

Knowledge and Information Management Skills for the Workplace
BMSW 5106

Andrei Amzulescu-2124638

Knowledge Management (KM) System in practice at Amazon

Introduction:

This presentation will demonstrate the knowledge of the knowledge management system of Amazon. This discussion will reveal some of the effective analyses of the tools and systems used by and the suggestion of the KM system to enhance their facilities.

Importance of having better KM system:

Better knowledge management facilities help them to coordinate with the stakeholders of their organisation. It helps to understand the cultural diversities and needs among the employees and notify the authorities and the management of the organisation to serve their support to create cultural awareness. It also helps align the needs of their customers and develop affection for products which can help to fill the needs of their customers. KM is also important to analyse the lack of high-order discrepancy measurement. It is also important to enhance the technical departments of the organisation and analyse the product-related information (Hislop *et al.* 2018).

Suggestion of a Better KM Tool for Amazon:

Amazon can take support of the Bloomfire KM tool. It can help Amazon in their digital streaming process, analytical works, interact with their customers and simplify the information optimization process of the stakeholders. It can also help to serve automation facilities following which Amazon can finish their operational duties faster and reduce their human errors.

Benefits:

Marketing: One of the effective benefits of the Bloomfire software facilities in knowledge management is it helps to analyse the needs of the customers. Following that Amazon can analyse the market trends and understand the content which are in demand. After analysing the content they can create effective videos and content and use them in their marketing process. Following that it can help to boost customers attracting work for the company. For example, Salesforce has made their collaboration with Bloomfire which helps them to understand the needs of their customers and made connections between the customers and business by serving effective marketing content (Bloomfire, 2023a).

Commercialised: One of the effective advantages of this KM system in the business is it helps to commercialise the business. It can help Amazon serve the difference in IT, financial, retail and other services. It can also help to make their consideration among the health and security factors of the customers as well as the employees. By maintaining an appropriate flow of information businesses can understand the commercial market and the employees can raise their productivity to fill the needs of the customers. For example, McKesson Corporation takes support from this multi-tasking facility Bloomfire which helps them to understand the competitive market and develops their effective services to commercialise their business activities (Enlyft, 2024).

References:

Bloomfire (2023a) Bloomfire + Salesforce Lightning Integration, Bloomfire. Available at: <https://bloomfire.com/integrations/salesforce/> (Accessed: 28 March 2024).
Bloomfire (2024) AI-based knowledge management software system, Bloomfire. Available at: <https://bloomfire.com/> (Accessed: 28 March 2024).
Capterra (2024) Bloomfire Reviews 2022 - capterra. Available at: <https://www.capterra.com/p/131501/Bloomfire/reviews/> (Accessed: 28 March 2024).
Chang, J. (2024) Pros & Cons of Bloomfire: Analysis of a knowledge management software, Financesonline.com. Available at: <https://financesonline.com/pros-cons-of-bloomfire/#~:text=Even%20better%2C%20the%20solution%20allows,to%20purge%20deactivated%20community%20members.> (Accessed: 28 March 2024).
Enlyft (2024) Bloomfire commands 0.03% market share in Enterprise HR Management, and its marketshare. Available at: <https://enlyft.com/tech/products/bloomfire> (Accessed: 28 March 2024).
Hislop, D., Bosua, R. and Helms, R., (2018). Knowledge management in organizations: A critical introduction. Oxford university press. Available at: https://books.google.co.uk/books?hl=en&lr=&id=fhFQDwAAQBAJ&oi=fnd&pg=PP1&dq=knowledge+management&ots=0UyUfu7AAo&sig=DehJl8HQeSylajxwZq5ZpFwVG0&redir_esc=y#v=onepage&q=knowledge%20management&f=false
Zendesk (2024) Make customer service easier with Zendesk. Available at: https://www.zendesk.com/lp/help-center/?utm_source=google&utm_medium=Search-Paid&utm_network=g&utm_campaign=SE_AW_AP_IN_EN_N_Sup_Brand_TM_Zeta_All_H&matchtype=b&utm_term=zendesk+knowledge+management&utm_content=618325206219&theme=&gad_source=1&gclid=Cj0KCQjwqpSwBhClARIsADiZ_TkNca-XVF9oJ-F2z96mbhMA_T3q2GcJlPSNKfGvUljfoGQkN68YiaAjd2EAlw_wcB&demoStep=personal (Accessed: 28 March 2024).



Knowledge management Tools:

Zendesk:

Zendesk is a knowledge management software which helps to assist customers and provides accurate directions for their product searching options. For that, they can receive accurate results (Zendesk, 2024).

Purpose and uses: It can help organisations to create help centres. Following this access points of information among the employees and customers are going to be utilities. In addition, the collaborative works of the business can be raised. It also helps to serve self-service facilities to maintain the secrecy of the data (Zendesk, 2024).

Interaction with other systems: this knowledge management technique helps to use customers' information and securely transact them to the organisation software facilities like the managerial software and SEO software. Following that the flow of information is securely transacted (Zendesk, 2024).

Bloomfire:

Bloomfire is an AI-powered knowledge management facility which contains data stream capabilities. Based on the topics it helps to serve auto search facilities for the business stakeholders and its customers (Bloomfire, 2024).

Purpose and uses: The main purpose of this software facility is to serve cross-pollination facilities. Following these facilities, they can enhance multi-source optimization facilities which helps to transform KM for better productivity. Mostly it is used for collective intelligence in the business (Bloomfire, 2024).

Interaction with other systems: Bloomfire can easily interact with the screen design software of the organisation. Following that, it can help to approve flows of affections of contents and supports to build effective designs to attract the attention of customers. In addition, it can serve as analytic support following which the investors and other stakeholders can simplify the analysis of the financial information of the business (Bloomfire, 2024).

Drawbacks:

Password issue: One of the effective drawbacks faced by the business or users during the time of using Bloomfire is the security reset issues. For that, the end users of the customers or employees of Amazon can face consequences for using the facilities of this tool. If there is any security breach and the employees of the business want to reset their passwords the user will follow several steps which raise the complication of security. In addition, the deactivation of the accounts also needed to be followed several of steps which can have a direct effect on the customer satisfaction rate. Following this, the knowledge management work can be suffered by the business (Chang, 2024).

Clunkiness: The Bloomfire software facilities can have an effect on Amazon's cost management facilities. Following that the indexing works with these facilities can take too much time. In addition, the navigation of the information using this systematic approach also takes time. Following that the knowledge management process of the business can contain too much time consumptions which slow down the speed of the production. If the KM facilities of Bloomfire stopped in the middle then the users needed to go back on its strategies and restart their overall works again. In addition, finding information from the cut area is also difficult (Capterra, 2024).

Conclusion: This short presentation made a detailed analysis of better knowledge management systems.

Following this it describes some of the effective tools of knowledge management and reveals their purpose and uses. Lastly, it reveals how Amazon can raise their effectiveness by using the Bloomfire tool in its knowledge management part. Some of the effects of examples are also revealed for the uses of this kind of knowledge management tool.

