Knowledge Management

Buyer's Guide

capacity

Knowledge Management Systems Made Simple

There are many things to consider when searching for the right knowledge management system (KMS) to store and access your organization's data. However, it's important to remember that your KMS should be as intuitive and helpful as the tools that we use in our personal life.

The following are a few considerations to keep in mind as you approach the buying process.

Start with the features.

AI-Native: Leveraging AI to simplify search indexing and empower your employees with instant access to the knowledge they need.

Cataloging/Categorization: Organizing all of your company-wide information by specific keywords enables your organization to easily locate information.

Collaboration: Sharing knowledge and documents in real-time enables better communication within the organization and across departments.

Content Management: Governing where knowledge lives and enabling visibility restrictions so confidential knowledge isn't accessible to everyone.

Decision Tree: Empowering the KMS with algorithms to work through if-then statements and locate the correct document or information.

Document Mining: Searching your entire knowledge base for one answer by keyword or phrase.

Full-Text Search: Looking for content in a specific section of your KMS by entering keywords in the search box.

Knowledge Base Management: Keeping company-wide knowledge accurate by updating information within the tool rather than letting it get stale and outdated.

Self-Service Portal: A tool that enables your team and customers to access your knowledge base, documents, and supporting tools in an intuitive and central platform.

Consider implementation.

A difficult deployment disillusions leadership and hampers adoption rates. Whichever knowledge management route you choose, make sure that the deployment roadmap is clearly defined. Ensure that the customer support and training offered meets your organization's needs. Regardless if you prefer online support, in-person training, or evergreen documentation, the implementation process should meet your needs.

Make sure it's in your price range.

Begin with your organization's baseline and determine your company's break-even point. Perform an in-depth cost-benefit analysis before making a final decision. Review your current expenses and make note of any elements you can trim to make room in the budget.

Look at subscription costs vs. purchasing individual licenses. Consider how many users you'll start with and how that might change in the next year. If you suspect that this number will grow, it could be more beneficial to use a company license versus an individual one.

Bundle services. Some of the current tools or services that you use now might also be offered by the knowledge management tool. Purchasing from the same company, enables you to save money or negotiate costs.

Ask questions.

Is it cloud-based or on-premise?

On-premise software might be appropriate for the following scenarios:

- Your company has a large IT team with the bandwidth to maintain the associated server.
- Your business uses other tools that do not require Internet access.
- Your company must follow strict compliance guidelines that disallow an Internet connection.

Your company might operate better with a cloud-based KMS if the following scenarios apply:

- Your company doesn't want to buy and maintain additional hardware to host the software.
- You have a small IT team (or none at all).
- You want users to access your knowledge base from any device with an Internet connection.
- You want reliable data backups and 24/7 support.

Is it easy to search?

Any KMS is only as good as its search capabilities. If users have a difficult time locating the knowledge they need, they won't use it. Opt for a platform that meets the tech expectations of your consumer.

Does it integrate with other apps?

Here are a few examples of integrations that can create a seamless user experience.

Connecting with a customer relationship management system enables your sales team to access quick answers to prospects' questions.

Integrating with a helpdesk makes it easy to answer incomming questions from customers.

Linking to a workflow builder can automate repetitive tasks like sending a welcome email during onboarding.

How simple is the user interface?

The user interface serves as the initial point of contact. You don't want this to confuse your employees or customers—if the user interface is too complex or poorly designed, it will severely hinder adoption rates.

Does it provide a feedback loop?

To ensure both relevance and accuracy, it is critical for your knowledge base to stay up-to-date. One way to do this is with a system that can capture and leverage user feedback.

Want to learn even more about knowledge management systems?

Check out The Ultimate Guide to Knowledge Management on our website!

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