

BA (Hons) Leadership and Management Skills for the Workplace
Knowledge and Information Management Skills for the Workplace - Poster

BMSW 5106

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Identifying the KM tools and describing their purposes

Efficiently sharing and using information of the organisation as well as a corporation of enormous size is one of the key activities of Amazon. Management solutions such as KM are used for that. Another asset involves the auditing of the Knowledge Amazon Centre, a comprehensive collection that comprises a variety of different data stuff e.g. the company policy, product specifications, operations rules, and customer support protocols (Learning Guild, (2023). The main objective of the Information Center is to make the Amazon staff members use the most pertinent information resources as they are coming up with decisions, accommodate and resolve customer issues as they come in, and uphold the accuracy of the delivered services. Due to this consolidated knowledge-base, the feelings of studying and teamwork are raised among Amazon's employees to deliver goods in a greater amount and make the clients happier (Pearlson *et al.* 2024). Amazon Chime has become the critical communication and collaborative solution which the company uses in the area of knowledge management. It is because this platform is integrated with such functions as file sharing, video conferencing, and messaging. The primary aim of Amazon Chime is to guarantee easy communication among employees within which they can share ideas, talk about tasks and jointly complete a given job. Amazon Chime encourages creativity, accelerates decision making and strengthens teamwork among employees by assisting in the passage of knowledge and articulating thoughts (Amazon, 2024). As a result, that assists Amazon with working towards its main aim of constantly striving for perfection of operations as well as achieving exceptional customer experience.

Implementation of selected KM system without spending much of Amazon’s resources

Amazon may implement its KM system in a way that would smoothen it all without requesting huge investments of resources. One way of saving infrastructure costs is setting up Knowledge Centre and Amazon Chime on the existing internal platforms like Staples cloud computing system Amazon Web Services (AWS). Secondly, focus on employee onboarding and training programs as well as designing the procedures of using knowledge management systems so that the company's staff members keep themselves independent from external assistance or services (Uno, 2022). Data transmission can be done by integrating system software like ERP and CRM, and simple workflows can be automated. Finally, be reminded not to leave out continuous improvement steps but the additional efforts in terms of budget will not be needed if a regular assessment and optimization of the knowledge management system is done in relation to user feedback and analytics



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Commercialisation of accumulated knowledge

Amazon is full of various routes for commercialising the knowledge it has collected via well Knowledge Management (KM) methods. The use of data analytics, consumer feedback, and market dynamics as sources of information by knowledge goods and services producers to derive insights and package their knowledge is an important strategy (Vassakis *et al.* 2018). Amazon, for one, may offer consulting services that help other businesses improve their operations, drawing on the experience of the company in cloud computing, logistics, and e-commerce. One way of generating income for Amazon would be through granting licences for its property rights, such as software algorithms, patents and in-house developed proprietary sciences. Utilising the knowledge collected to better-existing products or use them to create new solutions responding to clients' needs is another way to monetize clients by selling goods and a subscription service too (Vassakis *et al.* 2018). Amazon can team up with other organisations to share data; this is a good move because, on the other side of the bargain, the parties will offer resources and experience that will benefit all of them. Such partnerships not only increase revenue for Amazon but also let them extend the reach of their market and build their reputation across many areas as well as make them a thought leader.

Interaction of KM with other ongoing systems

Smooth interoperation with other running systems within Amazon's ecosystem in Knowledge Management (KM) applications occur, for example, Amazon Knowledge Centre and Amazon Chime. The interworking of Amazon with enterprise resource planning (ERP) is one of the vital factors in the integration. One of the rewards derived from the KM tools' interaction with Amazon's customer relationship management system (CRM) is that of centralisation of client data & insights (Sunyaev and Sunyaev, 2020). Staff members might look after customers as individuals, accessing purchase history, social presence data, and feedback through these and other means, without any generalisation, and tailoring responses to fit each unique need or concern. The tools for managing projects and teamwork used by different departments in the organisation have links to Amazon's knowledge management systems which employ knowledge sharing and creation (Sunyaev and Sunyaev, 2020). The ease of a cross-functional team participating in different project teams immediately exults in the work being facilitated as they can easily share, monitor, and communicate tasks through project management software like Jira and Trello. These linkages are going to ensure that the knowledge management (KM) tools to improve operational processes within the Amazon company, guide towards better decision making and provide better experiences to customers.

Use of Knowledge management is accessed, including screen design, access points, security restrictions and other applicable options.

Amazon Internal Portal which is secure and serves all company's workers who can use it to get hold of the company Knowledge Centre and Chime Amazon. After their credential inputs, the workers sees a simple and engaging design that enables them to effortlessly check out the Knowledge Centre sections and product details, corporate regulations, and customers' service requirements. It is a simple screen which appears with a search box for instant access to certain sources of information; likewise, the tabs will be in categories that can be easily browsed (Amazon, 2024). The content-sensitive in the Knowledge Centre belongs to personality to different levels, up to top clearances. Managers pertinent to customers may access characteristics of the products and might as well look into extensive product information, and the customer service agents can access FAQs and customer service policies (Stone *et al.* 2020). In order to ensure that private conversations and information sharing among staff is safe, Amazon Chime, the platform for communication, and collaboration, uses private messaging and secured video conferencing as its security features. Furthermore, Amazon employees are trained to maximally use all opportunities to get different KM technologies as well as ensure they are correctly applied (Rao, 2012).