

Knowledge Management in the World of AI & Social Media

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It's still all about

Authoring

Consuming

Governing

Authoring

Who are Today's Knowledge Authors?

Everybody – Social Knowledge Management

Consider how like to consume their Knowledge?

Short, sharp and relevant

Fake news!



Now that the **limit** is **280 characters**, the most common length of a **tweet** is **33 characters**.

Historically, only 9% of **tweets** hit **Twitter's** **140-character limit**, now it's **1%**.

Knowledge Consumption

The Google logo is centered on the page, featuring its characteristic multi-colored letters: 'G' in blue, 'o' in red, 'o' in yellow, 'g' in green, 'l' in blue, and 'e' in red.

Search Google or type a URL



**Our job is not to
replace access and
to control all
knowledge....**

**Our job is provide
and control
relevant knowledge
with an equivalent
experience....**

Social Knowledge Management

- Crowd Sourcing of Knowledge
- Peer to Peer
- Connecting people through collaboration

HELP FRIENDS NEW QUESTION

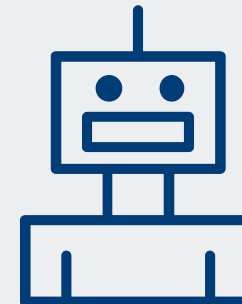
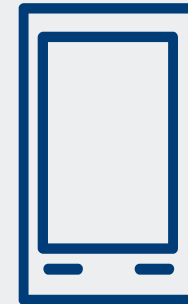
FEATURED QUESTIONS (8) ALL QUESTIONS (217) YOUR QUESTIONS (10)

Based on your skills

- Why can't I use iPhone and other handheld devices in the office?**
Clayton, Dean (31 May 2018) 1 Follower
- Is the Windows 8 Lync App that is available in the Windows 8 application store supported in our company?**
Clayton, Dean (31 May 2018) 1 Follower
- I have installed Afaria MDM application on my Windows Mobile 6.x smartphone. How do I verify the application configurations are set up correctly?**
Clayton, Dean (31 May 2018) 2 Followers
- How do I disable unnecessary features and services in Windows Vista?**
Clayton, Dean (31 May 2018) 1 Follower

Consuming

- How do people like to find Knowledge?
 - Multi channels
 - Structured or non structured
 - Assisted by a BOT (Alexa, Siri etc)
- How do you know if you are missing Knowledge?
 - Data driven Knowledge
 - Machine Learning



Smart Searching

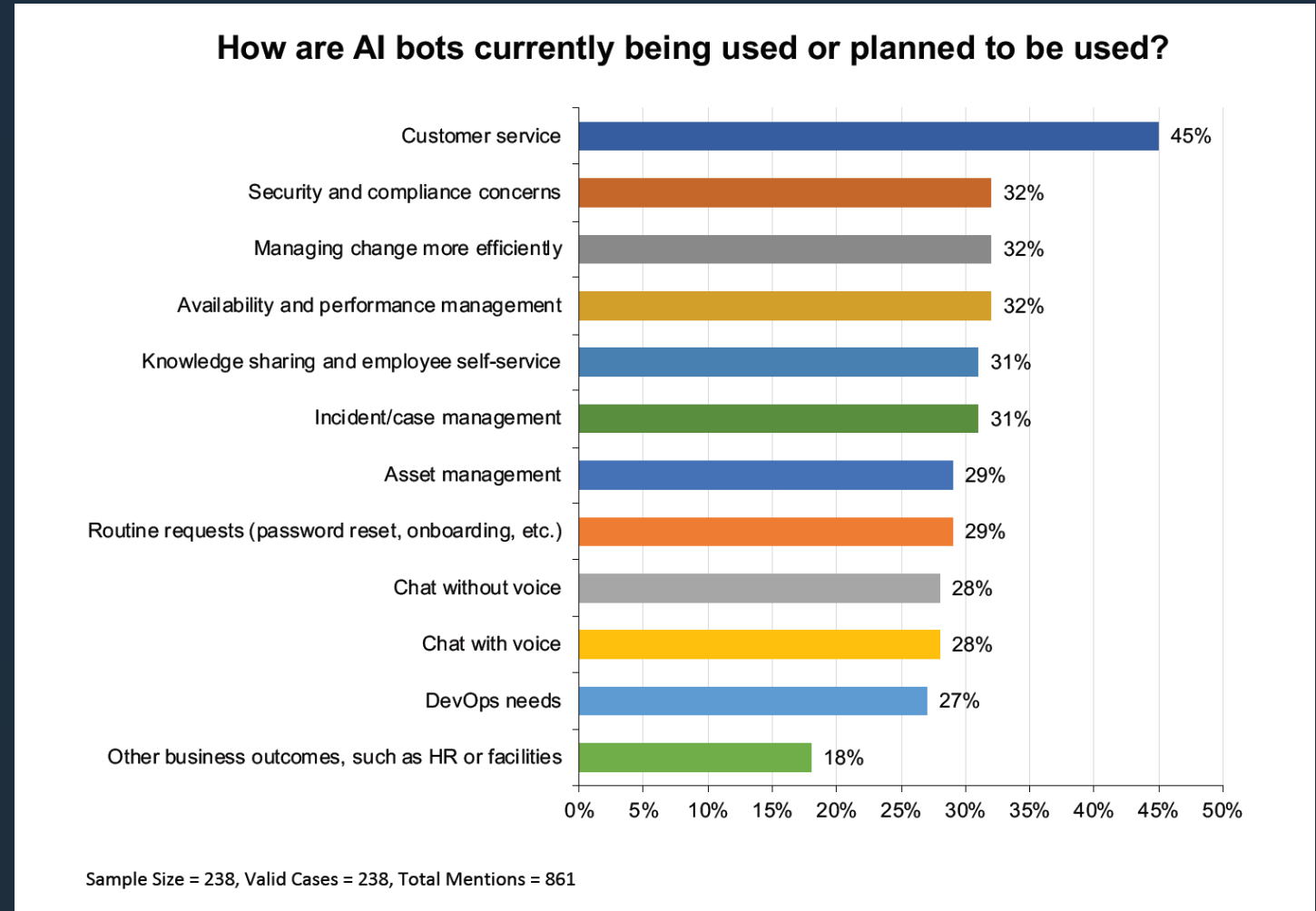
- Full-text search capabilities
- Multi Language
- Fuzzy search
- Content-Aware
- Images

