

Supporting a distributed sales force

Davies, J., Thurlow, I., and Warren, P.

Customer-facing people need knowledge management tools which help them respond rapidly to customers, for example in producing high quality proposals. This chapter describes how the ACTIVE project is developing tools to help customer-facing people in BT. There are three key themes in the ACTIVE approach. A Web2.0 approach is taken to knowledge sharing, based on user tagging and the use of the Semantic Media Wiki. An understanding of user context is used to prioritise information delivery and also further support knowledge sharing. Finally, users are supported in the informal processes which constitute much of their work. As well as describing the tools being developed, the chapter also explains how users' knowledge management needs were originally evaluated and also the next steps in implementing the tools.