resources
- Media streaming
- Document management and repositories
- Collaborative governance
- Federated search and discovery
- Publishing tools
- Content services platform
- Destination sites
- Approval workflows
- Roles and permissions
- Browse content functionality
- Third party app integration
- Sort and filter functionality
- Employee communities and team workspaces
- Activity streams
- Mobile apps
- Comments, likes, and ratings

A single source of truth.



A single source of truth.

It doesn't matter who your target audience is. The number one benefit of knowledge management tools is the ability to provide your people with one single source of truth for all information. Surprisingly, many workplaces still struggle to efficiently organize internal data for their employees. If you type into Google, "How much time do employees spending looking for information?" you will see a lot of startling numbers. Here's just a few:

- *"The average employee spends 3.6 hours daily searching for information."* – Coveo ^[7]
- *"Employees spend 1.8 hours every day—9.3 hours per week, on average—searching and gathering information."* – McKinsey ^[8]
- *"Employees spend, on average, at least two hours a day (25% of their work week) looking for the documents, information or people they need to do their jobs."* – The Harris Poll ^[9]

These studies indicate that many employees do not know where to find the information they need to do their jobs. Chances are, many employers are relying on numerous platforms and emails to distribute information, while not having a clearly defined knowledge management strategy. This miscommunication makes the day-to-day for staff confusing and frustrating, which other studies show, are top drivers for employee stress and turnover ^[10]. It also impacts customer support and relations. How can employees help customers if they cannot help themselves?

Today's knowledge management tools decrease time spent searching for information, increase knowledge sharing, and makes your entire organization more productive. Here's how.

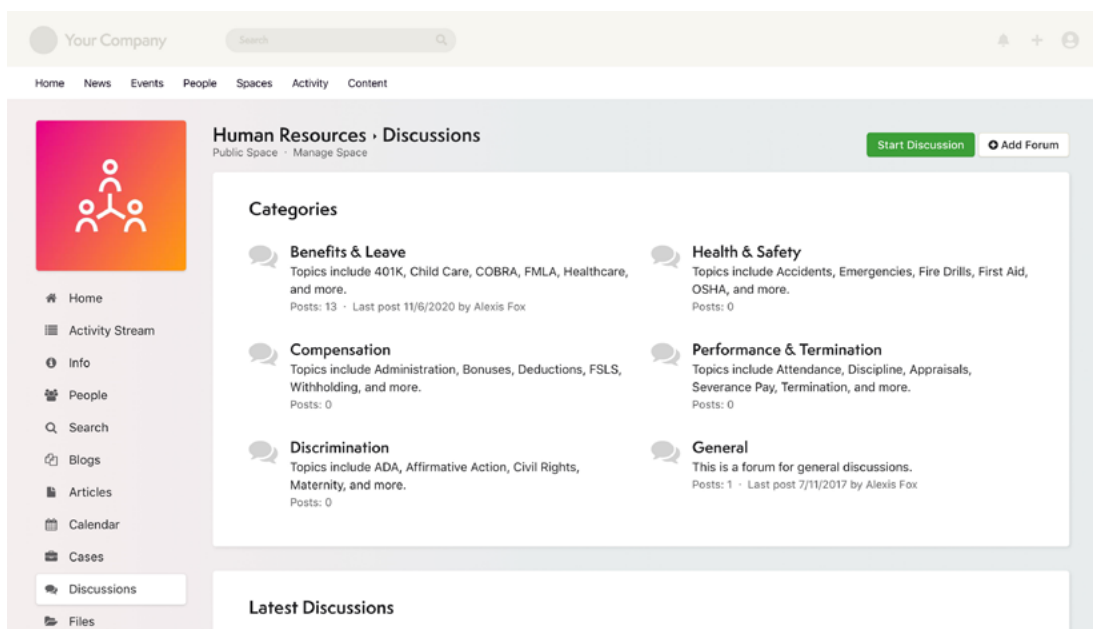
Knowledge management tools promote knowledge sharing.

Your people are your greatest asset because they possess firsthand knowledge about your organization. Knowledge management tools not only allow you to get

A single source of truth.

information out to your target groups, but they empower users to engage with the information you are delivering and contribute their own expertise. With the best knowledge management tools, you can tap into the minds of your staff and customers to [create a knowledge base](#), while instilling a culture that is open, direct, trusting, and engaging. Let's take a look some of these specific tools and the value they offer.

1. Discussions and ideation forums.

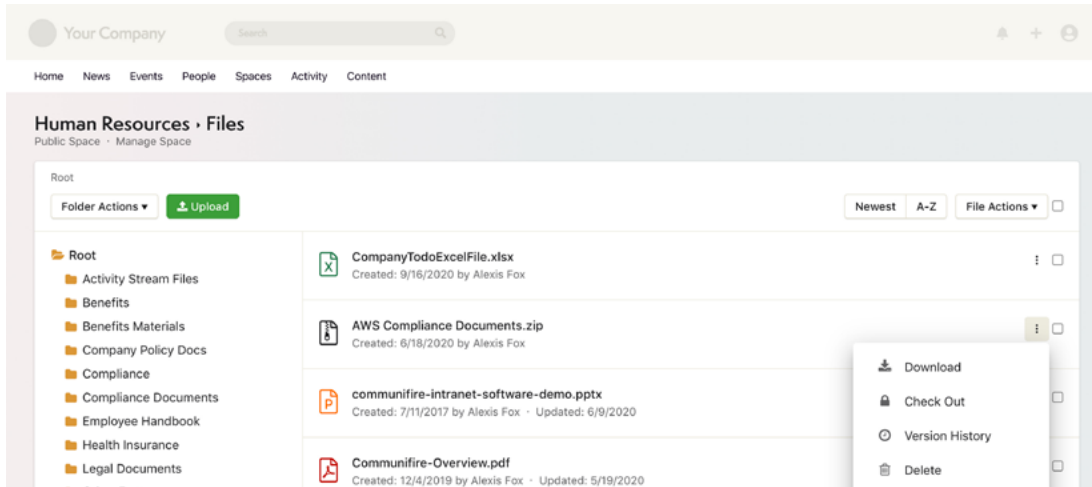


Discussions and ideation forums are great ways to promote knowledge sharing between employees. Discussions allow you to initiate conversations about any topic, collect feedback, and have responses tracked and searchable in your knowledge base system. Use discussions to gather product ideas from customers, ask the sales team about commonly asked questions from prospects, or collect company retreat ideas from your entire staff.

If you're focused on [crowdsourcing](#) ideas, ideation forums are a great option to give users the ability to upvote and downvote on different topics. By giving employees and customers a space to voice their thoughts, you can gain better insight about market trends and amplify idea sharing on a larger scale.

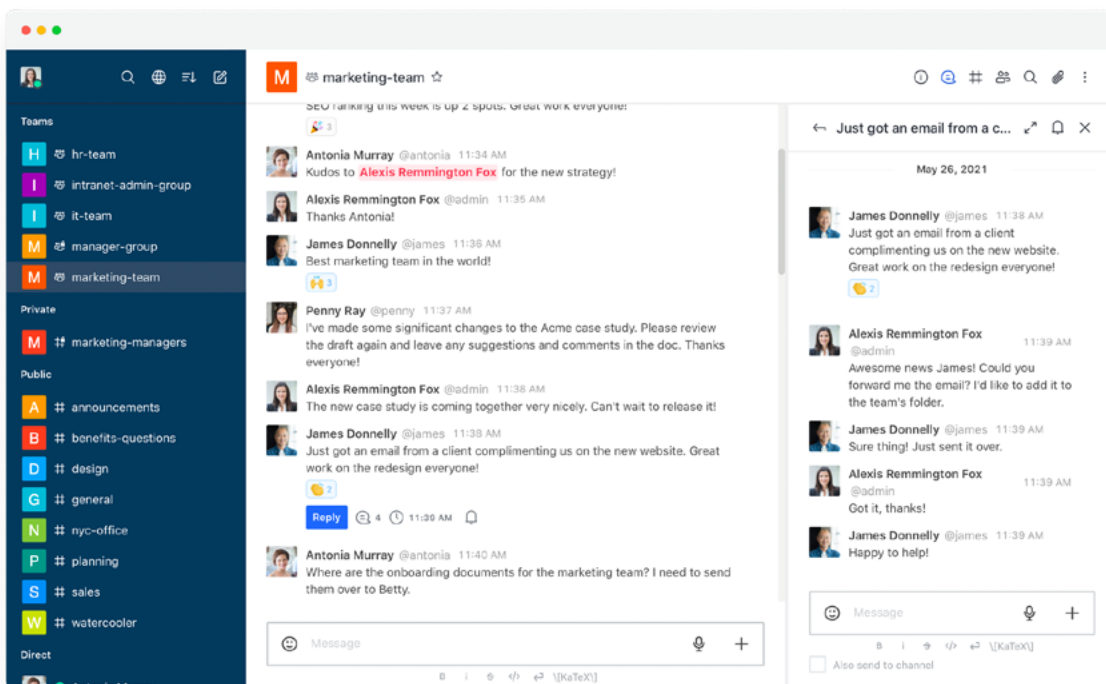
A single source of truth.

2. Drag and drop file sharing.



Make sharing information easy. The ability to drag-and-drop files allows users to intuitively share documents with each other, on the spot. Did a coworker just message you for the Q3 sales report? Simply drop it into your chat, without shuffling between apps, and move on to the next task.

