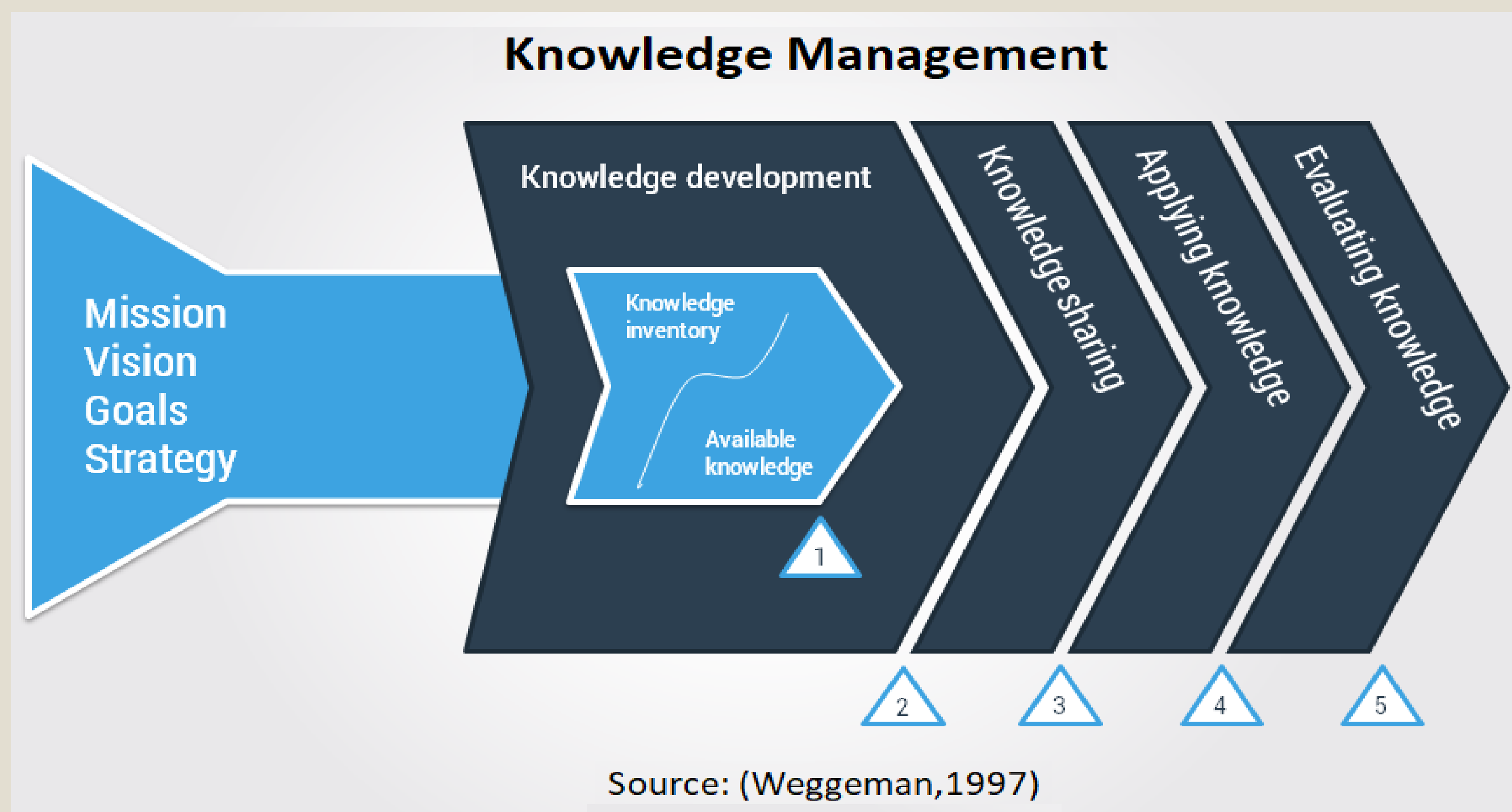


Poster presentation of a one area of a KMVC

Knowledge Application of Amazon



Amazon Inc is a successful e-commerce company that applies Knowledge Management or KM principles in assisting the customers to find what they want and when they want with ease and convenience.

The KM principle also provides a structured approach that accomplishes the goals of the company in an intuitive and personalised way adding value to the experience (Carlucci, Marr and Schiuma, 2014).

