zensar

Empowering a Global Human Rights Mission With Future-ready Tech

Case Study

Overview

Transforming knowledge management with AI

A highly reputable international organization that focuses on improving reproductive and sexual health worldwide recognized the need for a robust knowledge management (KM) platform to streamline the process of knowledge creation, collaboration, and sharing. The organization's desired outcome was to ensure seamless access to relevant knowledge across its diverse teams, located across the globe.

After a rigorous selection process, Zensar was chosen as a technology partner because of our proven capability to bring a human-centered, consulting-led approach to the creation of a personalized, AI-powered KM platform — one that's tailored to an organization's unique structure and information flow.

Zensar's brief:
Enhance the creation, collaboration, and consumption of organizational knowledge with the goal of enabling better program outcomes and smarter strategic decisions.

Beyond the brief:
Guided by our commitment to "experience-led everything," we ensured that our focus was not just on technology, but more importantly, on the people who use it.

Challenges

Inability to access the right info at the right time

With its existing KM solution, the organization was struggling with multiple issues:

- **Data silos:** Knowledge assets were scattered within departments and geographies, hindering timely access to information. This fragmentation ultimately impacted the organization's ability to achieve its mission.
- **Ineffective search tools:** Existing search tools were inadequate, providing irrelevant results and lacking advanced features like semantic search.
- **Inefficient processes:** Every region was following its own approach to KM. Due to the organization's unique structure and internal knowledge flows, these inefficient processes added further complexity to KM.

Solution

Connecting people, processes, and technology

Zensar assembled a small, agile team of polyglot consultants with a strong problem-solving mindset and a keen ability to understand the client's pain points and frustrations. Our team worked closely with the client's in-house team to establish a sustainable KM ecosystem.

We adopted a 4D model — discover, design, develop, and drive — to engage with various stakeholders. This helped us better understand the existing approach to knowledge sharing to be able to build a robust KM platform that meets the client's needs adequately.

Discover: In this phase, we identified the organization's KM needs and challenges through stakeholder interviews and analyses. These were the key outcomes of this phase:

- **Identified key stakeholders** to discuss their needs for the improved KM functionalities they wanted to have.
- **Conducted structured interviews** with the stakeholders to understand their challenges and the areas where they wanted to see improvement.
- **Submitted a composite report** to outline the consultative approach that could be taken to develop a robust KM system for the organization.
- **Designed a business process workflow** to streamline the approach to knowledge creation, approval, and consumption.
- **Proposed a centralized knowledge repository** to consolidate all published knowledge assets with different storage strategies for hot, warm, and cold storage.

Design: In this phase, we created a user-friendly, tailored solution to address the needs identified in the discovery phase, ensuring alignment with the client's goals. These were the key outcomes of this phase:

- **Identified gaps in the taxonomy** and finalized the base taxonomy to determine the right categorization and metadata for knowledge assets.
- **Designed a knowledge governance workflow** for business processes for the creation and approval of new knowledge assets.
- **Used a 4C framework** to drive an end-to-end knowledge journey that included strategy finalization for these key aspects:
  - Crafting a design process to create new knowledge assets.
  - Enabling knowledge owners to collaborate with writing teams to finalize content creation for knowledge assets.
  - Defining a strategy to efficiently curate the knowledge assets against the baseline taxonomy rules to organize and structure the captured knowledge.
  - Making knowledge assets ready to consume on a unified KM platform via search and chat interfaces.
- **Finalized the technology stack** to be used for developing a unified KM platform.
- **Designed a solution architecture** to meet the client's unique needs.

Develop: In this phase, we conducted various proofs of concept and implemented the core foundations for the KM platform, including the Google Cloud Platform (GCP) technology setup, data migration, and pilot testing for feedback. These were the key outcomes of this phase:

- **Deployed search and chat applications**, integrating them with essential platforms such as Google Drive, Google Cloud Storage, and BigQuery.
- **Integrated with the AODocs cloud document management platform** to store the AI-generated metadata and AI prompt configurations to extract document types and specific metadata fields.
- **Enabled workflow automation** by using the AODocs configuration to reduce manual interventions and save processing time.
- **Configured automated email notifications** for knowledge owners and knowledge metadata reviewers to ensure timely updates and quick responses.
- **Developed a KM portal** to have a single place to search for all published knowledge assets.
- **Migrated existing published knowledge assets** (in the piloting phase) from one of the regional offices to a centralized cloud storage to make it available across different countries and regions.
- **Conducted different user training sessions** to educate business and technical users on all use case scenarios.