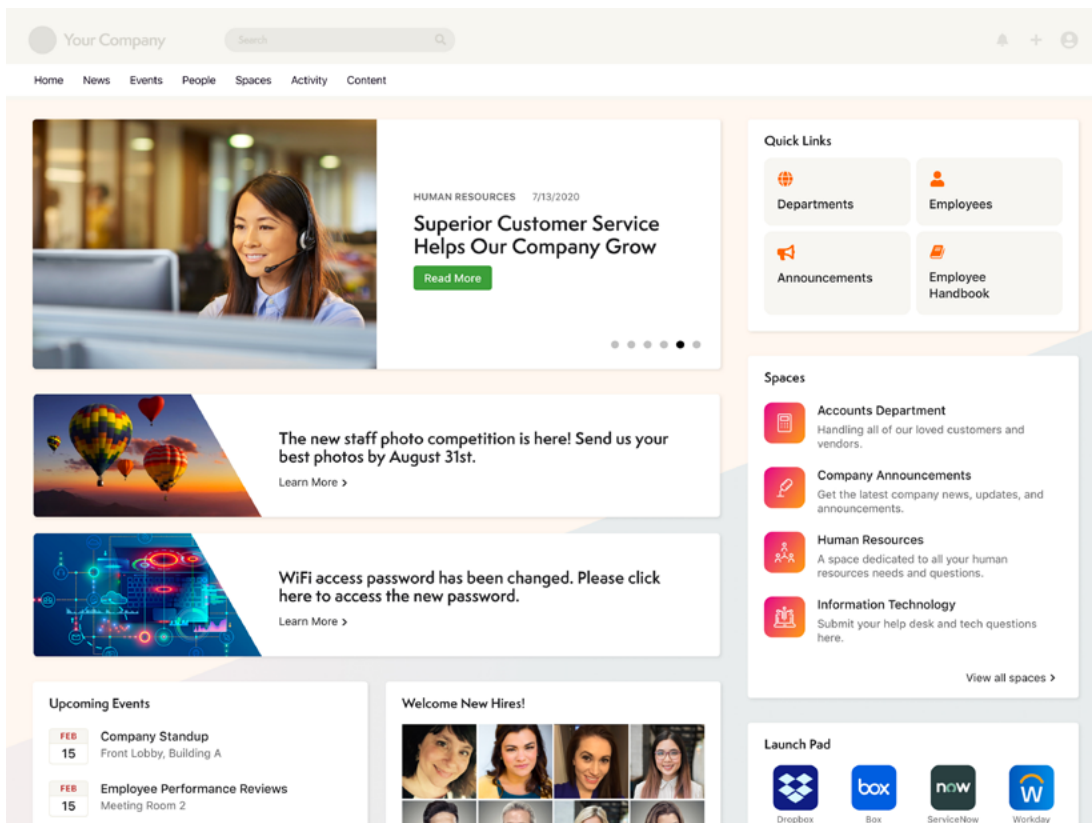
3. Direct chat.



A single source of truth.

Email has its place, but in most day-to-day tasks, directly talking with a person is a quicker and more efficient way to get an answer. Consider enabling direct chats so staff can easily track the right person to get the right answers.

Simplify access to information with one platform.



For knowledge management to be effective, the tools you rely on needs to work for your managers and for your employees and users, too. The key is using tools that are familiar to your user base and to centralize your information, so there is no confusion where documents live. Federated search pulls results instantly, and custom tags and filters helps categorize content in your knowledge base in a way that works for your people. Even if you need a third party system for document storage, the right knowledge management tool will [integrate](#), so you can still locate the right files from one platform.

Improve employee productivity.

We already established the long standing issue of employees spending far too much time tracking down information and people. With knowledge management tools, you can severely cut down on wasted time—a massive return on investment. Wasted time for employees can mean many different things: wasted time locating a file, wasted time working on the wrong project, wasted time completing a project with the wrong information. Keeping internal workflows organized, content up-to-date, and centralizing knowledge in one platform, accelerates tasks and reduces miscommunication.

Self help desks with cases and ticketing for employees and customer relationship management.

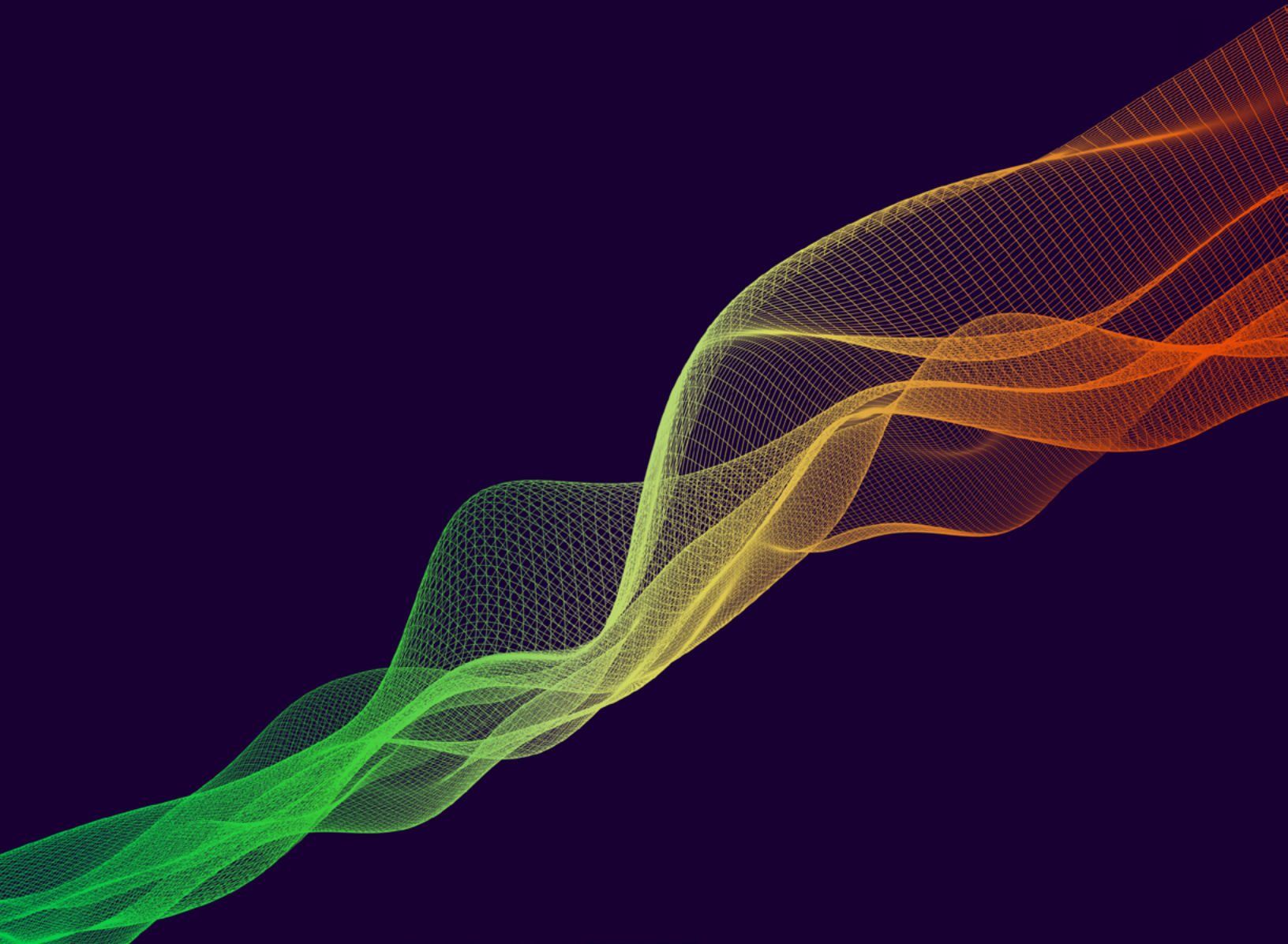
The screenshot displays a user interface for a company's knowledge management system. At the top, there is a header with the company name "Your Company", a search bar, and navigation icons. Below the header is a navigation menu with options: Home, News, Events, People, Spaces, Activity, and Content. The main content area is titled "Human Resources · Cases" and includes a sub-header "Public Space · Manage Space" and an "Add Case" button. A case card is shown with the title "Can you explain the health insurance changes?" and a status of "In Progress" with 480 cases. The case details include "Project: Customer Support", "Milestone: Version 11 Release", and "Priority: Medium". The case is posted by Alexis Fox on 10/6/2017. The content of the case is "Can you explain the health insurance changes? I'm not sure I understand our options fully. Thank you so much in advance." Below the case, there are "Participants" and "Comments" sections. A comment by Alexis Fox from 3/8/2018 reads: "I found these documents on the intranet, but I need help understanding which apply to me." The comment includes three attachments: "Insurance-Brochure.pdf" (89.7KB), "Dental-Plan-Booklet.pdf" (115.2KB), and "Health-Benefits-Guide-for-" (1MB). A context menu is open over the attachments, showing options: "Get Permalink", "Edit", and "Delete". A sidebar on the left contains a navigation menu with options: Home, Activity Stream, Info, People, Search, Blogs, Articles, Calendar, Cases, Discussions, Files, Ideas, Photos, Polls and Surveys, Tasks, Videos, and Wiki.

