

It takes Knowledge to Survive.

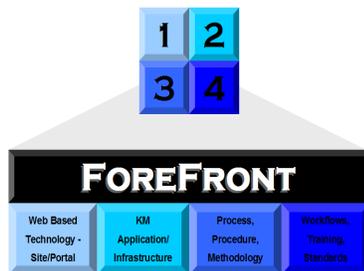
Why Knowledge Management is Important

With the current economy in disarray, consumers trying to save every dime that they can, and with company revenue, margins and profits shrinking, how do you adapt to make sure that your company survives? The vast majority of companies have limited insight into their most valuable asset, and it isn't cash. It just happens to be the knowledge that your employees, managers, and staff have. The problem is that most companies have no way to understand what their employees know, why this information is so valuable, and how it is critical in earning new customers and retaining the customers you already have. However, BluWave Support Solutions has been working with companies for several years on establishing Knowledge Management practices through a solid, proven methodology. ForeFront is a methodical approach to the management, use, contribution and measurement of knowledge and content that is at the core of business operations for a company or organization. BluWave focuses on the creation of knowledge as the primary outcome of any interaction, which forces a company to look at multiple ways to improve the overall knowledge process.

The Knowledge Management Assessment and ForeFront methodology

Knowledge Management can be quite an overwhelming task to take on. No matter what your purpose behind the initiative (a competitive advantage, increased organizational effectiveness, financial savings, improved customer service, etc.), the advantages that can be derived from the strategy are numerous. And if executed properly, the entire company, not just a single organization, can reap the benefits. At the same time, not creating the proper scope for each area of the overall program can guarantee certain failure. BluWave can perform a Knowledge Management Assessment for your company to get you started on the right path.

In order to create focused quadrants within a specific KM strategy, BluWave has developed a model named ForeFront. This flexible model focuses on four specific areas: electronic interaction and information



discovery; the implementation of a core Knowledge Management application; integrating and building the support processes, procedures and methodologies; ensuring that all team members involved in Knowledge Management understand and follow the proper workflows, have the correct level(s) of training, and can apply certain standards regarding knowledge creation. The model can be used as a guideline, areas can be addressed independently and/or customized, or it can be used to direct the overall initiative.

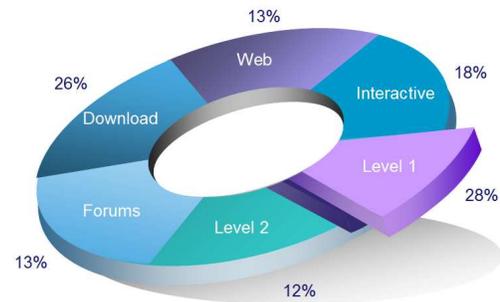
Make a difference in your industry. Set new standards. Get in.
For KM Assessment details and pricing, Give us a call at 407.474.6360

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Actions speak louder than words

Having a lot of answers available for customers doesn't necessarily solve their problems. Customers really don't care how many millions of documents exist - they just need to find the right answers to their problem, and they need to find them quickly. Knowing what methods are most often used, which are most successful, and how customers use them gives tremendous insight into how a customer utilizes



different service and support offerings. A well designed channel strategy can provide customers with multiple solution paths (also known as "multi-channel") that will allow them to resolve their problems without experiencing self-service dead ends. And with adaptive technologies, the customer experience can also be customized based on the products or solutions that they own.

Creating and using Knowledge for the future of your company

No matter what products, applications or infrastructures are put in place, they become only as strong as the weakest point within the organization. In order for KM to be successful, it is critical that the people, the processes, and the technology are properly orchestrated so that your company will succeed. While the underlying technology provides a foundation for success, no company should be totally dependent on technology alone. The team members of an organization should have absolute clarity as to what is required in order to meet the goals of the organization.



This requires training, education and clearly defined and well documented steps for any and all interactions within the organization as well as any interaction with customers. One of our principles is that we do everything that we can to ensure that your employees receive the correct level of knowledge transfer so that they can be as productive as possible. We want you to make a difference. We want you to Get in.