The screenshot displays a search interface for the query "new pc". At the top, there is a search bar with the text "new pc" and a magnifying glass icon. To the right of the search bar are four navigation icons: "Virtual agent" (headset), "Ask friends" (speech bubble with question mark), "Suggest idea" (lightbulb), and "New request" (document with image). Below the search bar, the text "Showing results for new pc" is displayed. A filter bar shows "Filter by" with four options: "Knowledge", "Offerings", "Public requests", and "Ideas", each with an unchecked checkbox. The search results are listed below, each with a title, a brief description, and a corresponding action button:

- Request a new PC**
Request a new PC. Overview Request a new PC. You can request a new PC for the following business reasons: · New employee - Request a new PC Primary PC for a new employee. · Job change
\$ 899.00 + \$ 25.00 / mo
[REQUEST SERVICE](#)
- Urgent Support Request** ⓘ
Urgent Support Request. Urgent Support Request generated from Apple Watch
[REQUEST SUPPORT](#)
- How do I test connectivity to the new PC Backup service?**
How do I test connectivity to the new PC Backup service?
[VIEW QUESTION](#)
- How do I migrate data/settings/applications from old to new PC?**
How do I migrate data/settings/applications from old to new PC?
[VIEW QUESTION](#)
- How to order a new PC?**
How to order a new PC?
[VIEW QUESTION](#)

