

Application of Knowledge Management System in Business

Name:

Course Title:

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Course Instructor:

Date:

Introduction

There are innumerable ways that organizations can tap into the efficiencies that technology yields when adopted and implemented appropriately. Information system is one of the most essential technological elements as it enhances the management of information in a firm; which is a valuable asset for the existing processes. In absence of an information management system, firms may experience information silos that tend to limit productivity in the various departments thus, ultimately affecting the overall productivity. There are various types of management information systems such as knowledge management systems, expert systems, content management systems among others. The organization determines, based on its functionality needs the most appropriate combination of information systems to adopt.

Knowledge Management Systems

Garcia and Fey (2020) define knowledge management systems as the systems adopted within an organization for the purpose of storing and retrieving varying data which subsequently enhances information access, collaboration and alignment of processes. Organizations comprise of varying functional areas; each handling a different set of activities yet all are interrelated in order for the organizational goals to be accomplished. This setup also implies that the teams working in the various functional areas often require access to information from the other teams for the processes to run smoothly. A knowledge management system ensures that the essential information is safely stored and accessible to the relevant teams as and when required. It also helps to eliminate information silos that arise when information within an organization is not accessible especially when required.

Expert Systems

These are information systems that feature automated applications which can sufficiently perform the decision making process just as a person would. Expert systems therefore simplify the decision making process, thus eliminating the need for human intervention every time a decision needs to be made in the firm. (Xiaojun, 2017). It is however essential to note that the expert systems must be fed with accurate and consistent data in order to avail precise decisions. Even in the absence of the decision makers, employees can input data and obtain the results that guide the decision making. This ensures that an organization`s processes run smoothly without breakdowns caused by physical absence or delays associated with human intervention. Expert systems also enable the managers to solve complex tasks through the expert applications in the system. Expert systems in most cases require diverse data and hence require an integrated information system that avails all the required information.

Content Management Systems

Content management are applications that enable the users to separately create, edit and publish diverse digital content. With a content management system, the users can make changes to the information in an information system without changing the actual code; which only the software developers can do in most cases. This makes it possible for even the employees with basic IT skills to make valuable contributions to the information database. (Yujong, et al., 2018).

Impact of Expert and Content Management Systems on Business

There are various ways that the adoption of an expert and content management system would enhance the efficiency in a firm`s processes.

The customer service technicians may not be in a position to make certain decisions especially where the customer inquiry or request is unique or sensitive. This means that in absence of a system, the technicians would have to escalate the request to the line manager or expert in the specific area and await response. This may experience delays and thus disappoint the customer due to lengthy process. However, in presence of an expert system, the technicians may input the requisite data and obtain the appropriate actions to proceed with the resolution process. This would take a shorter time to define action plans and lead to improved customer satisfaction due to prompt service delivery.

An expert system set to diagnose engine condition and determine if the appropriate action is replacement or repair. This would greatly enhance customer service delivery by the technicians without a lengthy process. There would be key details entered in the system as the technicians inquire from the customer and make physical observation on the actual vehicle.

An expert system may be adopted to determine the diagnose procedure for various engine problem scenarios. This implies that the technicians may collect the engine complaints from the customer as well as findings from the physical examination and subsequently key it in the expert system. Based on the simulations in the expert system, the appropriate diagnosis procedure would be availed by the system even in absence of a lead expert. This would ensure that operations are undertaken with accuracy and executed by the technicians even in absence of senior technicians or experts.

A content management system that details the various updated engine diagnostic tools and procedures would ensure that the technicians would update the information resource center that would serve as a reference to all the technicians. At any point in time, each technician would be

able to check the updated information on the system and even provide new insights in the event that the information is not up to date. (ECM System, 2021).

A content management system would also enable the different technicians even while in different operational sites to maintain discussions and collaborate on any emerging issues with customer requests. This would ensure that the feedback to customers is accurate and correct and thus inspire customer confidence in the business.

Impact of Business Intelligence

Business intelligence is a process through which firms undertake intensive analysis of data using the adopted technological resources and enhance the delivery of more informed and accurate decisions. Basically, business intelligence helps businesses yield higher quality decisions in diverse areas of operations. (Yujong, et al., 2018). An automated engine diagnostic process that compares previous similar engine problems obtained from the database would be a resourceful business intelligence as it would greatly improve the accuracy of diagnostics at the shop. This would subsequently lead to appropriate decisions that would resolve the reported engine problems permanently and thus enhance the customer satisfaction.

Business intelligence may also be utilized to inform the resource acquisition at the shop by assessing the most common customer problems and thus maintain adequate resources towards availing the solution. Through the analysis of the engine issues reported over the years, the firm would be able to determine the seasonality and variability of the reported cases. This would help inform the business on the resource acquisition in readiness for each season's unique demands and the major types of engine cases reported. The impact of this would be efficient resource utilization that would yield significant financial efficiency.

Social Media Information Systems

Social media management systems enable in the social media content management; from publishing content to engaging social media users on the different platforms. The small engine repair shop may adopt a social media information system to undertake customer surveys and gather valuable information regarding the most popular concerns, engine failures and customer satisfaction levels. This would enable the business to restructure its operations accordingly and thus deliver more satisfying services to the customers.

The business may also utilize the social media management information system to drive awareness campaigns regarding the services offered, business hours as well as an interactive platform to respond to customer`s queries promptly. This would raise the business`s response score and appeal to even more customers. It would also maintain a well-informed clientele thus significantly building the customer loyalty.

Conclusion

There are various ways that a business may benefit from adopting various information management systems. Knowledge management systems, expert systems and content management systems avail innumerable ways for a business to enhance efficiency in its operations. It is however essential that a business analysis its core operations and identifies the most effective way and the most appropriate information system to implement. Innovative and creative adoption of information systems may yield significant competitive advantage to a business.

References

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