

CASE STUDY

INFORMATION GOVERNANCE FOR KNOWLEDGE MANAGEMENT SYSTEMS

An upstate New York medical device manufacturer sought to improve customer service by providing improved access to consistent, current, and accurate product information for customer service representatives. Leveraging Technology helped assure the proper alignment of people, process, and technology capabilities necessary to realize and sustain that goal.

THE SITUATION

Over the years, the proliferation of corporate information led to silos of fragmented data that were challenging to access. This disorder also raised questions regarding the consistency, currency, completeness, and accuracy of the information. In particular, customer care and product service, which depended on timely access to accurate product information, were adversely affected.

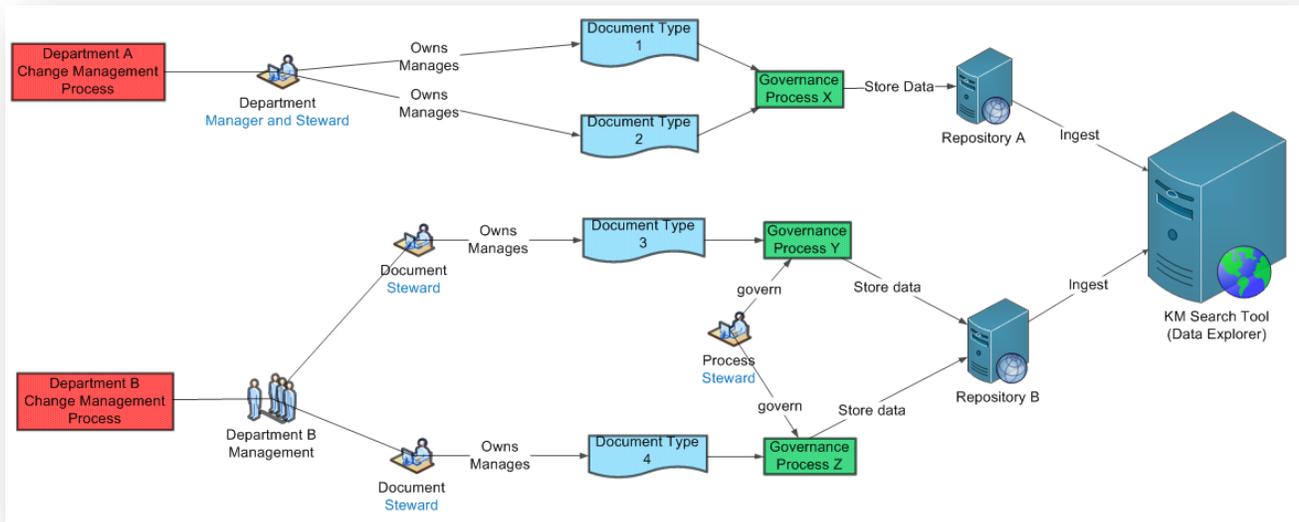
The more content was hard to find and untrusted, the more individual departments and personnel began to hoard their own versions of the truth when they found it. This cycle led to ever increasing complexity that seemed impossible to unwind.

THE SOLUTION

The first step was to establish an information governance program that identified, classified, and established accountability for all required content and standards. This challenge was aided by IBM's Watson Explorer. The technical team connected Watson Explorer to a myriad of structured and unstructured data sources which gave the business users the ability to search, discover, and evaluate content. After discovery, Watson Explorer was then put to work again by creating 360-degree views of content organized by topic. The search portals, customized by role, gave users the ability to find, sort, categorize, rank, and further refine searches based on facets dynamically pulled from the content. Direct links established between the portal and the governance workflow gave end user the ability to identify and comment on any content that was questionable or required attention. This workflow routed concerns to the content owners, and tracked the full end-to-end content quality lifecycle.



Leveraging Technology designed and implemented information governance to ensure the long-term value of a knowledge management system.



Information Governance in a Knowledge Management System

THE RESULTS

Content quality and the ability to find it continued to improve over time. Access to content through a single portal reduced Customer Care and Product Support training. Direct input and visibility into the content governance lifecycle improved engagement from content creators and content consumers alike.

Trusted Knowledge Management Requires Effective Governance

Accurate, reliable product information that can be used with confidence requires a holistic governance approach. We worked with the client to establish an ongoing information quality process that ensures a single, trusted view of products can be found, used, and improved.

This new data governance solution:

- Identifies content types, owners, sources of record
- Creates a sustainability workflow
- Consolidates content to only that which is governed
- Implements a workflow that enables content issues to be identified, addressed, and monitored
- Improves management and oversight of information that supports the corporate knowledgebase.

A framework of governance that documents processes now supports the client's knowledge management solution and rules while providing a blueprint for sustainable management practices that will guard against slipping back into information chaos.

ABOUT LEVERAGING TECHNOLOGY

We are a business consulting firm that fully understands how all aspects of the information technology lifecycle can impact business results. We employ a practical approach to transforming the design and architecture of your information technology environment to drive business performance. Founded in 1998, Leveraging Technology emphasizes architecture and design sense in its practical approach to customer challenges in order to drive better alignment to the customer's business.

Learn more about our services and practice areas at leveragingtechnology.com

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