Drive: In this phase, we ensured successful adoption and continuous improvement through training, support, and iterative enhancements based on user feedback. In addition, we worked closely with the client's brand and communication team to roll out the new platform across regions and departments. At the end, these were the keys outcomes of this phase:

- **Created excitement** with regular business emails and communicated the vision of the new KM platform by clearly highlighting the benefits to all users.
- **Developed end-user and technical guides** to educate different user roles on how to achieve better user adoption.
- **Gathered feedback** from end users for future improvements and enhancements.

Solution enablers

- **Mural boards** were used to conduct interactive workshops with stakeholders to set up the context around the client's vision and business objectives and to better understand both the current state and the stakeholders' ambitions.

- **Figma** was used to design the user experience through an interactive prototype for the new KM portal, including visualizations for the search and chat features.
- **Google Cloud Platform** was used for its robust, scalable infrastructure and advanced AI capabilities that drive innovation and efficiency.
- **Google Workspace** was used for its seamless collaboration tools and integrated productivity apps that enhance teamwork and efficiency.
- **Google Drive** was used for its secure, cloud-based storage that facilitates easy file sharing and collaboration.
- **Google Cloud Storage** was used for its reliable, scalable, and cost-effective solution for storing and accessing large amounts of data.
- **Google BigQuery** was used for its powerful, fully managed data warehouse that enables fast SQL queries and real-time analytics on large datasets.
- **Google Vertex AI Agent Builder** was used for its streamlined, no-code platform that simplifies the creation and deployment of AI models.
- **Google AI Model Garden** was used for its extensive collection of pretrained models that accelerate AI development and deployment.
- **Google App Script** was used for its ability to automate tasks and extend Google Workspace functionality with custom scripts.
- **Google Cloud Run** was used for its fully managed, serverless platform that simplifies the deployment and scaling of containerized applications.
- **AODocs Workflows** was used for its ability to orchestrate and automate complex workflows for knowledge asset creation and metadata approval.

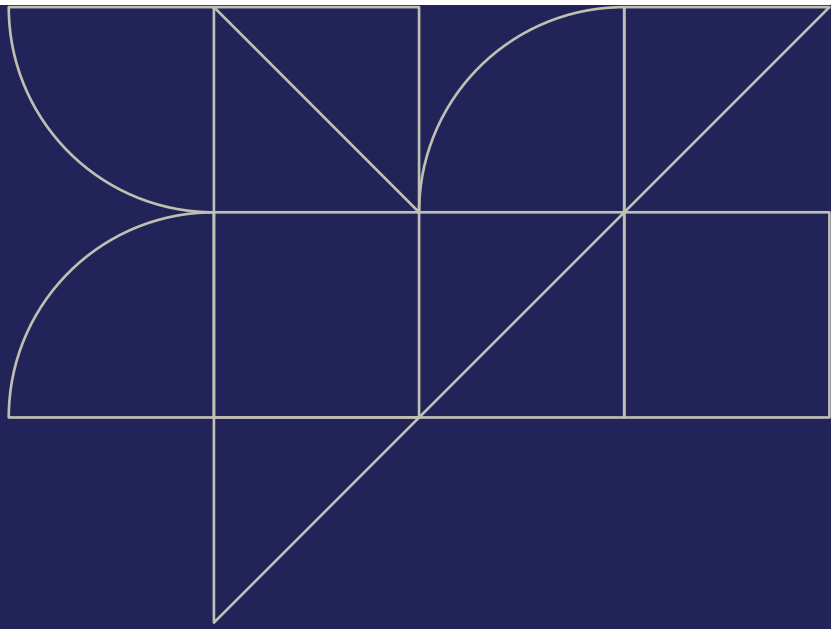
- **Google Sites** was used to create an intuitive yet streamlined user interface to access a knowledge portal consisting of both search and chat capabilities.
- **Google Pub/Sub** was used for its reliable and scalable messaging service that enables real-time, event-driven systems and decoupled applications.
- **Google Identity Access Management (IAM)** was used for its robust security features, which ensure precise control over access to resources and data.
- **Google Cloud Logging** was used for its centralized, real-time log management that enhances monitoring, troubleshooting, and security.

Impact

Reenergized mission

- **Streamlined approach** for knowledge asset creation and approval
- **AI capabilities to automate** knowledge asset mapping and categorization
- **Centralized cloud storage** for all published knowledge assets
- **Single point of access** for all published knowledge assets
- **Intelligent chatbot** to more efficiently use knowledge assets
- **Enhanced quality, timeliness, and consistency** of knowledge and reduced duplication and inconsistencies within the data ecosystem

Business outcomes: The solution radically enhanced efficiency, collaboration, innovation, and cost savings, empowering the human rights organization to fulfill its mission with vigor.



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An RPG Company

At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the $4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

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