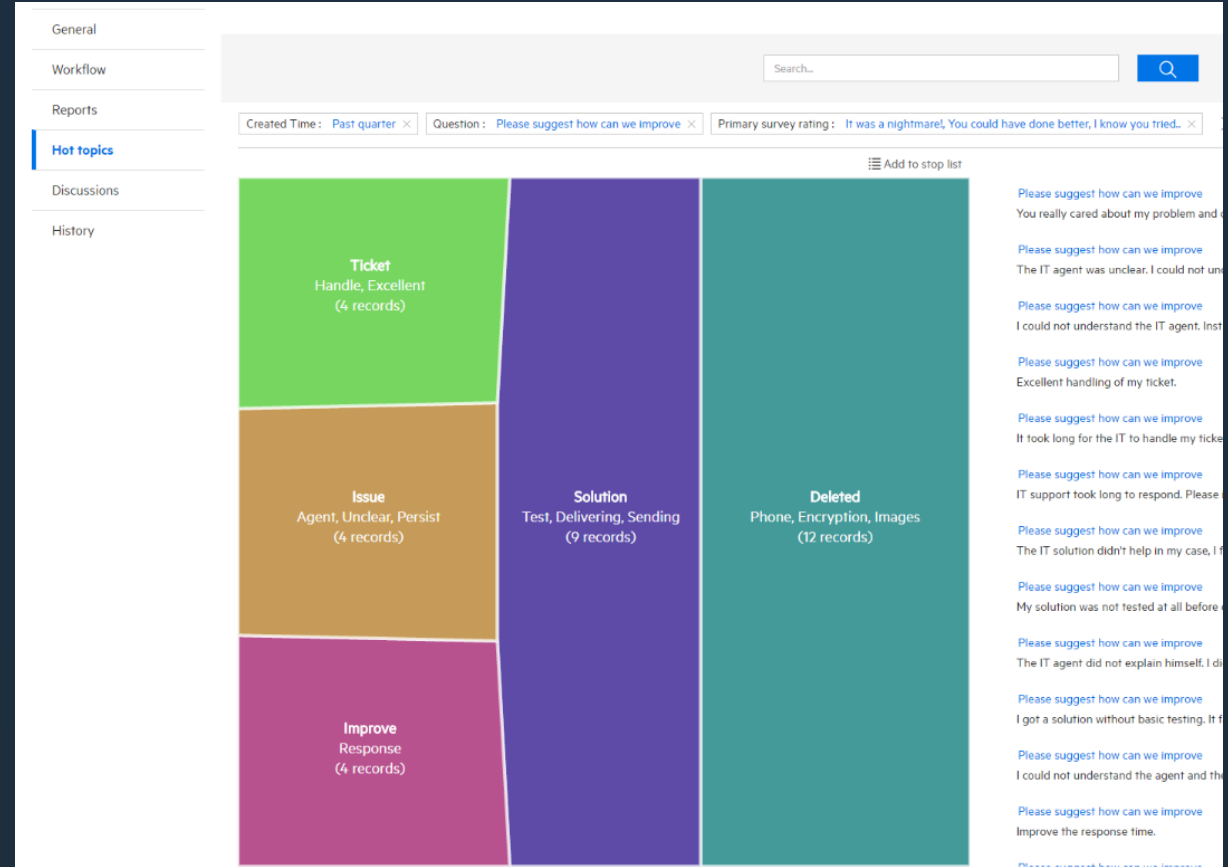
Assisted Searching

- AI and BOTs
 - AI powered Natural Language Understanding to help users
 - Actionable Intents can be automatically generated with Machine Learning
- Emails
 - Auto response to questions



Data Driven Knowledge & Machine Learning

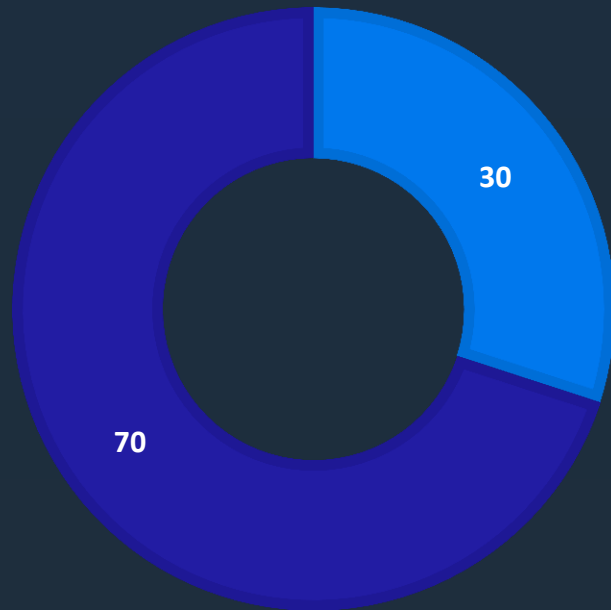
- Analyze hot topics within user portal search, social Q&A, requests, incidents, and survey results
- Shows patterns of unstructured data to identify important interest areas
- Generate new knowledge articles from the analysis



Introducing Max!

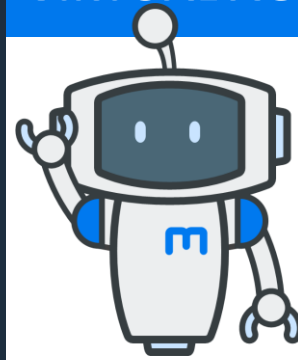
EFFORTS

■ Virtual agent ■ Live agent



VIRTUAL AGENT:

TAKE AUTOMATIC TASK



- Reply to frequently asked questions
- Help troubleshoot and solve common problems
- Help end user to fill in offering and support requests

LIVE AGENT:

TAKE COMPLEX TASK



- Resolve complex problems
- Submit requests on behalf of end user
- And more...

Thank You

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