

Industry	Reasons to Adopt KM	Business Uses of KM initiative	Targeted Departments for KM initiative	Planned benefits from KM	KM focus: internal, external, or both
Business Services	Retain Expertise, Increase Customer Retention	Capture Best Practices, Provide Training	Corporate, Customer Support	Expertise Awareness, Shared Best Practices	Both
Communications	Retain Expertise, Improve Profits	Capture Best Practices, CRM	Customer Support, Marketing	Better Customer Service, Better Decision Making	Both
Government	Retain Expertise, Increase Customer Retention	Capture Best Practices, Provide Training	Corporate, IS	Better Decision Making, Shared Best Practices	Both
Education	Retain Expertise, Increase Customer Retention	Capture Best Practices, Provide Training	Customer Support, IS	Better Customer Service, Better Decision Making	Both
Financial services	Retain Expertise, Improve Profits	Capture Best Practices	Corporate, Marketing	Better Customer Service, Better Decision Making	Both
Discrete Manufacturing	Increase Customer Retention, Improve Profits	CRM, Provide Training	Corporate, Customer Support	Better Customer Service, Better Decision Making	Both
Other process manufacturing	Retain Expertise, Improve Profits	Capture Best Practices, CRM	IS, Marketing, Sales	Better Customer Service, Shared Best Practices	Internal
Healthcare services/ Pharmaceuticals	Retain Expertise, Increase Customer Retention	Capture Best Practices, Provide Training	Corporate, Customer Support	Expertise Awareness, Better Decision Making	Internal
Insurance	Increase Customer Retention, Improve Profits	Capture Best Practices, CRM	Corporate, Marketing	Better Customer Service, Better Decision Making	Internal
Retail Wholesale	Retain Expertise, Increase Customer Retention	Capture Best Practices, CRM	Corporate, Customer Support, Marketing	Better Customer Service, Increased Profit	Both
Transportation	Retain Expertise, Increase Customer Retention	Capture Best Practices	Corporate, HR	Expertise Awareness, Better Decision Making, Shared Best Practices	Both

Utilities Energy Chemicals	Retain Expertise, Improve Profits	Capture Best Practices, Provide Training	Corporate, IS	Better Decision Making, Shared Best Practices	Both
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Top 2 challenges implementing KM

Non-supportive culture, Employees have no time for KM

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Non-supportive culture, Lack of KM understanding

Non-supportive culture, Employees have no time for KM

Employees have no time for KM, Lack of KM understanding

Employees have no time for KM, Lack of skill in KM techniques

Non-supportive culture, Employees have no time for KM

Non-supportive culture, Employees have no time for KM

Non-supportive culture, Lack of appropriate technology

Non-supportive culture, Employees have no time for KM

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KM