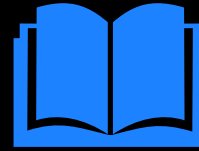


# KNOWLEDGE ACQUISITION AS PART OF KNOWLEDGE MANAGEMENT SYSTEM (MKS) AT AMAZON

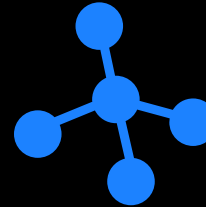


## WHAT IS ACQUISITION OF KNOWLEDGE?



- The acquisition of knowledge is considered critical to the success of the organisation (Afolayan, White, Mason-Jones, researchgate.net, 2016).
- The practices and principles applied by Amazon to their business are advanced knowledge management techniques and they improve customer's experience.

## AMAZON IS NOT JUST A RETAILER



- They provide a wide range of products and services, like Amazon Web Services (AWS) which provides on-demand cloud computing platforms and APIs to individuals, companies, and governments, or Amazon Connect, their own customer service offered as a product to their business clients

## STRATEGIES APPLIED FOR THE KNOWLEDGE ACQUISITION



- One website for everything
- Consistent presentation for all products
- Easy-to-read modular content for every page
- Learning about the customer and offer personalized content
- Customer-provided ratings and reviews
- Easy and fast payments
- Subscriptions, alerts, and reminders
- Getting feedback from their customers
- AI-controlled support centre.
- Available anytime, anywhere, from any device