Knowledge and Learning
for Peak Performance

What is Knowledge and Learning Management?

Traditionally, Knowledge Management and Learning Management have two separate definitions with separate sets of objectives. Knowledge Management is formally defined as a discipline that promotes an integrated approach to identifying, capturing, evaluating, retrieving and sharing all of an organization's information assets. Information assets could include databases, documents, policies, procedures, and previously uncaptured expertise and experience of individual workers. Whereas Learning Management is the administration, documentation, tracking, reporting, and delivery of educational or instructional materials.

But, at Sagitec, we think it's only logical to couple knowledge and learning management. Both disciplines not only have the same ultimate objectives (collecting knowledge from an expert source to teach a non-expert something new), but often use (and duplicate) a lot of the same processes and efforts in order to achieve that objective. The fact is, knowledge is the input to learning. And, your organization can save a lot of time, money, effort, and other challenges by coupling these two disciplines into a single platform.

Is Knowtion™ Meant for Agency Employees or Members?

The short answer is that you should be using knowledge and learning management for both your internal and external stakeholders. Of course, each organization that implements Knowtion™ is unique and may have a vision for using knowledge and learning management in different ways. That said, improving the availability of contextual knowledge to both employees and customers can **reduce the time it takes to resolve a problem by 20-80%.** In fact, the majority of customer service tools available in the market provide some type of knowledge base functionality. Members that are empowered with real information make better decisions. In a 2014 survey, Forrester found that 76% of consumers report using self-service channels like FAQ pages to find answers to their problems. We have moved to an age where both employees and members want to be able to help themselves, rather than rely on making a phone call, getting routed through a phone tree, or having to talk to a live human being.

Knowledge and learning management isn't the death of customer intimacy; it's tool that unlocks the true power of serving your customer's needs. It can be used by anyone – inside or outside your organization and can integrate with any of Sagitec's other products or solutions.

Making the Business Case for Knowledge and Learning Management at Your Organization

Empower your employees, customers, and other stakeholders to serve themselves by arming them with knowledge and learning opportunities.

HERE ARE SOME FUN FACTS:

3/4 — **Three out of four Millennials (18-32 year olds) would rather read and research for answers (Google it) than speak to a person** on the phone or meet with someone face-to-face.

60% — Organizations that encourage their employees to look for answers on their own, have **60% more satisfied employees, can provide more growth opportunities, and have 30% less employee turnover.**

44% — It's a myth that organizations that provide self-service decrease their customer intimacy value proposition. **44% of organizations that have implemented self-service have reported higher customer engagement** and satisfaction over their pre self-service selves.

Stop the reliance on a few key subject matter experts and free them up to work on other important initiatives. Stop knowledge from walking out the door when the SME does.

DID YOU KNOW?

45 – 85% — In an average organization, **the longest lasting employees spend between 45%-85% of their time providing historical decisions and organizational knowledge** (mostly by memory) to other employees within the company.

89% — **89% of all organizations do not "plan" time for subject matter experts to transfer knowledge on a regular basis** to other staff and stakeholders (unless specifically part of a larger, formal initiative).

88% — **88% of workers felt the training they receive in their first 12-months wasn't enough** to allow them to do their job.

Identify gaps in communication and knowledge so that you can create plans to fill them.

THE PROOF IS IN THE PUDDING:

99% — **99% of organizations without a knowledge management solution report that there is no mechanism for tracking** the questions that employees and other stakeholders are asking to subject matter experts, managers, or peers.

58% — Out of organizations that have implemented a knowledge management solution, **58% say that they are able to provide organizational knowledge that they weren't previously able to provide.**

71% — Out of the companies that say they provide adequate knowledge and communication to their stakeholders, **71% of employees' site "difficulty in finding answers within the content"** as the reason they don't read and research for answers themselves.

> *"An investment in knowledge pays the best interest."*
>
> – Benjamin Franklin

5 Real Business Benefits Knowtion™ Customers Experience

1. Reduce the work effort by fostering content reuse.

- Reuse content by coupling Knowledge and Learning management – load all of your existing content into Knowtion™ to create e-courses and assessments.
- Sprinkle in any new content along the way or exclusively use the existing content from within Knowtion™ to teach someone something new.
- Provide hyperlinks to external material (such as websites) from within Knowtion™ or eCourses.

2. Encourage the creation of new content that meets your organization's needs.

- Make better decisions with Knowtion's™ out-of-the-box usage and keyword search reports, and FAQ repository with searchable SME inputs and email integration.
- Encourage a continuous cycle of content creation with searchable announcements and discussion threads.
- Benefit from higher adoption rates with participation in content creation and maintenance from key stakeholders.

3. Capitalize on your previous investments by using tools that you already own.

- Create content in Knowtion™ without investing in additional third party tools or use with any other application you are already own.
- Integrate Knowtion™ with any security application that you use (e.g., Active Directory) easily.
- Benefit from SCORM and AICC compliance for eLearning packages, including file import/export functionality for whatever your needs are.

4. Help users find information and answers quickly.

- The "targeted audience" feature allows for permissions-based controls in Knowtion which ensures that authors have the ultimate control over who can see what content without stifling information seekers.
- Knowtion™ provides consistency across every type of content so that your end users feel confident that they are in the right spot and executing the right steps to find the information that they are looking for.
- As we tap into tools you already own, end users are already familiar with the basic patterns of how to interact with your content which significantly reduces the need for any type of training.

5. Gain access to never-seen-before decision making data.

- Gain insight into who is using Knowtion™, how often and what keywords users search, and if they find the right information with that search.
- Gain insight into what topics are commonly being asked about, how long it takes subject matter experts to answer, and if an activity spiked after an event.
- Empower yourself to make decisions based on real data.

"Every addition to true knowledge is an addition to human power."

– Horace Mann

About Sagitec

Sagitec Solutions is a growing global software and IT company that designs and delivers tailor-made pension, provident fund, unemployment insurance and health and life sciences software solutions to clients of all sizes. Understanding that a dynamic world requires dynamic technology, Sagitec offers solutions that are highly configurable and extensible by nature. With deep industry experience in software implementation and systems integration, project management, consulting, hosting and software support, Sagitec is a partner clients can trust to deliver mission-critical IT projects. Sagitec has multiple office locations and is headquartered in Saint Paul, Minnesota. Learn more at **www.sagitec.com**.

sagitec

f 🐦 in g+