



Is Everyone Reading From a Different Book?

Picture in your mind what an exceptional experience might look like for your most important customer. Then, ask some front line employees, marketing personnel and other senior executives to do the same. If your organization is like most, there are vast differences of opinion as to what an exceptional customer experience looks and feels like. Many companies lack the underlying structure and systems necessary to consistently deliver that perfect experience to the customer. When employees are reading from different books, or when the books are ambiguous, you can count on inconsistent and lukewarm experiences, which quickly lead to dissatisfaction and defection.

At LRA, we focus on designing and delivering exceptional customer experiences, which delight customers and keep them coming back. To succeed in this effort, every employee must be reading from the same book so they clearly understand what's expected of them in serving your customer and delivering on your brand promise. LRA's Knowledge Management services are the starting point for articulating and creating exceptional experiences.

What We Do

Get on the Same Page through Knowledge Management

"Knowledge Management" refers to the capture, processing, sharing, communication and storage of large amounts of important company information concerning products, people, culture, services and policies. LRA's Knowledge Management experts help companies develop, write, organize and communicate this information into a powerful, organized Knowledge Base that speaks in "one voice." A corporate Knowledge Base provides your employees with all the information and guidance they need to deliver the desired brand experience and serve your customers. Knowledgeable employees make better business decisions and are better prepared and motivated to deliver the exceptional customer experiences you need to build trust, differentiate your offering, and promote the image of your organization and product. We even convert "tribal knowledge," the information employees have in their heads, into actionable business information. Knowledge bases can include proprietary operating information and business intelligence as listed below:

- Mission and Vision Statements
- Policies and Procedures
- Best Practices
- Trademark and Identity Guidelines
- Standards and Specifications
- Service Philosophies
- Marketing and Brand Messages
- Procurement Processes

How We Do It

LRA knowledge management professionals combine project management and information architecture skills. We begin the process by fully understanding and documenting the values and issues driving your business, your brands and your customer service philosophy. We are skilled at processing large amounts of detailed information, and have a thorough knowledge of editorial and publishing processes. The process focuses on Content Development, Communication, Training and Implementation.

Content Development

Over time, the sheer amount and focus of a company or a brand's operating information, standards and policies can grow out of control. Internal growth, acquisitions, mergers, and the hiring of new managers all add to the confusion. As information architects, LRA extracts, organizes and integrates critical business content, so everyone in your organization is speaking in one voice to better serve your customer.

Tactics:

- We assemble and supervise a task force of your subject matter experts to create and compile the content
- We then review the information, write new standards, and identify integration points
- We supplement information as needed, and incorporate undocumented business practices
- We integrate key brand concepts to articulate your brand ideals



Example of a homepage for a Web-enabled Knowledge Base.



Outcomes:

- We create and communicate the content bringing to life your mission statement, vision and service culture
- We convert “tribal knowledge” into documented business practices
- We break down barriers between departments, units and divisions, with the customer as the primary focus
- We organize the information in an intuitive, user-friendly manner

Communication

A well-designed Knowledge Base will only add value if the information reaches employees in an understandable and easy-to-use format. When the proper communication channel is used, managers and employees are better prepared to deliver exceptional experiences, thereby generating satisfaction and loyalty. LRA helps companies determine the best distribution mode, which can include a combination of electronic, print and face-to-face communication.

Electronic: Secured Internets & Extranets

Interactive, secured Internets and Extranets are an ideal way to communicate critical knowledge base content to your employees. Secured Web sites allow organizations to eliminate slow and cumbersome processes necessary to produce, update, distribute and control printed materials. On-line review and communication of ideas enables fast paced editing - so new standards, marketing programs and operational methods may be published and communicated as they happen. We develop the information architecture, presenting knowledge base content in a manner that energizes and encourages your managers, employees and business associates to excel. We plan the timelines and milestones and coordinate the activities of your resources (technical/programming, operations, marketing, HR, training, legal, etc.) to develop meaningful, relevant content and intuitive functionality.

Printed Communication Tools

For some organizations, printed content might be a better solution. Well-designed printed materials can be exciting and generate employee enthusiasm. We develop creative, fun and interesting printed communication tools representing the quality and brand image of your organization. We work with your company's creative resources to produce user-oriented, consistent and integrated brochures, manuals, posters, and other materials needed to motivate and educate your managers and employees.

Training and Implementation

Once the content is developed and the communication plan is in place, we must ensure that all company employees are trained and proficient on the new standards. Working with the client's HR and training teams, we develop a training program to ensure that 1) employees clearly understand their role in delivering the customer experience; 2) employees have the necessary resources, tools and workplace environment to succeed; and 3) any and all modifications to existing job descriptions have been completed. And we provide our client with all of the knowledge base content, systems and reporting technology necessary to manage and sustain the process internally. LRA's highly experienced Information Architects and Account Managers guide you through the entire process, and serve as project managers to guarantee a successful implementation.

Benefits - Why invest in Knowledge Management?

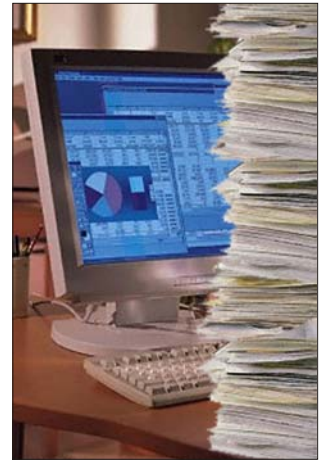
Because customers return to companies that can provide the consistent and memorable experiences they value most highly. An investment in Knowledge Management ensures that all your employees are reading from the same page, and they know exactly what their role is in serving your customer and delivering an exceptional experience. LRA applies a variety of metrics to help measure the ROI from Knowledge Management.

Business Metrics - Customer visits, return and recommend rates, revenue, margin and market share gains.

Implementation Metrics - We can measure implementation success by tracking Intranet usage statistics.

Customer Service Metrics - Increased sales, lead conversion and customer satisfaction and loyalty ratings.

Cultural Metrics - Success Stories, Employee Engagement Ratings and Increased Staff Learning.



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LRA. It's all about the experience!