A single source of truth.

These days, people expect answers immediately. The same goes for your employees and customers. A self-serve help desk is a great way for companies to quickly troubleshoot internal issues and questions. Give your employees a place to find frequently asked questions, submit cases to specific departments, or find resources for their projects.

Your knowledge management tools can also do this for your customers, too. (Here's how one of our customers [saves six figures on hiring costs](#) by leveraging Axero as a self help desk for their clients.) By providing a space for customers to find answers or even ask other customers in forums, you reduce the number of support requests by empowering customers to help themselves. It's an opportunity to bring customers closer to your brand and increase satisfaction and loyalty.

Tools to manage knowledge.



Today's [knowledge management trends](#) and tools help you do exactly what the name implies: manage your knowledge. Company processes is one of the most important pieces of information your employees need. From documentation and procedures, to learning resources and media streaming, you can get your whole team aligned to corporate initiatives and support development by giving them a place to access internal guidelines.

Manuals and documentation.

Manuals and documentation play an important role for employee productivity. By centralizing this information and making it front-and-center, employees know where to find what they need and can easily access it. Let's say you're a manufacturer and need to connect salespeople to product information. Use your knowledge management tool to consolidate product details so sales managers can easily access the information to efficiently guide customers.

Policies and procedures.

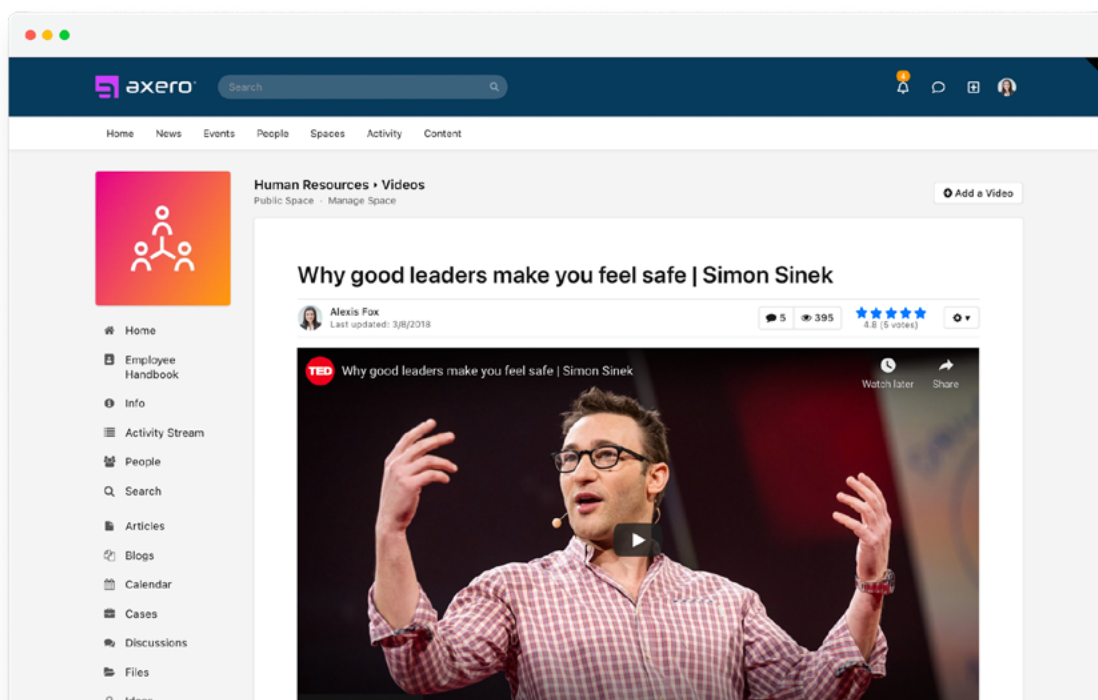
The screenshot shows a web interface for a company handbook. At the top, there is a header with the company name "Your Company", a search bar, and navigation icons. Below the header is a main navigation menu with links for Home, News, Events, People, Spaces, Activity, and Content. The main content area is titled "Company Handbook" and features a large banner with the text "Employee Handbook & Culture Guide" and an image of an open book. To the right of the banner is a section titled "About the Handbook" with a paragraph of text and a "Start Reading Here" button. Below the banner are two columns of content: "Diversity" and "Employment". The "Diversity" column includes links for "Employee Handbook Acknowledgment and Receipt", "Americans with Disabilities Act", "Anti-harassment Policy and Complaint Procedure", and "Equal Employment Opportunity Statement". The "Employment" column includes links for "Separation of Employment", "Progressive Discipline", "Nepotism, Employment of Relatives and Personal Relationships", "Internal Transfers/Promotions", and "Background and Reference Checks". To the right of these columns is a "Key People" section with three entries: Alexis Fox (CEO), Alice Romero (Sales Representative), and Anthony Ruckman (Computer Technician). At the bottom right, there is a "Core Values" section.

Employees need to know your organization's policies and procedures so they understand their own expectations. Items like the employee handbook, security compliances, and legal documentation can be stored, easily updated, and accessible for your entire company. Create a tab on your homepage so users can click into these company-critical items, while making this information front-and-center.

Learning resources.

When we talk about knowledge and content, you may be envisioning files, articles, and spreadsheets. While you're right, modern knowledge management tools also allows you to create entire spaces dedicated to important initiatives. Have an onboarding center for new hires, a career development space, or an internal networking hub. Reimagine how you want to display information and what the user experience will be like.

Media streaming.



Video is one of the most engaging pieces of content you can use. According to Melcrum, 93% of internal communication professionals believe that video has become essential ^[1]. Stream videos anywhere within your knowledge management software tools. Set aside space for a video resource library for employees or customers, or take your content to the next level by embedding videos into your articles, blogs, and wikis. Videos are an effective way improve communication and share knowledge.



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.

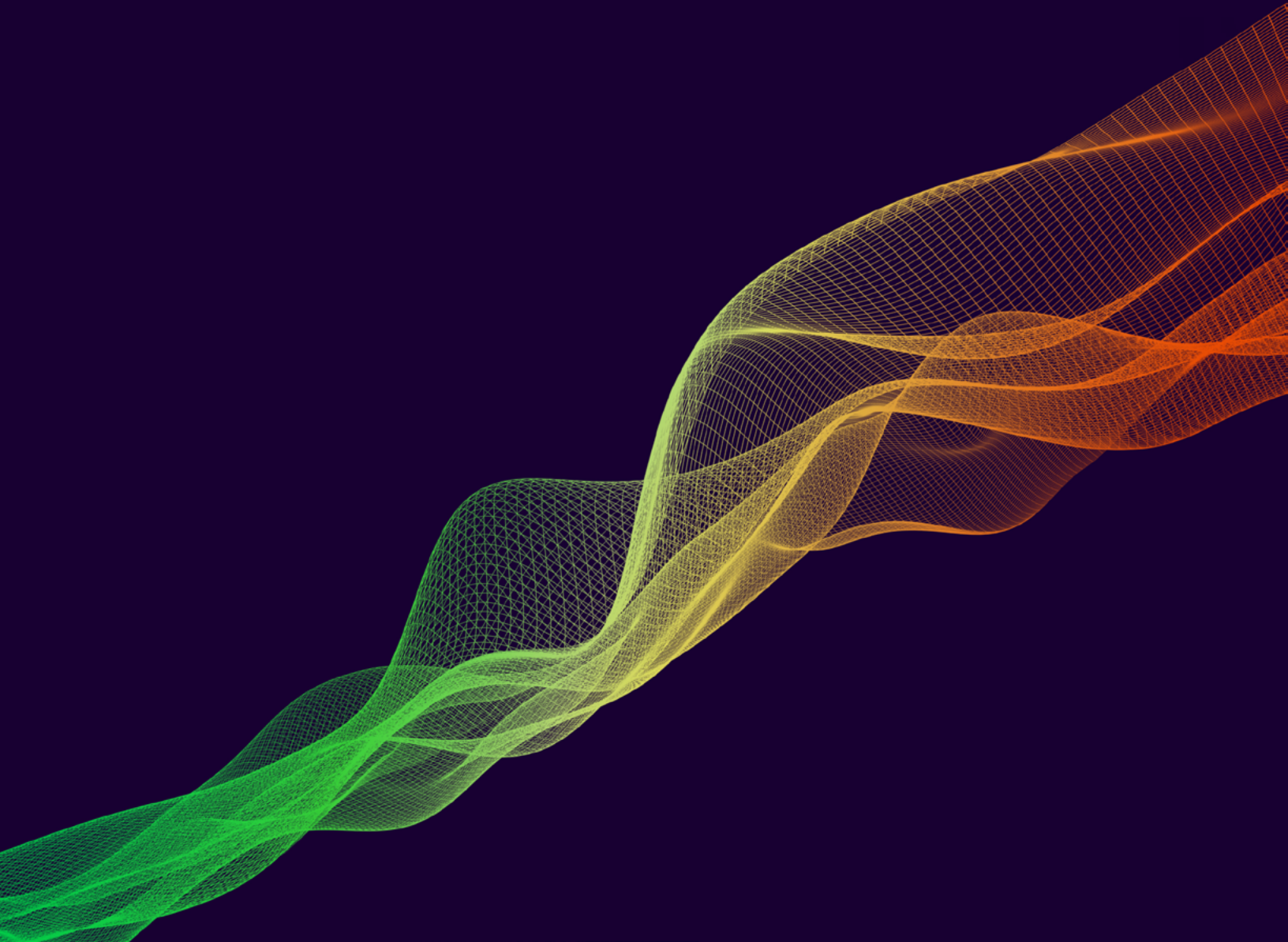
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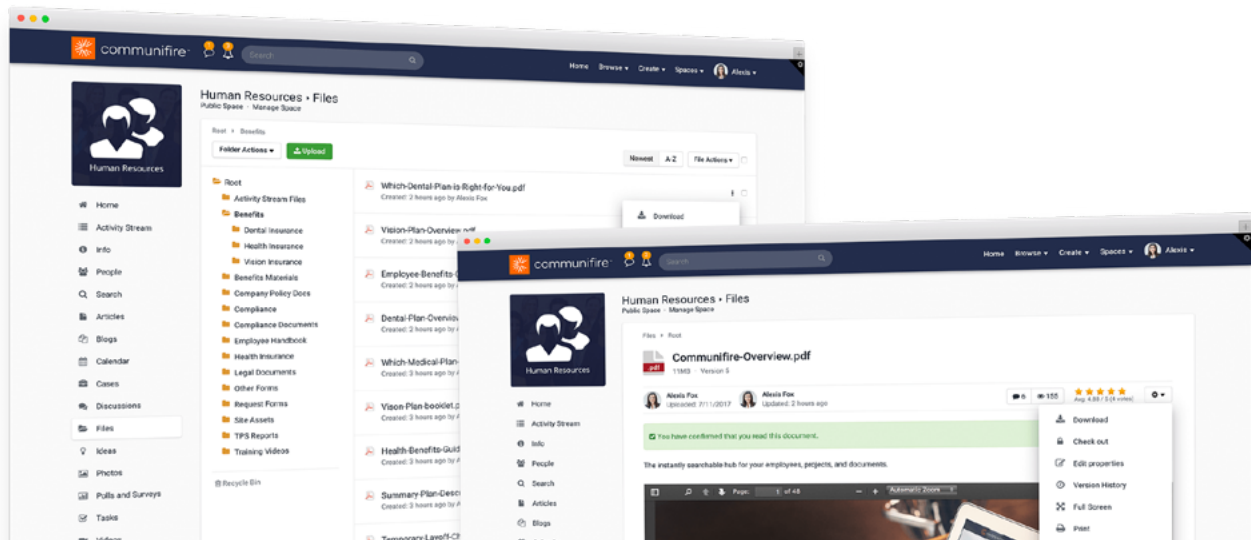
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Document management.



