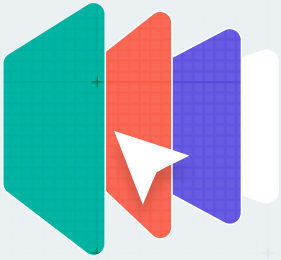




# How to Create a Corporate Knowledge Base

That Supports and Drives  
Business Growth



## **The more your business expands, the more that official documents, resources, and training materials pile up.**

When they're scattered across various spaces and platforms, it creates information silos and confusion for both employees and customers.

A centralized knowledge base is an excellent solution to this problem. In this guide, you'll learn how to build a reliable online repository for your corporate knowledge and discover expert tips on making an internal base a business growth asset.

# Overview



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# 01. What is a knowledge base?

A **knowledge base (KB)** is a centralized online hub for sharing and organizing important information, including documentation, policies, procedures, and FAQs, so employees and customers can find what they need quickly. A well-organized KB makes critical knowledge readily accessible on demand and helps reduce support queries.

## Types of knowledge bases

Typically, knowledge bases fall into two main categories: **internal and external**.

- **An internal KB** is built specifically for employees, containing everything from company policies to detailed process guides that keep day-to-day operations running smoothly.
- **An external KB** is designed for customers and partners, offering product documentation and resources that enable users to find solutions on their own.

### An internal KB might include

- Company policies and procedures
- Training materials and guides
- Project documentation
- FAQs and troubleshooting guides
- Best practices and workflow templates
- Contact information for key personnel
- Meeting notes and agendas
- Software and tool documentation
- Departmental resources and manuals
- Employee onboarding materials

### An external KB might include

- Product user manuals
- FAQs and troubleshooting guides
- Step-by-step tutorials
- Video demonstrations and webinars
- Service and support policies
- Release notes and update logs
- Case studies
- Product specifications
- Community forums or user-contributed content
- Contact and support channel information



## 02. Key benefits of a corporate knowledge base

A well-designed knowledge base is a strategic asset that fuels efficiency, consistency, and growth for your business.



**Natalie Taylor,**  
Senior  
eLearning  
Consultant

### Expert insight

According to research, an internal knowledge base can enhance team productivity by 35% – employees spend less time searching for information and more time on actual work tasks. When it comes to customer service, external KBs have been shown to lower customer churn by 10%.

In general, businesses with a well-developed knowledge base are more likely to innovate and expand faster than competitors without this asset.





### **Improved cross-departmental communication**

56% of employees say that they struggle to retrieve important information when different departments use various platforms for resource storage. A unified knowledge-sharing hub solves this problem. Your organization will experience smoother collaboration, faster decision-making, and a more cohesive work environment overall.



### **Less time spent on repetitive inquiries**

A knowledge base centralizes these common queries and their solutions so employees can find answers quickly without needing to interrupt colleagues or supervisors. This also helps support agents assist customers faster, leading to greater client satisfaction.



### **Faster onboarding**

By having access to all up-to-date information, resources, and training materials in one place, new employees can get up to speed without constant guidance from their colleagues.



### **Lower support costs and improved scalability**

Offloading routine inquiries to a comprehensive external KB allows your support team to focus on more complex issues. This reduces overall support costs and makes it easier to scale customer service operations as your user base grows.

05



### Reduced errors

21% of the mistakes an average employee makes are the result of difficulties accessing the resources on their company's online tools. An internal KB provides a single accurate source for company policies and procedures that all employees need to follow. Access to consistent and accurate information reduces the likelihood of errors that can arise from using outdated or conflicting data. This also helps avoid costly fines due to poor compliance.

06



### Enhanced customer self-service

An external KB empowers customers to find answers quickly via product documentation, FAQs, and troubleshooting guides. This leads to faster resolutions and builds customer trust in your brand.

07



### Higher search engine rankings

Search engines recognize the content in your external knowledge base as being valuable for answering user queries, which can lead to higher rankings and increased organic traffic. This improvement enhances visibility and can support overall brand development.

## 03. Knowledge base use cases by industry

Various industries incorporate internal and external knowledge bases into their business processes, each with a unique set of goals. Let's break down how different sectors can implement a robust KB for sustained support and growth.

### Technology & Software

Tech companies rely on detailed product documentation and API references in external KBs to support both customer self-service and developer integration. This cuts down on support calls and lets customers and developers get answers fast. Internal repositories help tech teams maintain consistent coding practices and troubleshoot issues quickly, ultimately speeding up development cycles.

ZenDesk found that 91% of their customers prefer specialized self-service via their knowledge base.

### Healthcare & Pharmaceuticals

In highly regulated environments like healthcare, accurate and updated documentation is critical to smooth company operations. Here's where an internal KB can make a real difference: access to key resources ensures compliance with legal and medical standards. On top of that, healthcare professionals always know where to find crucial protocols and training materials, which helps improve patient care and increase operational efficiency.

Research shows that effective knowledge management can lead to improved clinical outcomes and streamlined operations in the industry.



## Manufacturing

Manufacturers benefit from centralized technical manuals, maintenance procedures, and safety protocols. A KB ensures that every team member, from engineers to frontline workers, has access to the most current information and can perform a quality job.

Reduced errors, more efficient production, and enhanced employee safety are some of the biggest advantages an internal KB can bring to companies in this industry.



## Financial services

Banks and financial institutions use knowledge bases to keep policies and risk management protocols up to date – a high priority in an industry where financial regulations are constantly changing. This helps prevent errors and supports efficient customer service.

