

| June 2019 |

# 2Know

KM Newsletter



## ROM News



- Knowledge Management Maturity: Tips for Leveling Up - [Link](#)
- Golden rules of project management - knowledge management - [Link](#)

# 01

## The role of dynamic and emotional factors in the success of knowledge development groups

Exploring success criteria for knowledge development groups and the role of group dynamics in achieving goals.



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# 02

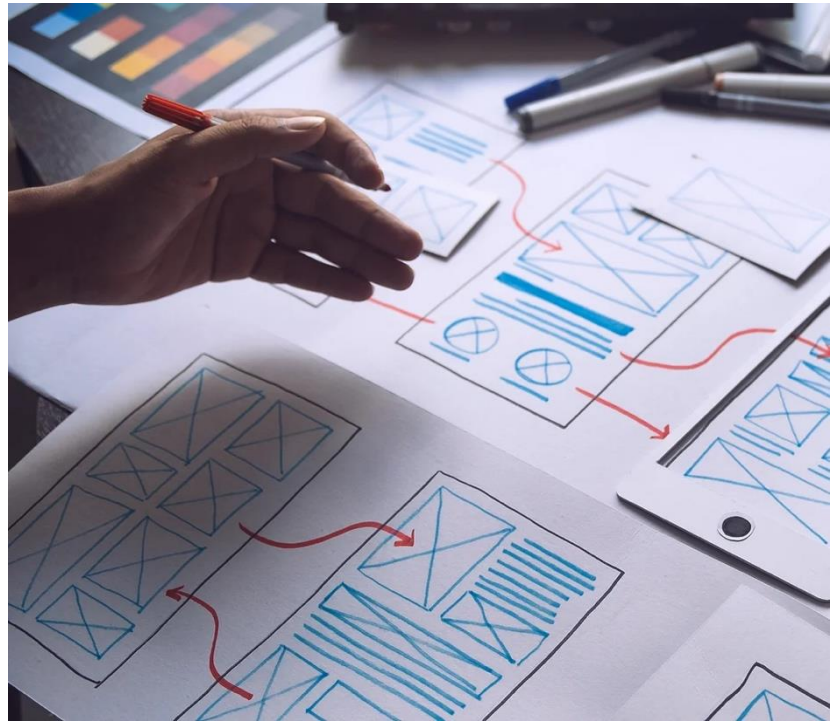
## Natural Language Processing (NLP)

Natural Language Processing (NLP) is a field of AI that enables computers to understand and analyze human language. NLP is used for various applications, including search engines, customer behavior review, and social media analysis. NLP tools like Google's API Natural Language Cloud and AutoML Natural Language allow businesses to retrieve information from text and categorize data. NLP and Knowledge Management are interconnected, as both focus on treating knowledge and information as a central component.

# 03

## Digital Customer Experience

Digital Customer Experience (DCX) is crucial for businesses, comprising multiple paths that define a positive or negative experience. Key insights include user research, feedback, investing in technology/infrastructure, and retaining customers. Ongoing improvement is necessary for success.



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# 04

## Nudge - Book review

"Nudge: Improving Decisions About Health, Wealth, and Happiness" introduces subtle guidance for favorable choices. Real-world examples showcase positive shifts through economic principles. Valuable for professionals, the book covers nudge concepts, tools, simplification, incentives, and objections.