

State of Knowledge Management (KM) - 2022

Market Size - \$381.5B in 2020 & Projected to Reach **\$1.4T** by **2027**

SoftClouds & Knowledge Management → Kapture

An API Driven Powerful Knowledge Platform by SoftClouds

Top Knowledge Management Solutions

- Zendesk
- Zoho Desk
- Salesforce Experience Cloud
- ServiceNow
- Oracle Knowledge Advanced
- Kapture

Knowledge Management - The Need

- 75%** Customers Believe it Takes too Long to Reach a Live Agent
- 74%** People are Likely to Switch Brands if they Find the Process Difficult
- \$31.5B** Lost in a Year by Fortune 500 Firms Due to Poor Knowledge-Sharing Policies
- 74%** Organizations Believe Effective KM Increase Productivity by 10% to 40%
- 30%** Time Wasted by Companies on Searching for Information that Already Exists
- 36%** Avg Time Spent Searching for Information During the Workday
- \$75B** Falling to Deliver the Expected CX Costs Businesses
- 10K** The Number of Baby Boomers Turning 65 Everyday

Benefits of KM:

- Decrease Loss of Know-How
- Cost Effective Contact Center, Services
- Improve Employee & Customer Alignment
- Exchange of Ideas with an Integrated Platform
- Faster Productivity & Innovation
- Facilitate Better Decision Making
- Educate Customers on Products/Services
- Content Outreach for SEO & Other Aspects

New Frontiers – Knowledge Management + Artificial Intelligence + Machine Learning:

- Simplify Knowledge Discovery
- Bring Data Together
- Keep Content up to Date
- Leverage Important Metrics
- Visual How-To Guides
- Embedded user Training Guide
- Intelligent Advisor (OPA) in KB for Quick Decision-Making

Features of Kapture

- Content Authoring
- Advanced Intelligent Search (NLP + Image)
- Dictionary Tuning
- Enhanced User Management
- Dynamic Reporting & Analytics
- API Driven Platform
- Cloud or On-Premise

Competitive Analysis of KM Solutions – www.softclouds.com/knowledge-management-landscape

"Most companies don't know what they know, they would be 5x efficient & effective if they knew to communicate quickly and widely with correct information."

– Mahesh Jayakumar, Practice Director – SoftClouds LLC

"Retaining and sharing organizational knowledge is key to scalable success. Organizations that effectively invest in their knowledge management technology gain competitive advantages in compliance adherence, improved revenue, and superior customer experiences."

– Erica Butler, MIS, VP of Knowledge Management – Mountain America Credit Union

"Knowledge is the key to Productivity. If companies can find innovative, simple & better ways to handle and share knowledge, there will be a sharp increase in productivity, reduced costs and better customer experience."

– Kiran Rajendran, Oracle Service Cloud Lead – SoftClouds LLC