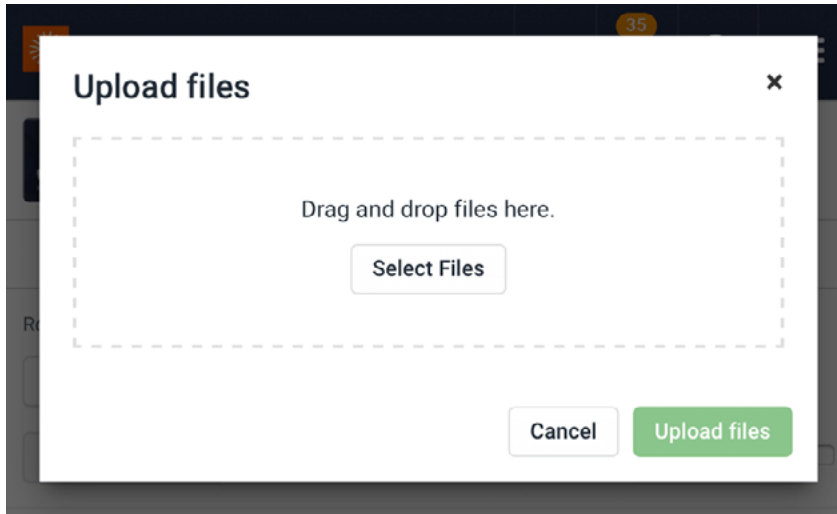
[Document management](#) is one of the most important functions for any knowledge management tool. By centralizing all of your data in one secure platform, everyone has a designated location to find, share, and upload content. You increase productivity by expediting the time it takes to find files, while decreasing the likelihood of lost or misplaced documents. All file types can be stored securely, from PDFs and images to videos and audio recordings. Your team will be able to work more efficiently when they know where everything is.

Document management and repositories.



Document repositories give an extra level of organization for your users. With document repositories, you can segment files, documents, and knowledge into designated spaces. Create document repositories for your marketing team, product releases, or employee data. It is a great way to keep track of everything in one place. By storing files on department or team levels, everyone can easily access what they need and directors can easily upload new documents as needed.

File sync and sharing.



The actual act of sharing and uploading knowledge needs to be simple so all users, regardless of tech savviness, can do it. Easy-to-use features like dragging-and-dropping to upload documents makes sharing content a straightforward process and increases user adoption. You can also set permissions for specific files to protect confidential information and ensure the right people have visibility to the right files.

Collaborative governance.

Choose a content type to set its permissions

File Root/Benefits Materials

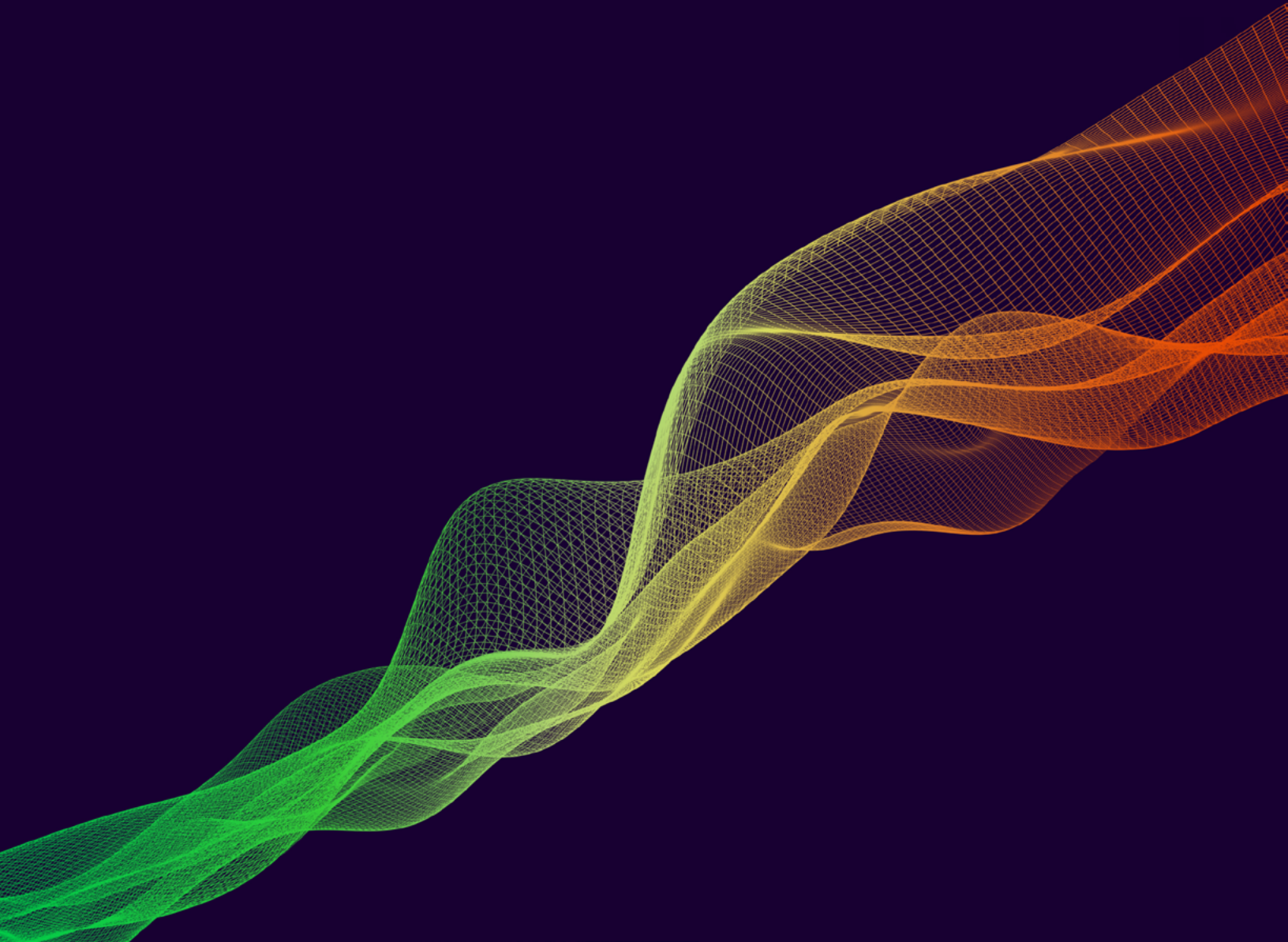
| Role | Create | View | Edit | Delete | Feature | Download | View All Directory | Check In | Check Out |
|---------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|--------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| 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"/> |

To truly manage your content, collaborative governance allows you to set specific permissions and workflows to keep documents up-to-date. Managers can set expiration dates on files to automatically notify authors to update content. Make sure the right people can see private files—and others cannot. It's always best to keep knowledge management systems up to date, accurate, and fresh.