Moreover, a centralized KB can improve the audit process by gathering all compliance documents and policy updates in a single place with easy access. Auditors can then quickly confirm that an organization meets regulatory standards while reducing the risk of oversights.



## Retail & eCommerce

Retailers and eCommerce companies use external KBs to manage product details and share return policies and customer service procedures. It empowers customers to solve problems on their own, which means fewer calls to support and happier shoppers overall.

An external KB also becomes part of an omnichannel customer support strategy. By providing customers with various options to communicate with your brand, you create a cohesive experience that builds lasting trust.

# 04. A 5-step guide to building a knowledge base



**Michael Keller,**  
Senior  
eLearning  
Officer

## Expert insight

At this point, it might seem as though all you need to do is find a convenient digital location to store your corporate knowledge. However, building a knowledge base is a strategic process that involves several steps.

For a knowledge base to truly work as an effective business tool, it should:

- Offer a rich collection of valuable, tailored content.
- Remain compact and feature intuitive navigation

That's why investing time and resources into a well-structured, user-focused knowledge base is essential. It's not going to be a quick, one-time project but an evolving initiative for your business.

Follow the guide below to make sure you create a KB that will serve your corporate needs.

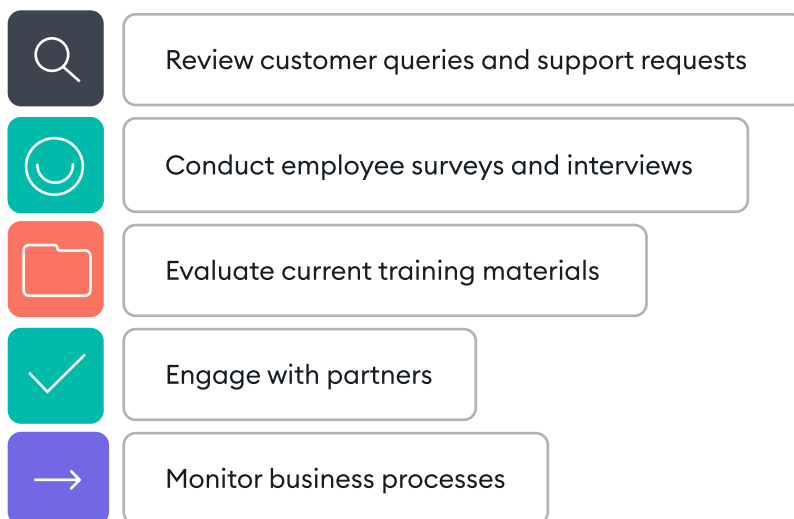
## Step 1. Determine the goals you want to achieve with a KB

These goals may be very different, from reducing support tickets to streamlining internal training and onboarding processes. To define your goals, ask yourself the following questions:

- What information do employees tend to ask for repeatedly?
- What are the most common questions that customers ask your support team?
- Which business processes could be improved – or even replaced – by providing a training course or clear instructions?
- What company materials are most essential for your partners?
- How can a centralized KB address these recurring needs effectively for both internal and external audiences?

Answering these questions will help you choose the type of KB you'll be building and determine what kind of data and resources you'll need to prioritize.

Here are some of the ways to collect the data for this preparation step:



**Review support ticket logs and customer queries.** Analyze your support data to identify frequently asked questions and common issues.

**Conduct employee surveys and interviews.** Ask your staff about the information they often need or have difficulty finding.

**Evaluate current training materials.** Examine your existing onboarding and training resources to pinpoint areas where additional guidance or updates are necessary.



**Engage with partners.** Collect feedback from your partners to understand which company materials are most useful and what information gaps they encounter.

**Monitor business processes.** Observe workflow inefficiencies or recurring procedural errors that could be improved.

## Step 2. Gather all key resources

Based on the insights you received from the previous stage, put together the key resources and materials for your KB. Collect all existing documents, manuals, and guides from the various departments.

- Ensure that you gather the latest versions of each document. Update obsolete resources before you add them to your KB.
- Use recordings from training sessions, webinars, and important meetings on Microsoft Teams, Zoom, or other platforms to capture spoken content and turn it into written content or video tutorials if needed.
- Prioritize resources based on how frequently they are used or requested by employees and/or customers.

If you have multiple objectives for your knowledge base, separate the content you're collecting into different sections. There's no one-size-fits-all structure here – focus on what works best for your company. Test different formats and determine which are the most convenient and effective for your team and your customers.



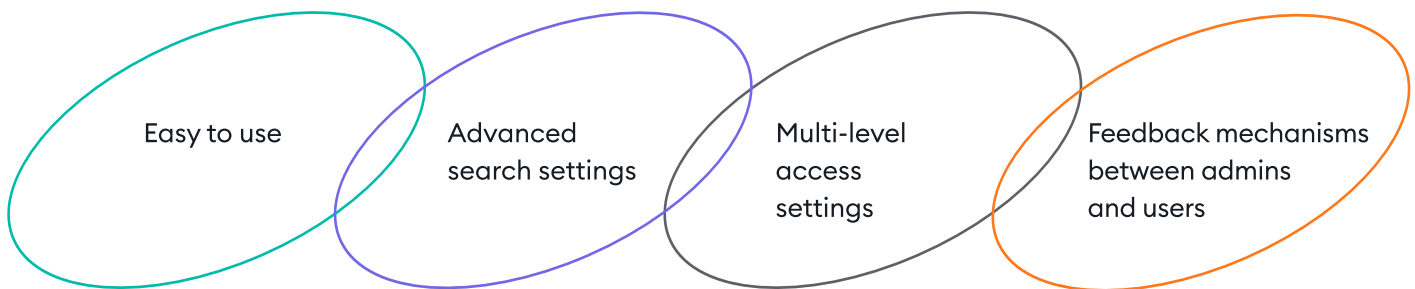
**Natalie Taylor,**  
Senior  
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Consultant

