

## AMAZON

The chosen organization is AMAZON. The company was founded by Jeff Bezos in 1994. Their primary profile was the online book trade. At that time, many people had a negative opinion of the company, they thought they were just chasing dreams. In the decades that have passed, the company has proven its standing on the market. The large company can claim huge successes. Its sophisticated, almost comprehensive KM system allows you to plan effectively and grow day by day. The company's top management is dedicated to innovation, which is why they invest huge sums in their research and improvement projects. AMAZON is one of the most modern and efficient trading companies on the market today.

## COMPANY MISSION

AMAZON's mission is to be the most customer-oriented trading company on the market. Furthermore, they want to ensure that customers can get everything they need from the company. To achieve all this, human dedication, professionalism and modern technologies are combined.  
We must not forget their commitment to environmental protection, and their propensity to invest in the research and development sector must also be mentioned.

## AMAZON AI-TECHNOLOGIES

### Amazon (Virtual) Dash Button

In 2015, when this technology came out, people didn't believe it, they thought it was a joke. The button worked by ordering the associated brand when pressed, for example a razor blade. These buttons were produced until 2019, after which the voice-based assistant ALEXA took their place. The millions of buttons sold can still be used.

### ALEXA

An artificial intelligence with voice-based access. Compatibility and a stable internet connection are essential for this technology. If both are available, you can use ALEXA to give commands based on your voice, such as playing music, reading the news, and searching.

## Knowledge Management (KM) System in practice at AMAZON

## KM SYSTEM IN AMAZON

AMAZON uses a multi-step information processing method. In the first steps, customers need to register and download the AMAZON application. During registration, personal data is first requested, such as invoicing, delivery data, bank card data, name, address. After that, the application offers a discount, which means the first month of free use of amazon prime. By using amazon prime, customers are provided with extra benefits, such as fast delivery, free movies, free music. In exchange for this, they get even more information about the given customer. Here, it begins to emerge what kind of products the customer is interested in, what price range he prefers, and how much he is willing to spend for his comfort. The system documents and processes all searches and recommends other products at discounted prices based on them. Over time, this information processing becomes so refined that it encourages the customer to continue buying. All this, however, would not be enough for long-term survival, as the quality or delivery time of some products would not satisfy customers. That's why AMAZON has developed an incredibly customer-focused contact solution and is constantly improving it. The essence of this system is that if a customer is dissatisfied for any reason, they will be satisfied as soon as possible.

There are several forms of this, usually they get a refund. In this case, the product must be returned to the company. With the help of its incredible modern delivery department, the company returns the given product to the customer free of charge with the help of a generated QR code, all he has to do is take the given product to the post office and present the QR code obtained online. Furthermore, if delivery problems arise, they can also receive a full refund or extra money that can be used online on the AMAZON market, which also encourages customers to make another purchase.

For most products, customers can find data sheets, size charts, and videos for some products available online. This can help you choose.

## KM TOOLS & BENEFITS

### -The single website

All of AMAZON's distributed products are sold through a single portal. This includes all your products, from books to electronics. The user-friendly site is easily accessible to everyone. In fact, a common smartphone and a stable internet connection are all you need to us.

### -Detailed presentation

Each product is presented as efficiently as possible, with pictures, videos, and size charts. In addition, you can read opinions about the given product and publish evaluations, all in chronological order. This is a huge help for customers and employees alike.

### -Multiple content

AMAZON divides all its pages logically into sections related to a specific product. Once customers see these modules, they very quickly find products with the right features for them. In addition, it is very useful for employees because they do not have to scan documents and waste time.