Search and discovery.

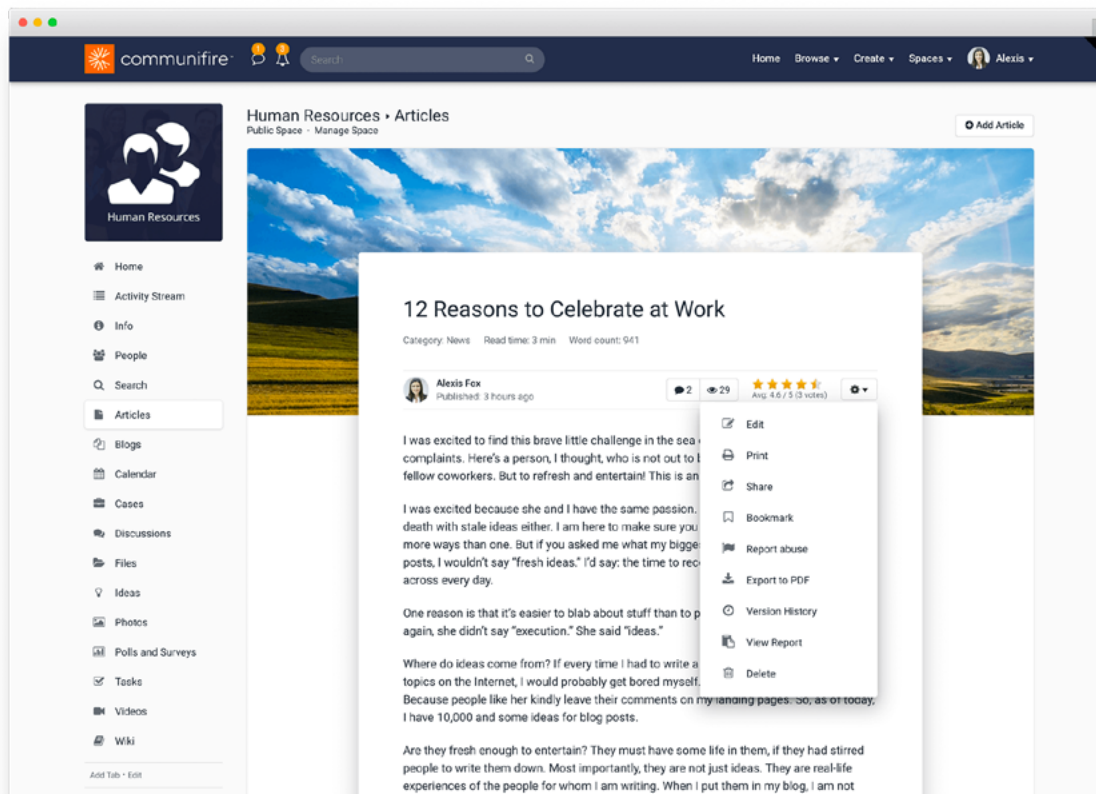
Experts say that too many tech options creates “a confused and disgruntled workplace” [12]. The beauty of knowledge management tools is you can unite your apps into one searchable place. If you need to use a third party app, like Sharepoint, DropBox, or Google Drive, you can consolidate these systems by integrating into one app to support smoother workdays and workflows for your users.

Content management.



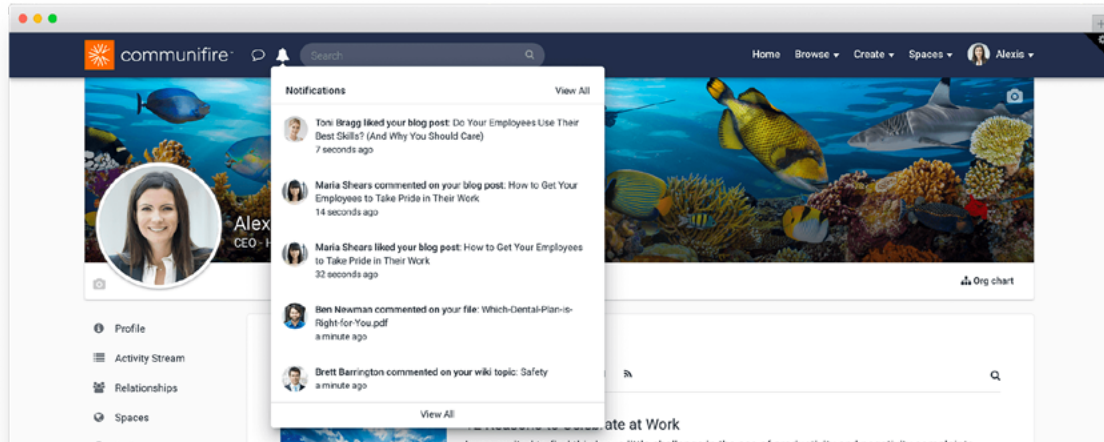
As time passes, your organization will grow, the market will change, and you will accumulate more information. It's not enough to focus on existing knowledge, but to also prepare for the future with a knowledge management tool that can support content creation and document management.

Publishing tools.



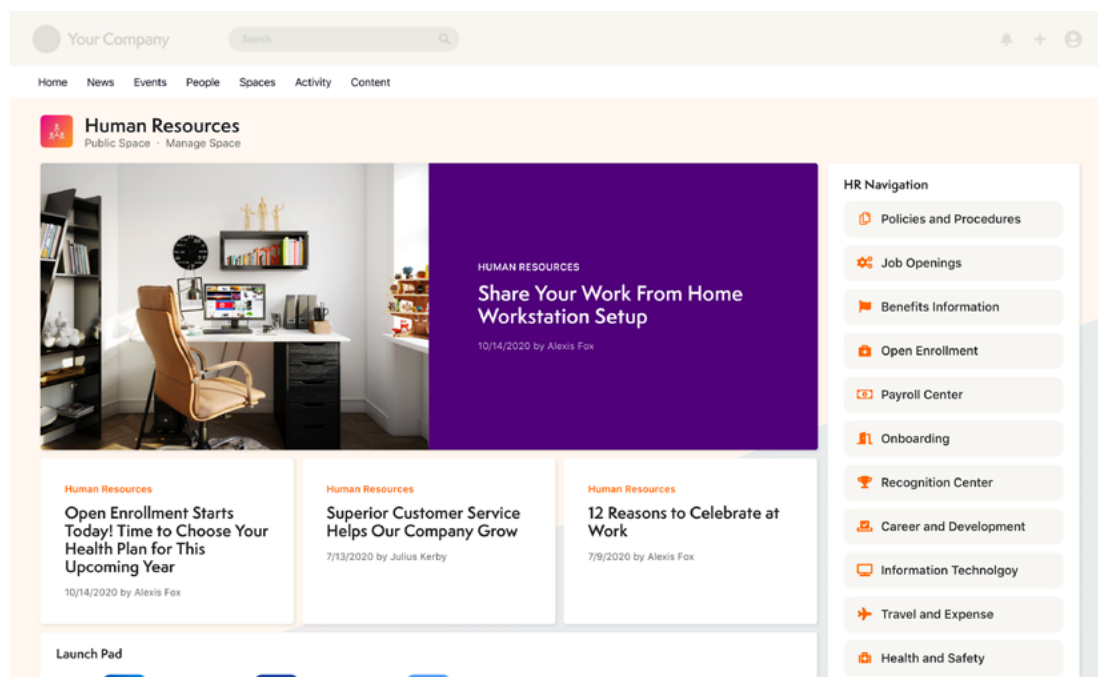
Publishing tools help you create different kinds of content from your knowledge management system. Publish a variety of content, such as knowledge base articles and announcements, without having to rely on IT. This creates a more seamless experience for content creation by bringing together the tools you need to create shareable knowledge, in the same portal where users will see it. You can co-edit documents and create preexisting [templates](#) so the look and feel of new content is uniform for content creators and matches your company brand.

Content services platform.



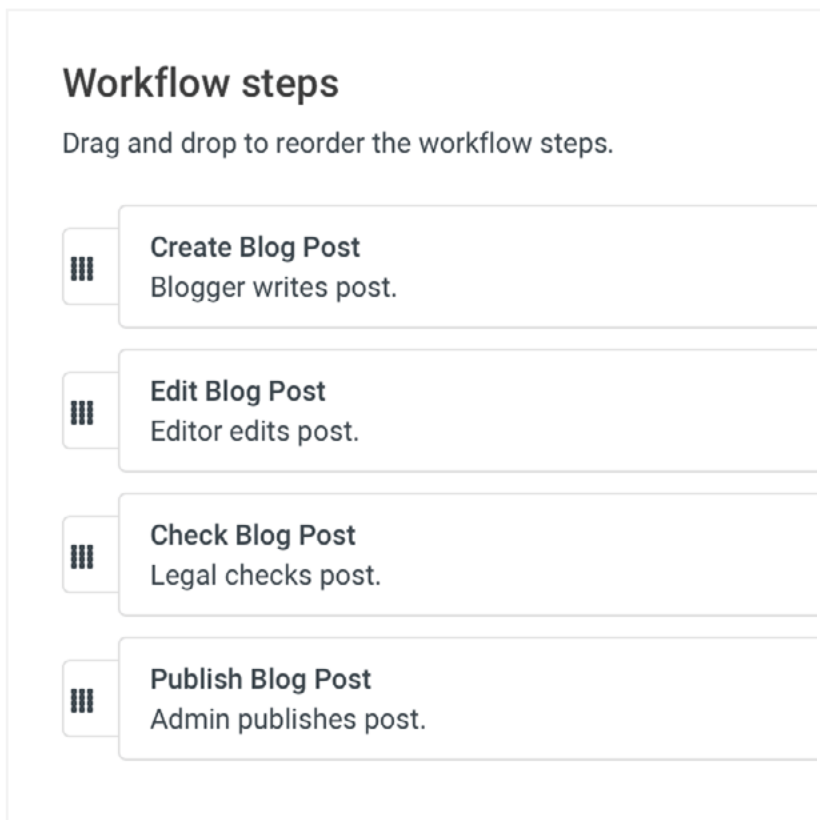
After you create your message, know your people will see it. With key features, like push notifications, email digests, and activity streams, you can directly alert employees and users through various channels in a way that does not disrupt the workday.