### Expert insight

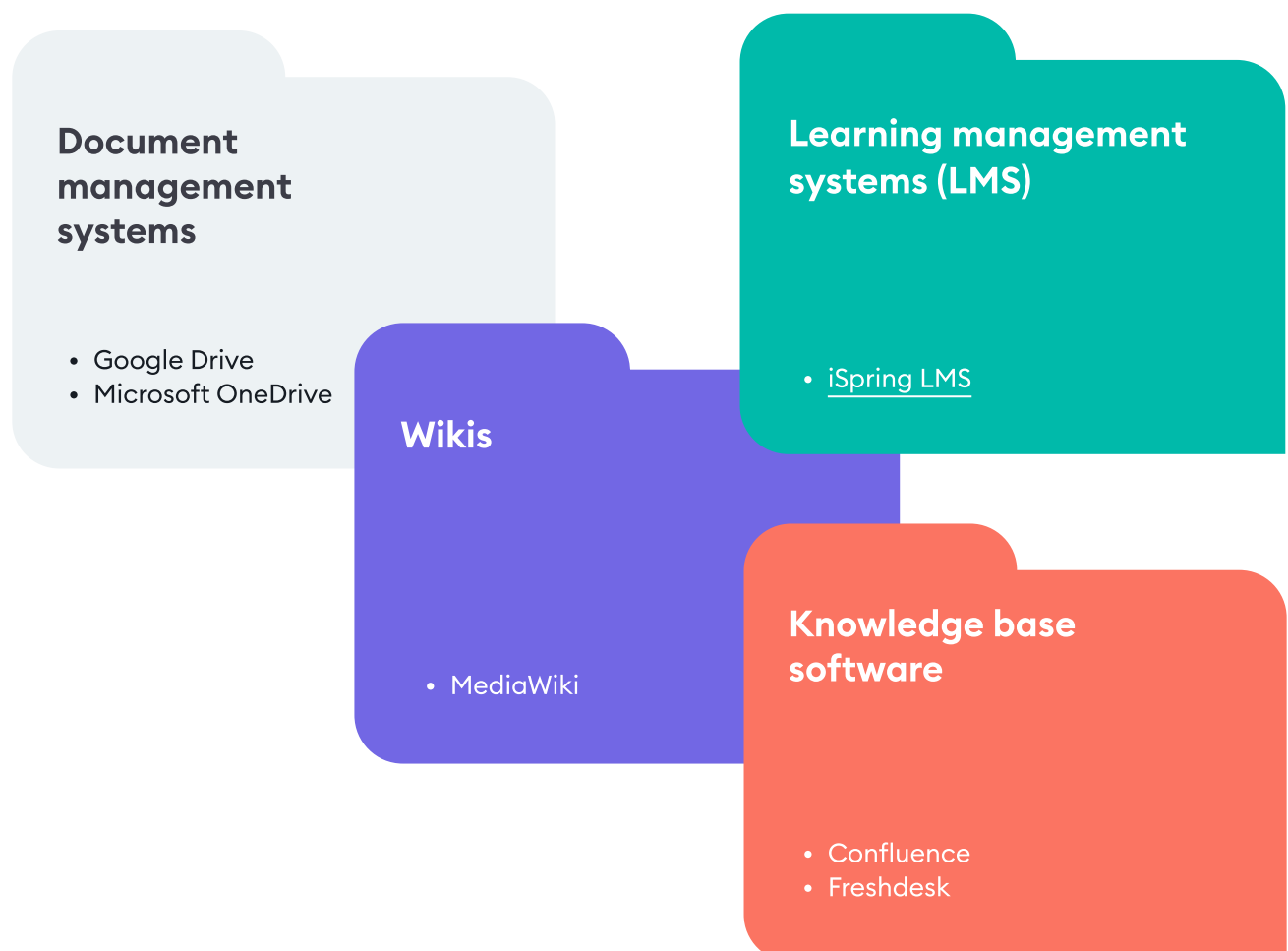
**Work closely with key subject matter experts (SMEs)** from different departments in your company – these are the people with deep expertise in their respective fields. Reach out to experienced HR managers, product developers, marketers, and employees in other roles for effective knowledge transfer. Schedule interviews or request written summaries of their knowledge to capture undocumented insights and best practices.

## Step 3. Choose a digital KB platform

Decide where you want to store all your corporate resources. Remember that the platform of your choice should meet the following criteria:

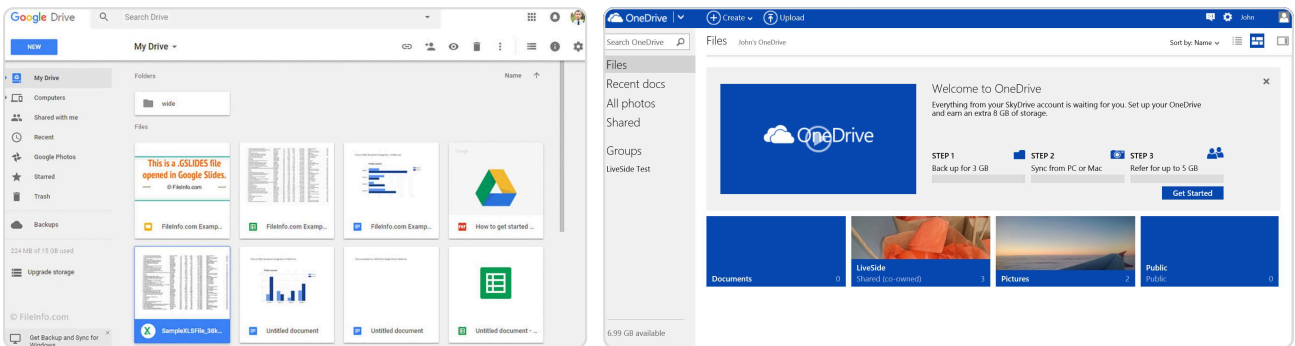


You can go down different routes and select from various types of tools. Here are some examples:



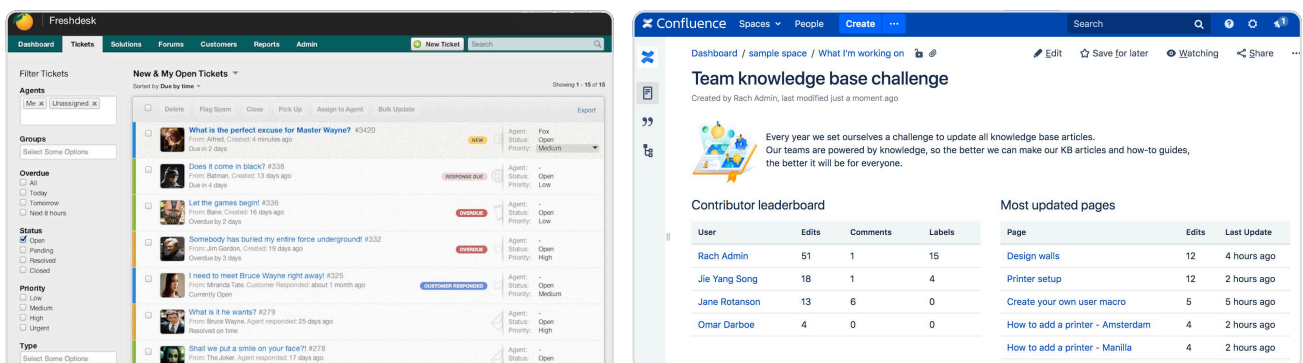
**Document management systems** are usually cloud-based platforms that allow users to store, organize, and share documents securely. These tools are typically user-friendly and integrate well with other office tools, making them accessible to employees with varying levels of technical expertise.

While a DMS may be a good solution for small organizations and teams, they often lack the specialized features of dedicated knowledge base tools.



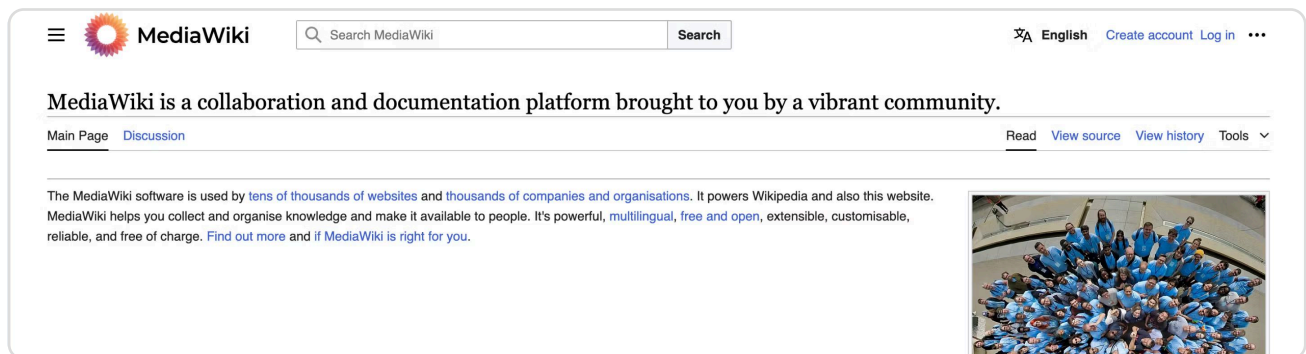
**KB platforms** are specialized software for creating, managing, and accessing a knowledge base. KB platforms provide a highly structured and user-friendly environment that facilitates efficient information retrieval and collaboration. These platforms offer advanced search functionalities, seamless integration with other tools, and customizable templates.

However, these solutions can be more expensive than a basic DMS and may have a steeper learning curve, requiring additional training and support to take full advantage of their capabilities.



**Wikis** are great open-source informational resources based on team collaboration and input. Multiple users can contribute to a company wiki and edit content in real time, which is excellent for fostering a culture of knowledge sharing and collective documentation.