Linking Information Resources

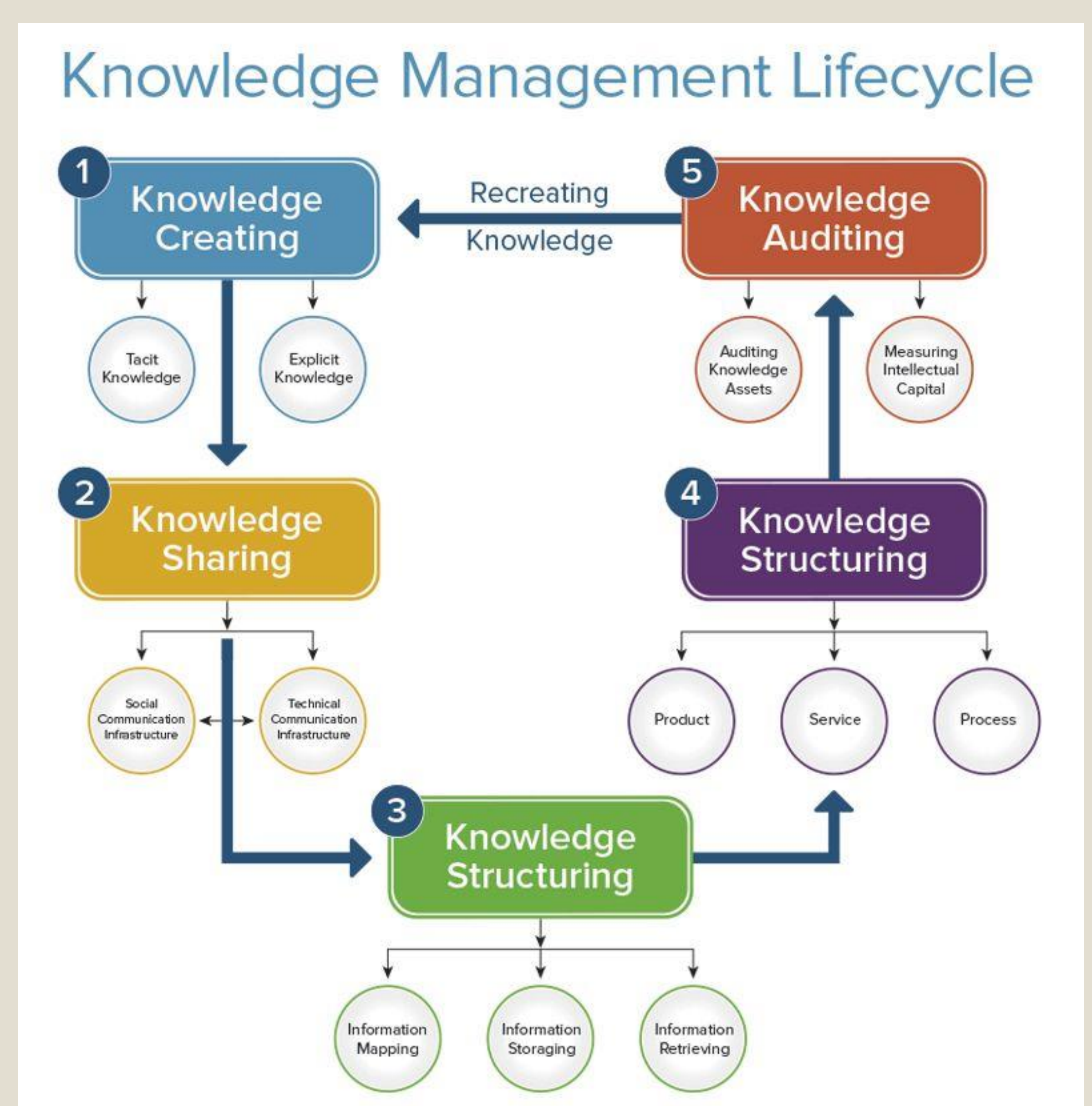
- Amazon does businesses ensuring one portal-one interface that emphasises easy-to-use-gateway knowledge in all forms such as eLearning, websites, courseware, videos to improve user experience. In this sense, the corporation makes the most of its opportunities to build client loyalty and sustain brand image which is far better than its competitors.
- Amazon also applies knowledge application to effectively conduct international research in assessing trends in consumption behaviours of the potential customers.

Developing E-Business System Report

- Amazon mostly employs knowledge applications to save operating expenses and stay ahead of the competition in the retail industry. Knowledge applications are created to collect data and utilise relevant helpful information in decision-making processes.
- This applies in developing knowledge applications including generating information systems including point of sales and ISD systems (Lee and Yang, 2010).
- Here, Walmart developed a Decision Support System to access required information in making decision easier to gain a competitive edge.

How Knowledge Management handled at Amazon

- Amazon used knowledge applications in the development of Amazon Connect, a productized version of the company's contact center software (Castelli, et al., 2017).
- Because Amazon conducts billions of transactions each month, it is difficult for a customer live representative to answer every issue and offer appropriate update. Amazon's Subscription API is a unique knowledge application that allows sellers to get notifications within 60 seconds of sales.



- It is necessary to install "hands-on" experience with Amazon Elastic Computer Cloud and Amazon Virtual Private Cloud. AliBaba and Walmart make improved experiences for the customers with improved knowledge application.
- With knowledge management approaches, Amazon seamlessly connects millions of individuals with millions of product information. As a result, the company uses knowledge to improve customer experience by identifying the areas of improvement by leveraging both internal and external knowledge.
- Amazon evaluates the application of knowledge in providing a consistent presentation to product specifications to reviews through content management application is being applied with effectiveness by assessing feedback from the employees and customers. This ensures that Amazon can gauge KM effectiveness by distinguishing important and useful content based on feedback.