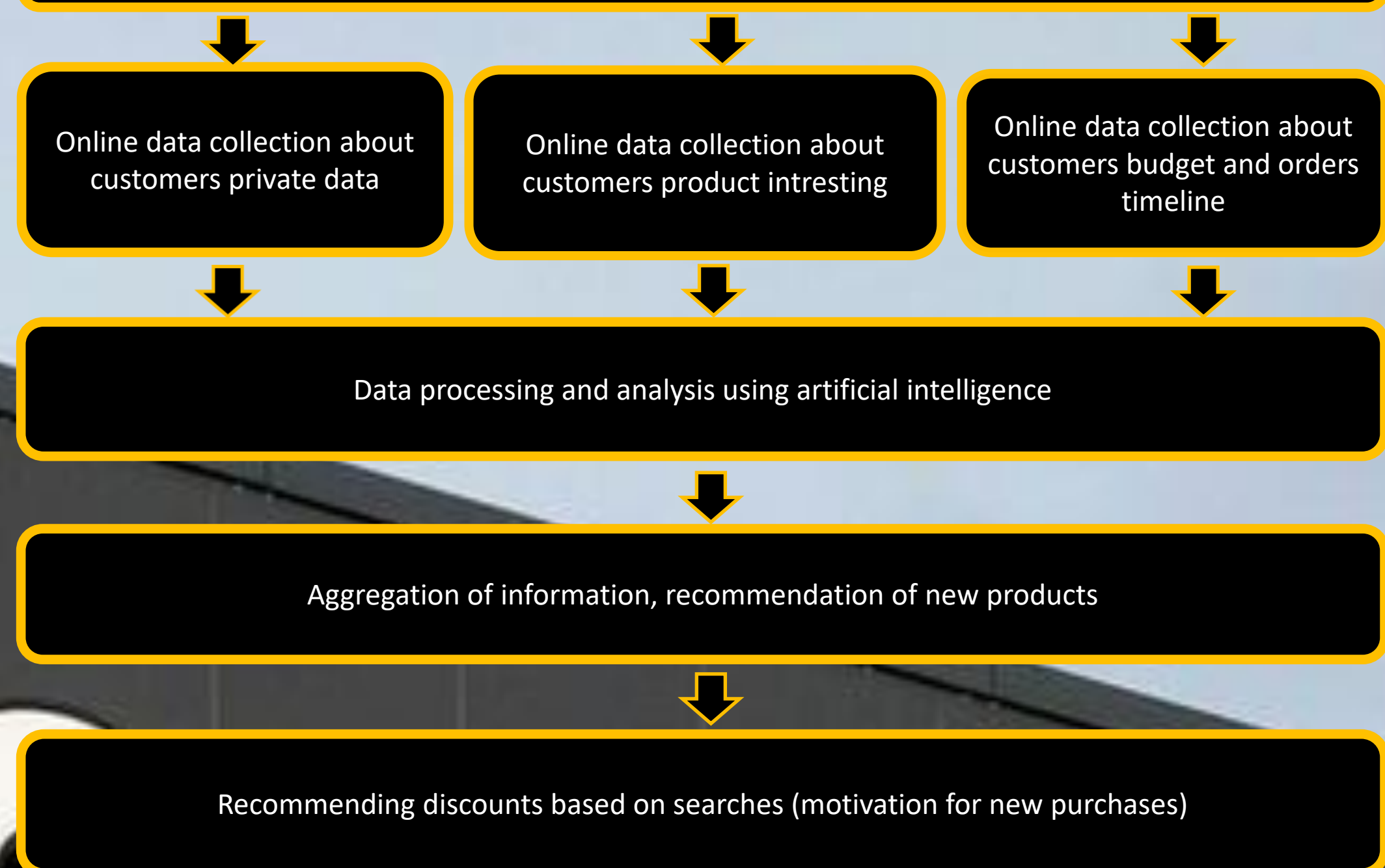
### -Impressive personality

During the use of AMAZON, it learns more and more about the given customer, so it recommends offers according to the customer's interests and warns about special offers, so that customers do not miss out on the special offers of their favorite brands and products.

### -Simple transactions

At AMAZON, the transaction is very easy to complete, it is simply super fast and there are also options for deletion and modification.

## INFORMATION FLOW



## CONCLUSION

AMAZON has achieved incredible success to date, everyone can be sure that the company is committed to its business and will do everything to satisfy its customers. Huge sums are invested in the company's research and development projects, and this can be seen in the technologies used. It can be said that AMAZON is deservedly famous and recognized worldwide.

## RECOMMENDATION

Based on the above, expanding the company could be one of the most effective ways to reach even more customers. However, there are countries that draw boundaries in front of large companies, do not allow them to enter their markets, or simply provide unfavorable opportunities. Therefore, the second suggestion would be the training of the company's political management, since if competent people deal with this problem, they can obviously find a solution to remove or mitigate the obstacles.

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## POTENTIAL BENEFITS AND DRAWBACKS

AMAZON's dedication, the knowledge of its employees, and the fact that they are willing to research and develop, despite the huge costs involved, are definitely an advantage.

The disadvantage is that the company is not available in many countries, despite the fact that citizens really want to use it.