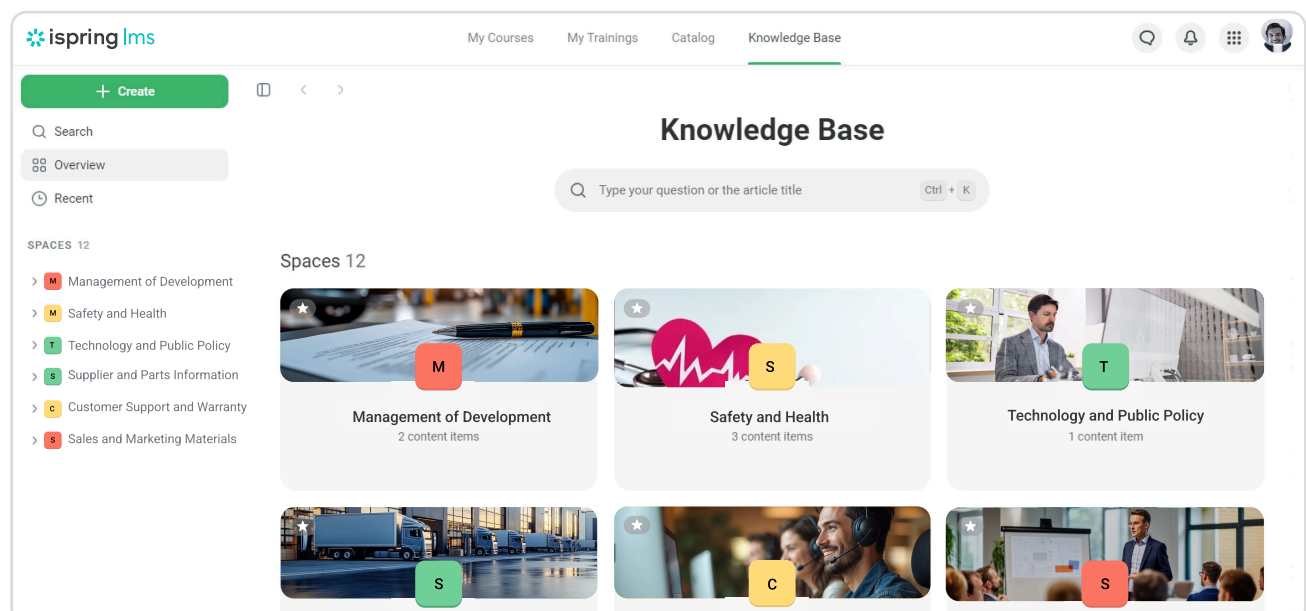
The biggest disadvantage of this tool, however, is that wikis can become disorganized if not properly managed, leading to difficulties in finding information.



**An LMS** is a tool for managing, delivering, and tracking training programs.

But what you may not know is that LMSs, like iSpring LMS, are also perfectly suited for building a corporate KB for sharing internal information. A good LMS allows you to fully replicate your organizational structure and supports a wide variety of training materials and documentation to facilitate knowledge transfer.

Besides, you can combine a KB with online training to create an interactive and engaging learning environment where employees have access to essential information and training resources in one place.



Let's take a closer look at the pros and cons of each choice for your future knowledge base:

Platform type	Pros	Cons
<b>Document management systems</b>	<ul style="list-style-type: none"> <li>• Strong version control and security features</li> <li>• Integrations</li> <li>• Ideal for storing and archiving official documents</li> </ul>	<ul style="list-style-type: none"> <li>• Lacks specialized KB features</li> <li>• Limited advanced search and collaboration</li> </ul>
<b>Wikis</b>	<ul style="list-style-type: none"> <li>• Highly collaborative and easy to edit</li> <li>• Supports quick linking of related content</li> </ul>	<ul style="list-style-type: none"> <li>• Can become disorganized without proper management</li> <li>• Often lacks a clear structure for finding information</li> </ul>
<b>Knowledge base software</b>	<ul style="list-style-type: none"> <li>• Tailored for support and self-service</li> <li>• Robust search capabilities</li> <li>• Well-organized and scalable</li> </ul>	<ul style="list-style-type: none"> <li>• Generally more expensive than basic DMS options</li> <li>• A steeper learning curve</li> </ul>
<b>Learning management systems</b>	<ul style="list-style-type: none"> <li>• Replicates organizational structure for internal KB needs</li> <li>• Integrates training with knowledge sharing</li> <li>• Advanced search capabilities</li> <li>• Intuitive interface</li> </ul>	<ul style="list-style-type: none"> <li>• More expensive than other options (but comes with a wide range of key productivity-boosting capabilities)</li> </ul>

## Step 4. Set up the KB

Once you've chosen the platform, it's time to structure it to match your goals. We'll show you how to do this in iSpring Learn, an LMS for effective team and corporate training. You can use the same protocol for the KB software of your choice.



**Natalie Taylor,**  
Senior  
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Consultant

### Expert insight

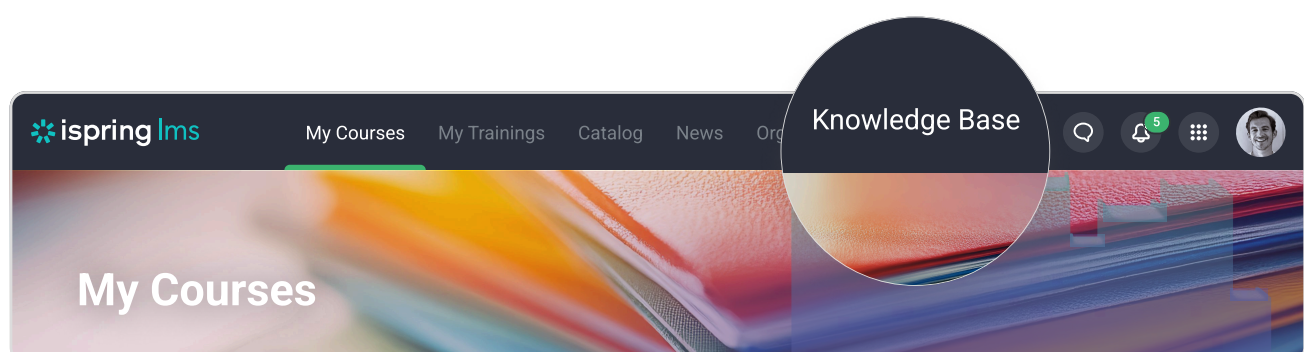
**iSpring LMS** is a great example of an LMS that allows you to systematize corporate knowledge, share information, and control access to content with its **KB feature**. Creating a knowledge base is as easy as 1-2-3, and you can launch your knowledge hub in less than a day.

iSpring LMS also provides a robust, enterprise-grade security protocol, so you can rest assured that your data, regulatory documents, and sensitive employee records and/or client information are all secure. Advanced search functions and collaboration features make iSpring LMS excellent for internal use in organizations of any structure and size.