Destination sites.



Distributing content is how you share knowledge with target audiences. But how they receive it and what that interaction looks like matters too. Knowledge management tools allow you to set up destination sites, or homepages, for different users. Create an employee experience hub for your entire company to access internal resources and information, set up an announcements center for board members, or a student portal.

Approval workflows.

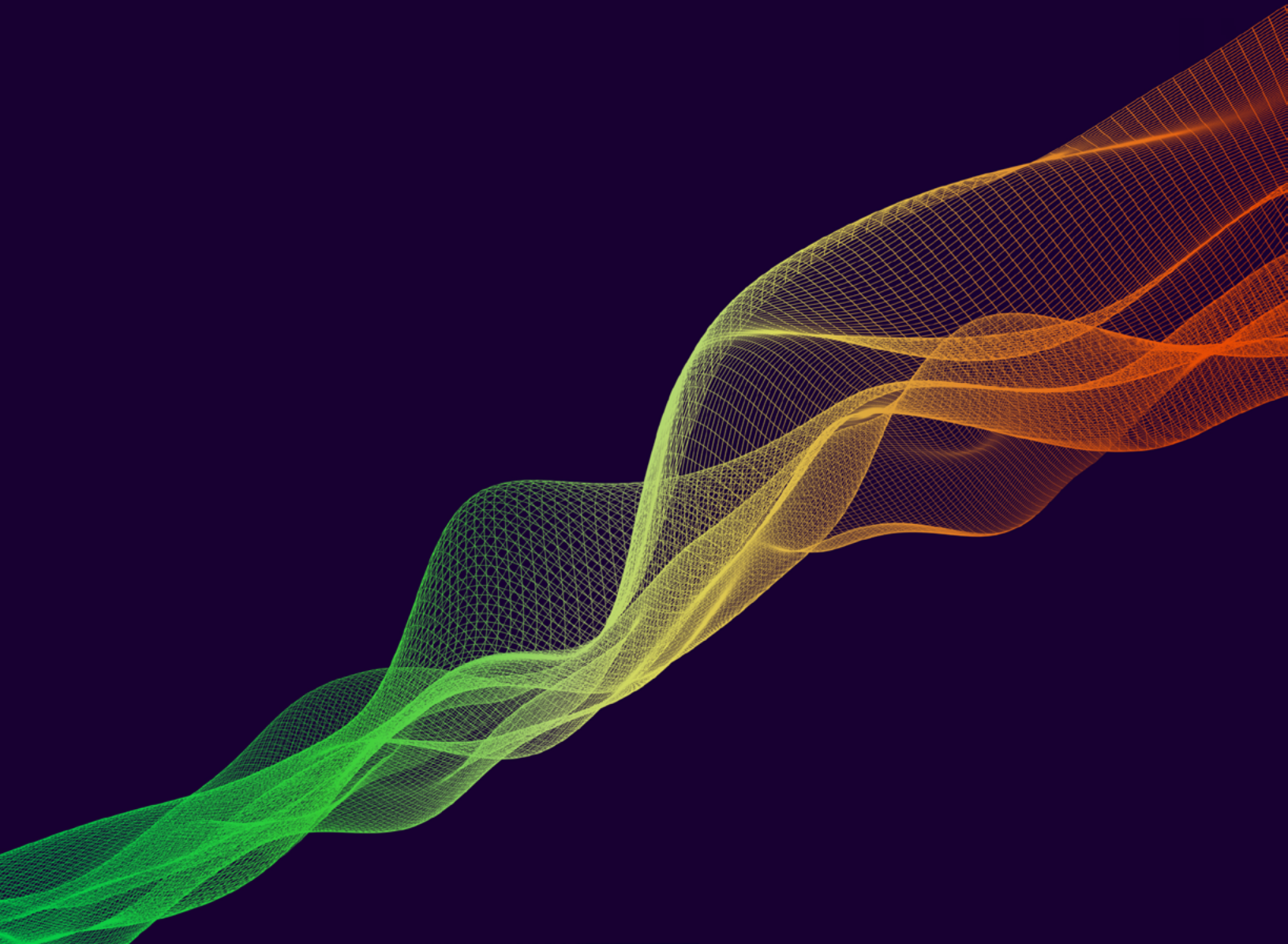


If the information in your database is not current, how valuable will it be? With approval workflows, you can ensure your knowledge is relevant by setting up a series moderated steps that will only publish content until it is approved by a specific user. Set future publishing dates so you can reach specific groups of people with content at a later time and add expiration dates to notify authors to update information.

Governance with roles and permissions.

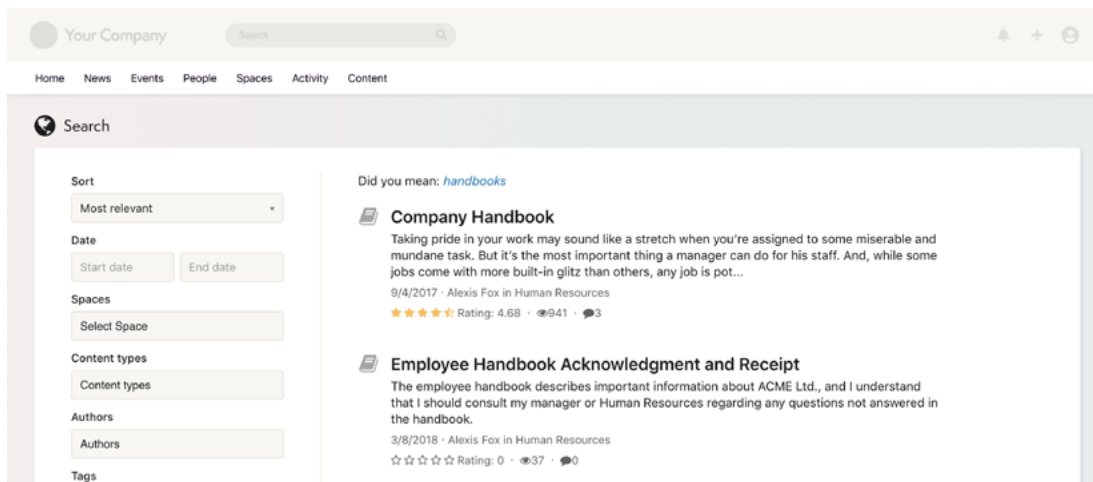
To securely manage your content, roles and permissions allow the right users to have the ability to create, audit, and oversee new content. This allows directors and managers to delegate projects, approve content before publish, and view prior versions of a file.

Enterprise search.



Remember those stats about the amount of time employees waste finding information? To make the workday more productive, the search capabilities of a knowledge management tool is one of the most important features. The ability to browse content, locate a document quickly, and categorize information custom to your organization, simplifies knowledge discovery and connects users to what they need.

Federated search.

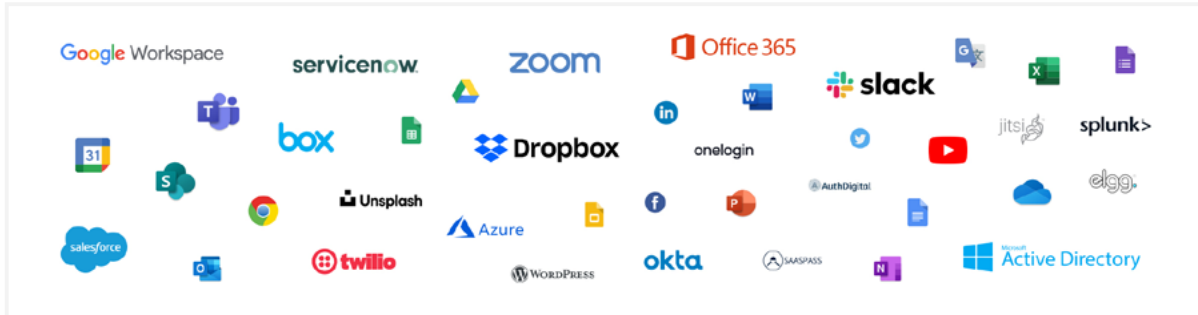


With federated search, you can pull documents and specific pieces of content from one place, regardless if information is natively stored in another system. Your knowledge management tools will connect your entire enterprise database with other important apps, so you have a full fledged [company knowledge base](#).

Browse content.

