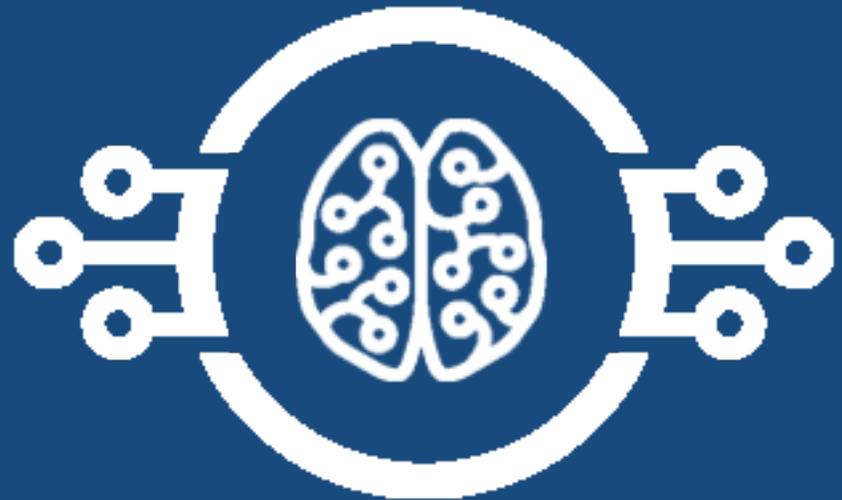




Solving your Company's Information-Sharing Crisis with Artificial Intelligence



INTRODUCTION

The need for a reliable source of truth is absolutely critical for businesses.

You have immeasurable information about your company's products, processes, policies, and tools that employees need to know in order for the business to run successfully. The problem is that this information can live anywhere: in a wiki, an intranet, a knowledge base, or just in someone's head. But knowledge is useless if it's hidden, out of date, or irrelevant.

In the past, information just sat in your knowledge base. You couldn't trust if it was up to date and there was nothing proactive about the way knowledge was created or shared. But it's time to rethink that. AI can improve more than just those features; it can add value to the entire "knowledge lifecycle."

From creating and capturing ideas and content, to managing the information that lives in your knowledge base, to the delivery of relevant knowledge applicable to a specific person in a specific situation, AI is enabling us to reimagine the process of making a contextually aware, centralized location of knowledge a reality.

AI is about to make knowledge bases a whole lot more intuitive, efficient, and useful. Businesses, meet your new secret weapon: the AI-powered knowledge base.

AI STARTS AT THE BEGINNING

AI should be the foundation of all the information your company possesses. It's not enough to deploy a bot in your business that fields employee's FAQs and call it a day. In order to draw anything useful from all your organization's data and turn it into knowledge that's going to provide you with insights and drive action, the information must be readable by AI.

The creation of information that lives in your knowledge repository is where it all begins. As you create a document or an article of knowledge, AI assigns contextual meaning to every section. This process is called annotation. Without it, the information you input cannot be recognized as relevant or applicable to specific employees or teams. Contextually aware information, made possible by AI, is the key to the next wave of platforms that will enhance how employees access knowledge, teams collaborate, and businesses become more efficient.

The two main issues with current knowledge bases, intranets, or wikis are the inability to access specific, relevant information and to maintain the content integrity and quality. AI solves both these issues and improves how teams align and collaborate to achieve their goals.



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ISSUE #1: CONTEXTUALLY AWARE INFORMATION AND PROACTIVE SHARING

Everything that lives in your knowledge base is unstructured and more of a hindrance than a help. To make your information work for every person within your organization, it needs to be annotated.

Annotation is what makes contextually relevant knowledge possible. When creating documents of information to fill out your knowledge base, AI tags every section you write. That way, a machine can understand what content is applicable to the right person at the right time.



On a small scale, context helps with asking questions and receiving answers. For instance, if an employee in Spain asks about the holiday schedule, they won't just receive a link to the entire employee handbook, then have to sift through the pages to find the Spanish office's holiday policy. Instead, they can ask a bot that sits on your knowledge bot and AI returns the exact information that's applicable to that employee in Spain.

On a larger scale, context helps align teams so they can collaborate better and become more successful. For instance, let's say Product releases notes on their latest sprint and a new feature is now live. Marketing and Sales need to know about this so their teams can spread the word. The product team can enter the release notes within the company knowledge base and the AI annotates them as they're written. Then, AI identifies what teams should be notified and surfaces them accordingly via email or chat.

Intelligent knowledge bases automate the entire knowledge life cycle and proactively shares information so you don't have to. Now, every team has a single point of access to information; finding the content that is specifically that's relevant to them is no longer a blocker.

Over time, the capabilities of AI will grow. Imagine a knowledge base so smart that it writes itself. It's not out of the question; it's possible.

ISSUE #2: INTEGRITY AND QUALITY OF YOUR KNOWLEDGE



The amount of information within your organization's knowledge base is often treated with a "set it and forget it" mentality. But that information doesn't do anyone any good if it's not up to date.

Typically, some teams within your business have no idea what the others are doing. Silos exist. This becomes problematic when Team A decides on strategies or action items that are out of line with the goals of Team B. But Team A is unaware that the knowledge documents informing their decisions are outdated. When new intranet pages or Google docs are created by Team A or B, it's impossible to know if existing content is now completely irrelevant, or if only sections are out of date.

Instead of wasting time to find the old document you once wrote, maybe you just write a new one on the same subject. But if a colleague is searching for information about a topic and both documents are returned in their search, how do they know which version is correct?

An intelligent knowledge base changes that. AI can remind authors about the article they wrote when it's in danger of expiring. But what if

the content author no longer works at the company? AI recognizes what team she or he was a part of and can surface the content to other team members. This way, knowledge is refreshed by the right people so other teams it is relevant to never have to wonder if it's the latest version or not.

CONCLUSION: AI AUTOMATES THE KNOWLEDGE LIFECYCLE SO TEAMS CAN GET BACK TO WORK

It's both possible and critical for every team within your organization to have one centralized source of truth. While most contemporary AI tools address how people ask and search for knowledge, the real solution lies in the way knowledge is captured, created, and managed.

When AI supports foundation of your information or knowledge creating process, everything that follows is streamlined. You never have to worry about grooming all those documents, AI will do that for you. Now, every team can focus on performing their roles instead of searching for or asking colleagues about pieces of information they need to inform the path ahead.

Silos don't stand a chance when AI handles the creation, management, and sharing of knowledge. Adopting AI is going to break down the knowledge barriers and help every team collaborate and perform efficiently.



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ABOUT TALLA

Talla's AI-powered knowledge base and intelligent agents bring IT and other business teams into the future of automation and insights. The Talla platform uses machine learning to surface relevant information in the right context, and keeps regularly changing information up-to-date. Use Talla to onboard new employees, for policy and procedure management, and more. Deliver and collect information through chat in the TallaChat application or through Slack or Microsoft Teams. Get started today at Talla.com or by calling 617-517-4156.