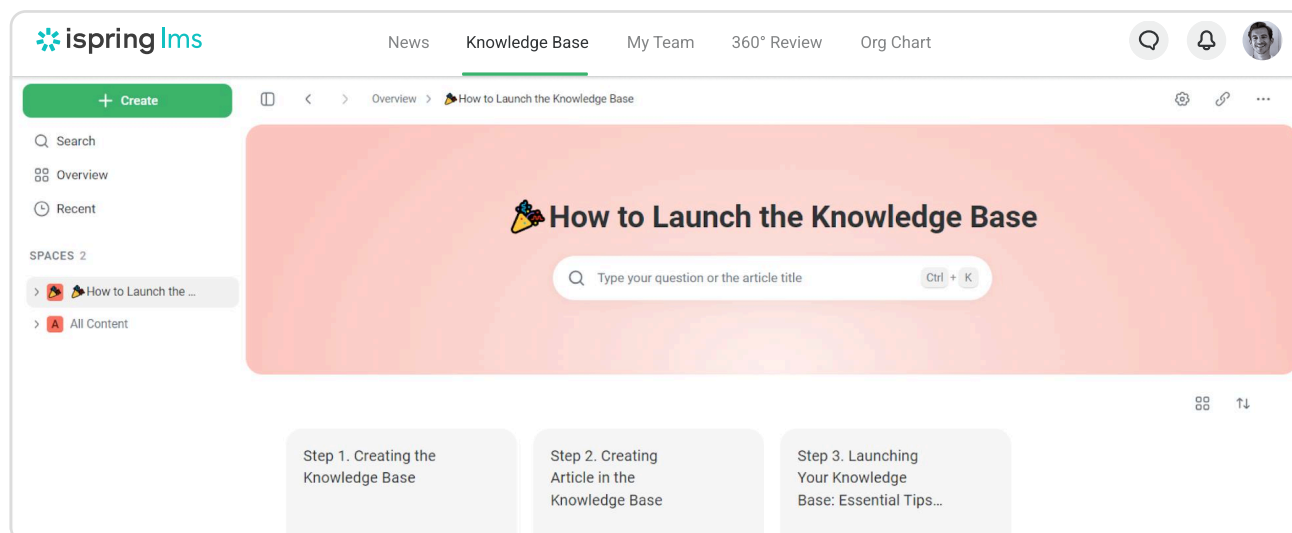
Here's how you can set up Knowledge Base in iSpring LMS:

- Go to **Settings > Additional Options**. Select **Knowledge Base**.
- Click **Enable**.

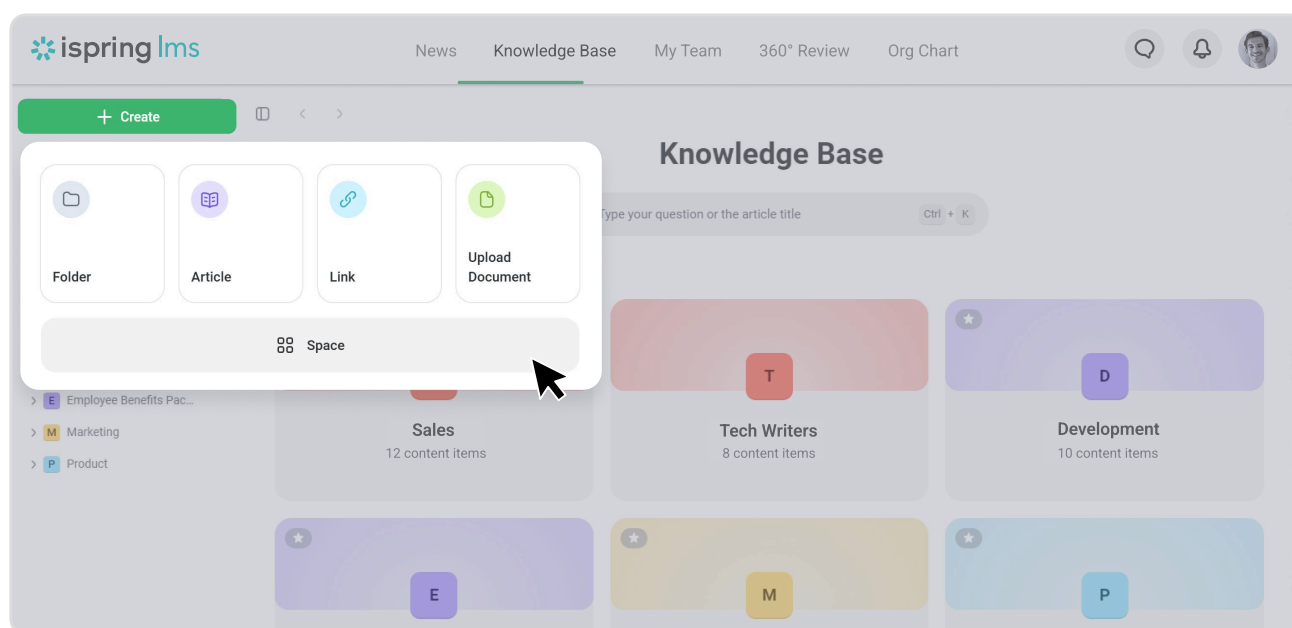
The Knowledge Base item will appear in the main LMS menu.