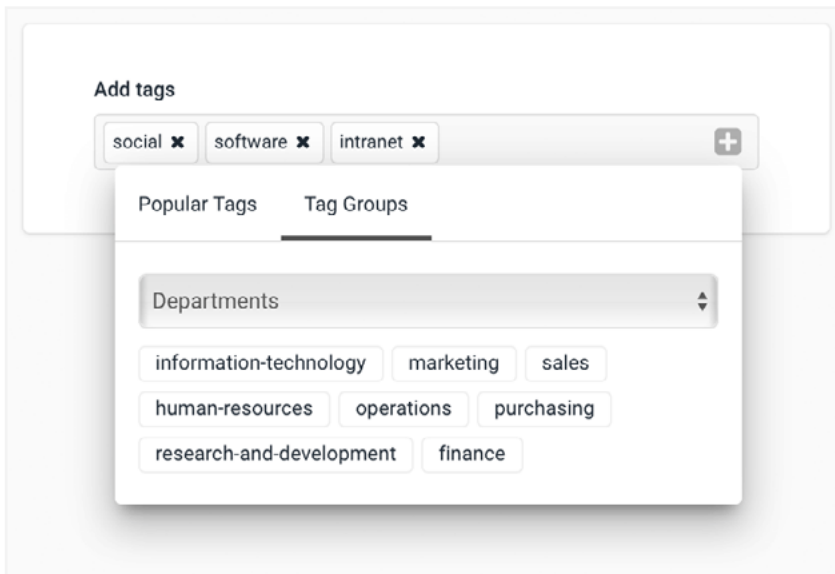
A global search bar will yield results regardless if they are also stored in specific document repositories. But you can also browse through files in specific workspaces and preview digital documents without having to download them, too. Saving time, even if it's a few minutes per search, adds up and gives more time back into your day.

Launch into third party apps.



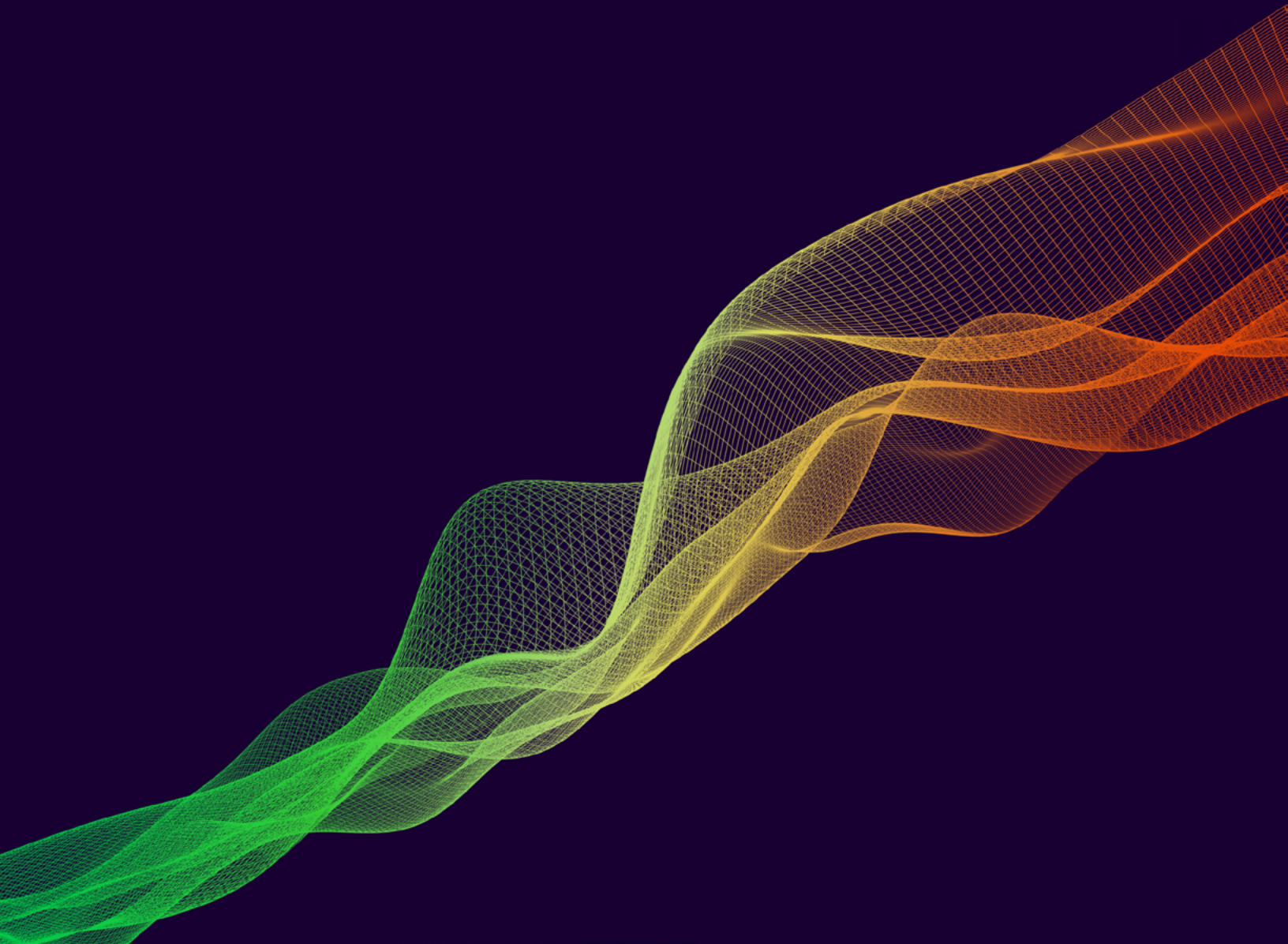
Centralizing information also includes other apps your users need. With a launchpad, you can bring all of your tools together, like Slack, your CRM, payroll systems, email service providers, or any external site.

Sort and filter.



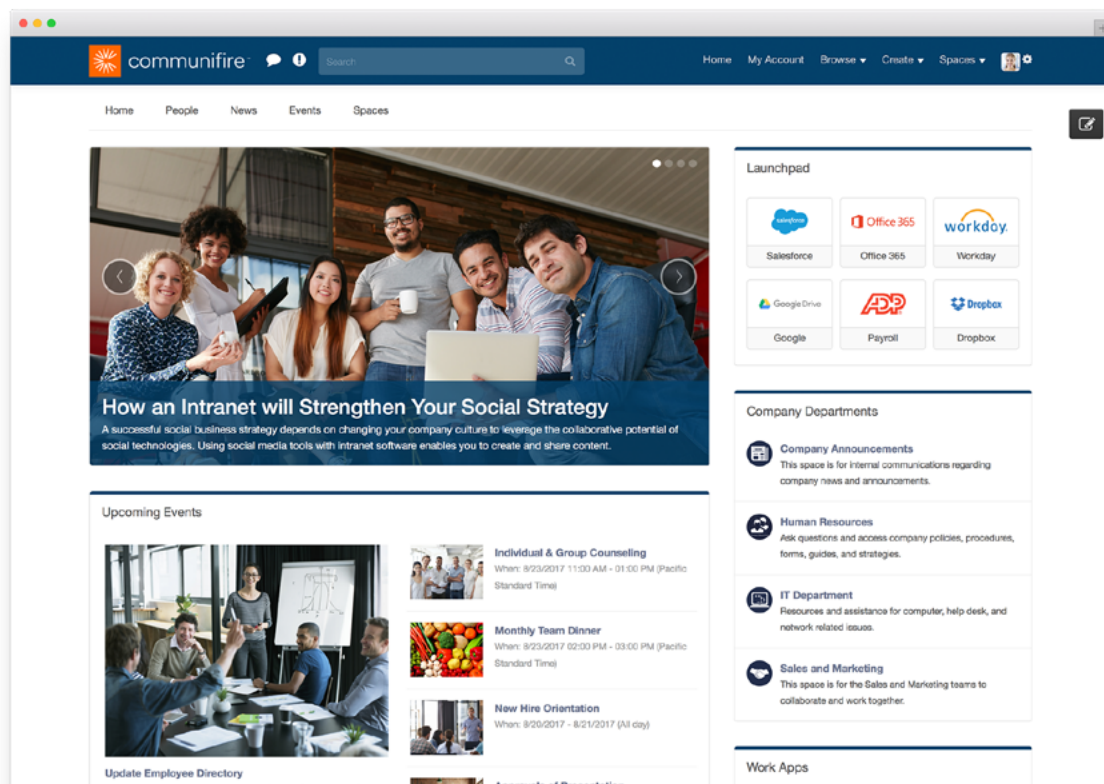
Extensive filters and deep-indexing allows users to drill down and sort through content to find the right document. Oversee what the search experience looks like by creating custom filter options and tags.

The user experience.



Last but not least, engagement and social interactions is a way to capture expertise and add it to your searchable knowledge base. By enabling social tools, like comments and ratings, you make knowledge sharing a collaborative and conversational experience. Why not collect feedback and ideas from different divisions in your organization?

