ROM
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Driving Business Success

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2Know
KM Newsletter

ROM News

- The knowledge management depot – Link
- Organizational Knowledge Sharing Practices – Link

01

The robots are taking over our jobs (and it's not half bad)

Robotic Process Automation (RPA) can help automate repetitive tasks, allowing workers to focus on more advanced and fulfilling work. RPA also enables 24/7 availability to customers and can contribute to business development by identifying weak spots and growing markets. Workers are the big winners from working with robots, as they can invest more time in creative thinking and developing knowledge.

To full article

02

Digital Communities done right

Facebook has announced a facelift to enhance communities, with users presented more content from communities and the introduction of new features. Communities are digital entities created on social media, with members sharing an interest and motivation, and initiating personal relationships. To set up and manage digital communities, it's essential to consider the community's analysis, regulation, content, and target audience. To create quality content, businesses should add value to readers and develop a unique lingo for the community.

To full article

03

On six minutes and Self service

Israel's "six-minute law" mandates companies to answer customer calls quickly. But there are alternative channels, and companies should invest in them. By mapping accessible data, comparing it to required data, and training representatives to handle different channels, organizations can increase customer satisfaction and loyalty while reducing HR and maintenance costs.

[To full article]

04

It's not what you sell - it's what you stand for - Book review

"It's Not What You Sell, It's What You Stand For" by Roy Spence (2009) delves into a novel approach to branding. Contrary to conventional advertising, it emphasizes an organization's underlying purpose rather than its products. Meaning drives success, fostering engaged employees, loyal customers, and meaningful change. The book outlines principles for meaningful leadership, meaning identification, and operational application. This illuminating read features endorsements from notable figures and offers a guide to infusing purpose into organizations.

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