- Go to the **Knowledge Base** section. To get started, you can access the **How to Launch the Knowledge Base** space. There, you'll find instructions for creating spaces, filling Knowledge Base with content, and more.



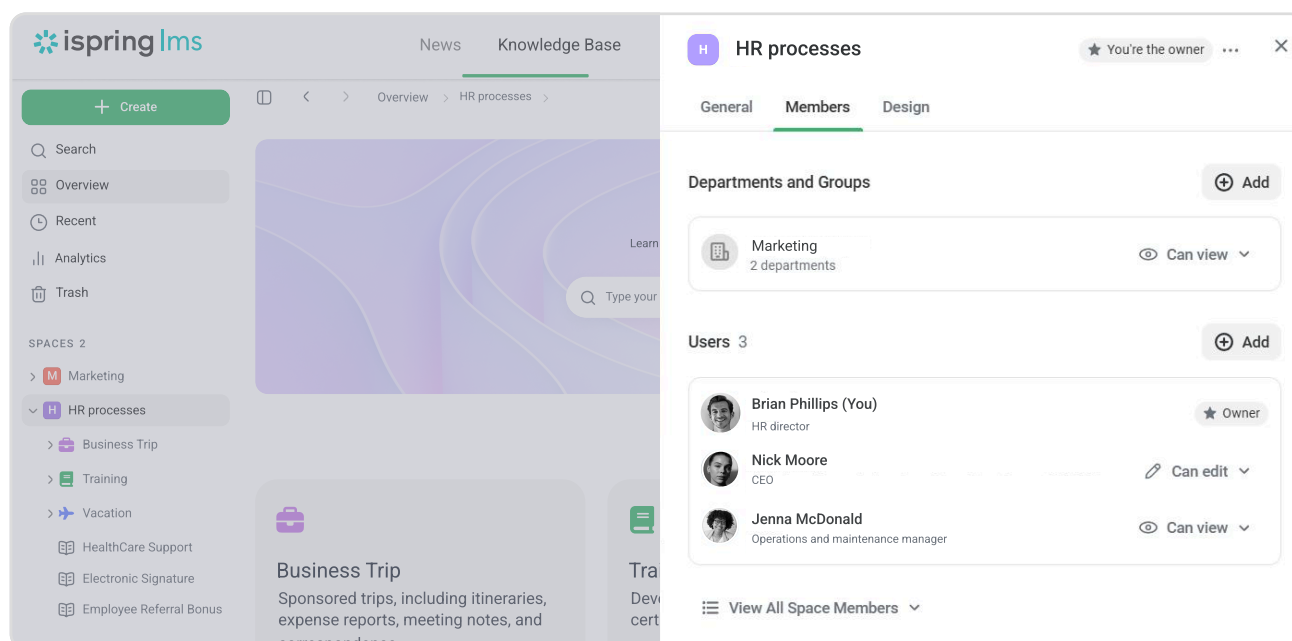
- Create **Spaces**. These are sections of the KB that help organize content into clearly defined areas that are tailored to specific teams, topics, or access levels to ensure that users can quickly find the information that's relevant to their needs. For example, create separate KB Spaces for your customer support team, sales department, developers, HR, etc.



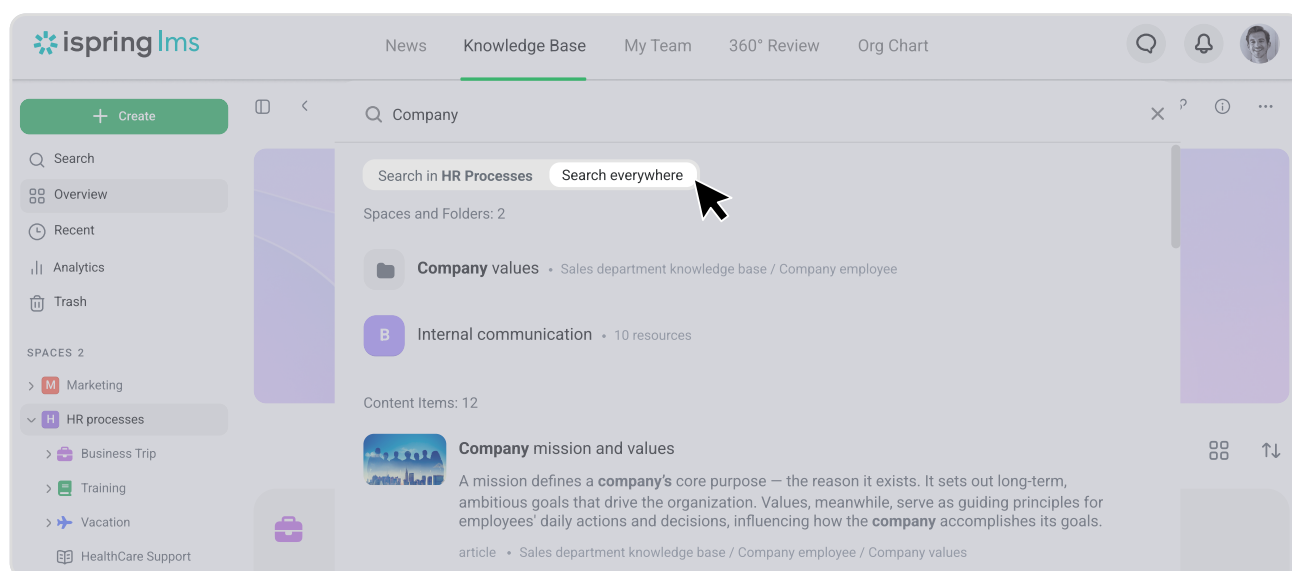
*You can create as many Spaces as you wish in iSpring LMS's KB.*



- Set up **access controls**. If you're building an external KB, make sure it's open to all users. For internal purposes, define access limits based on user roles, departmental needs, and the sensitivity of the information.