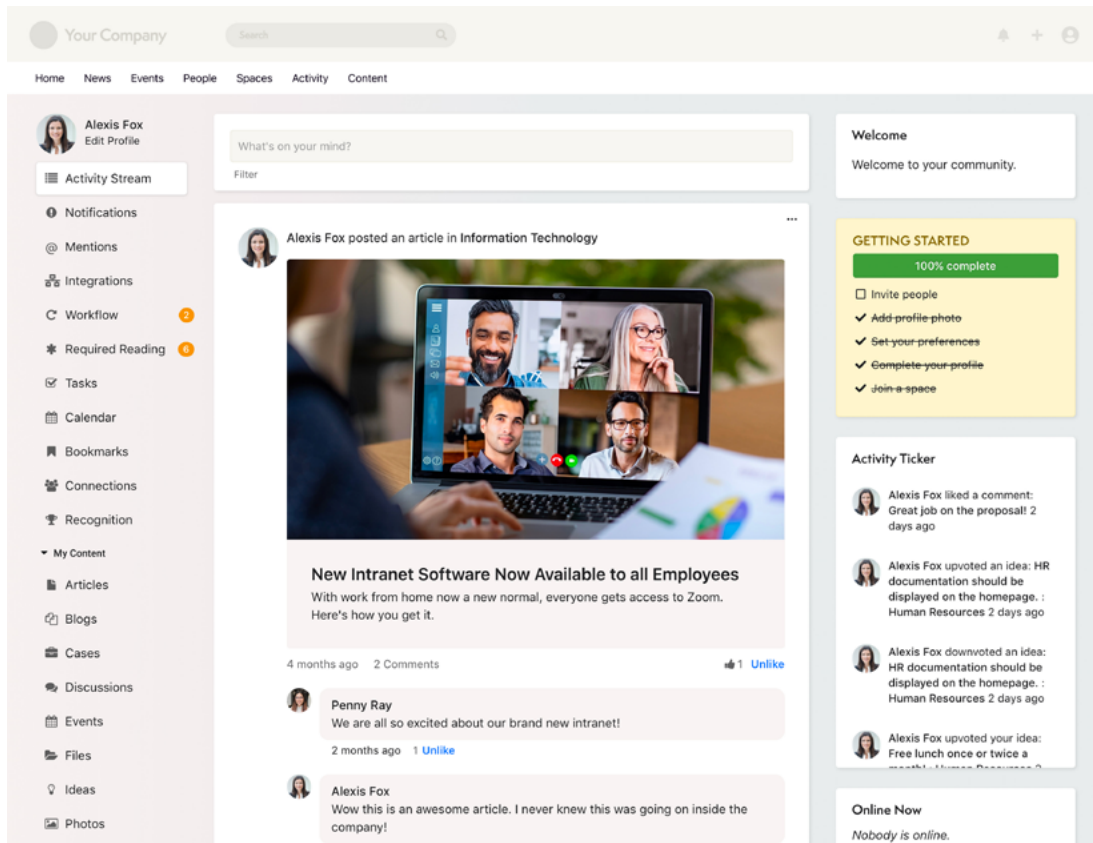
Employee communities and team workspaces.



Managing your knowledge also means managing where your teams and customers will receive information and contribute their own thoughts. Social communities, workspaces, and [employee intranets](#) give different groups of people, like your IT department, bank branches, volunteer groups, or frontline workers, their own homebase to collaborate, connect, and access pertinent resources. Drive faster problem resolution and innovation by giving people the power to self-organize. Conduct polls and forums to gather ideas and create a sense of community.

The user experience.

Activity streams.

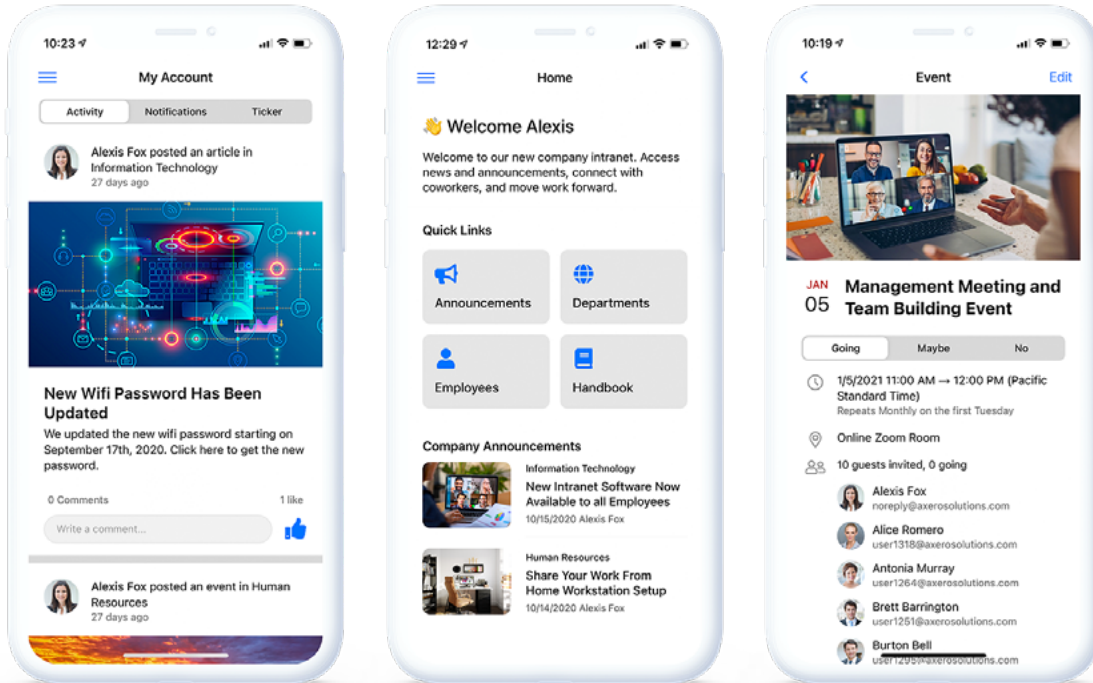


See what other people are doing and when new documents are posted. Activity streams are real-time feeds of activity happening within your knowledge management software tools. Users can still receive push notifications and email alerts, but access to activity—whether it's on an enterprise, department, or individual level—gives a bird's-eye-view of what is going on in your organization and more opportunities for other users to engage and react.

Mobile app.

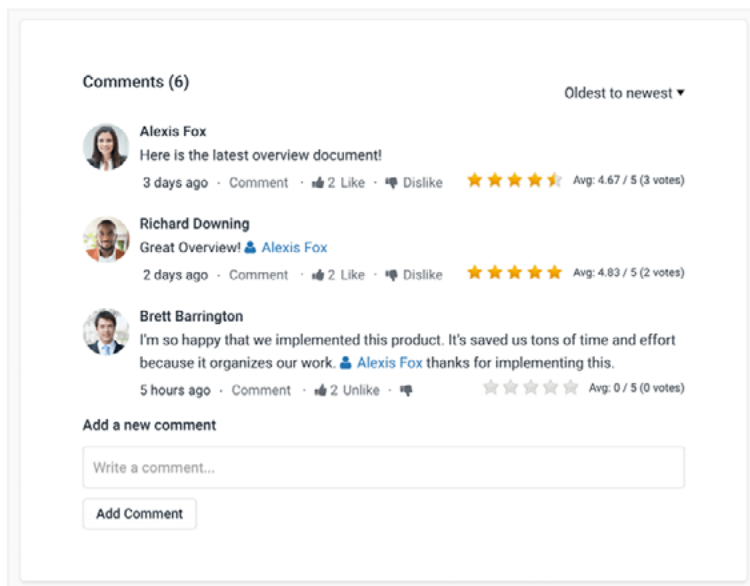
Reach your users on any smart device. [Mobile access](#) brings your workplace to frontline workers and any users in your database, from any device.

The user experience.



According to the Pew Research Center, more than eight-in-ten Americans get news from digital devices [13]. Why not connect your users to knowledge in a similar fashion?

Comments, likes, and ratings.



When users are able to comment, like, and rate different pieces of content, this activity creates a more engaging and collaborative environment. Sharing feedback allows users to see what others think about certain items or discussions—and contribute their own ideas. Content engagement analytics and sentiment analysis helps knowledge management teams understand how employees and customers are interacting and what they feel about it.

Knowledge is power. It lives in your employees, in your products and services, in your reports, and even your customers. When knowledge sharing is easy and effective, you strengthen how people work and connect with your company. Employees are aligned to the information and people they need to accomplish their goals. Your workforce, as a whole, shifts into a collaborative community that opens more doors for innovation and ideas. And as a result, your customers reap the benefits.

Strong knowledge management tools improve employee productivity and customer experience by reducing wasted time with quick and easy access to company knowledge. They empower users to troubleshoot issues with access to internal documents and people and strategize future projects, while keeping your entire organization aligned and informed. Every organization has its own insights and knowledge. Optimize your greatest asset with knowledge management tools.



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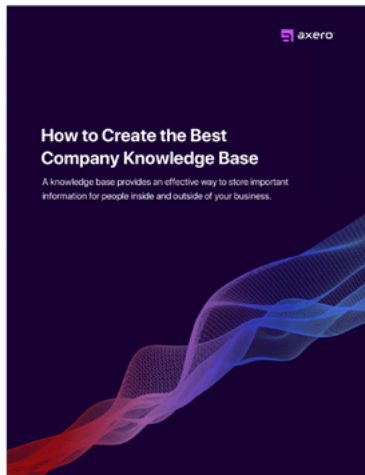
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