- **Tailor your search engine.** Use keywords, tags, and metadata to improve search results. Advanced search features, like filters and autocomplete, can enhance usability.



*The KB in iSpring LMS features advanced search functions like keyword search and search limited to certain Spaces.*

- **Start populating the KB Spaces with content.** Remember to use hyperlinks to connect related articles and documents. This helps when navigating the KB and ensures that users can access additional relevant information with ease.

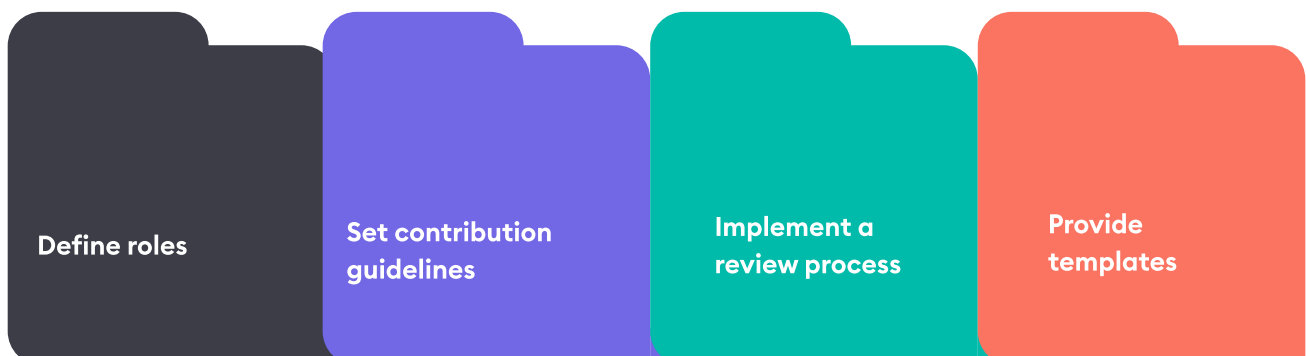
**Pro-tip:** When populating your KB Spaces with information and assets, **use clear and consistent naming**. Ensure that all titles and headings are specific, descriptive, and consistent. Avoid jargon and use terms that are familiar to all employees. The last thing people want is to have to guess at what's hidden behind complex acronyms or cryptic file names.

**Example:**

Vague file naming	Clear file naming
<ul style="list-style-type: none"><li>• <b>Title:</b> SOP 2021 v3</li><li>• <b>Heading:</b> Employee Compensation Doc</li></ul>	<ul style="list-style-type: none"><li>• <b>Title:</b> Standard Operating Procedure for Employee Compensation</li><li>• <b>Heading:</b> Employee Compensation Guidelines</li></ul>

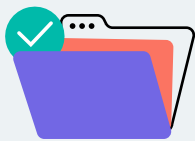
## Step 5. Establish a contribution protocol

To ensure that your knowledge base remains comprehensive and to prevent knowledge loss, create a clear set of rules that employees and designated KB managers can follow to add resources to your repository.





**Define roles.** Identify who can contribute to the knowledge base. Roles may include content creators, reviewers, SMEs, and administrators.



**Set contribution guidelines.** Create detailed guidelines that outline the standards for content creation. Include formatting rules, tone of voice, tagging conventions, and quality standards to maintain consistency across all entries.



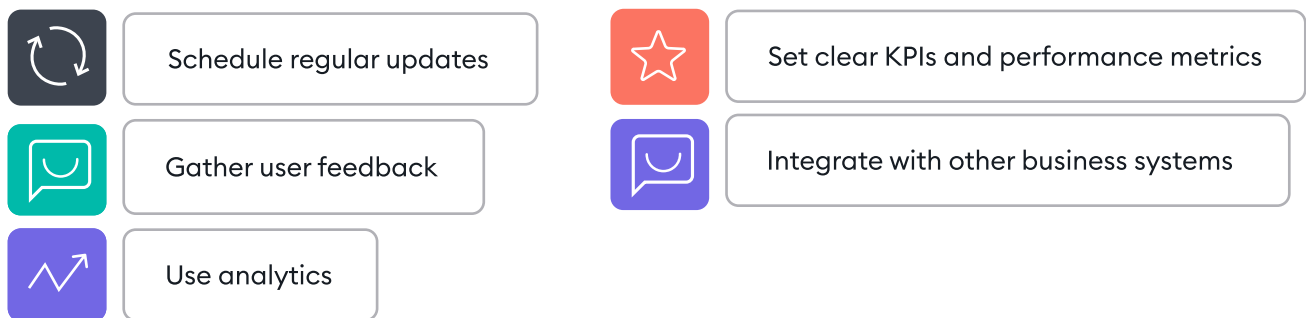
**Implement a review process.** Build a workflow where new content and updates are approved by designated reviewers before going live. This guarantees both accuracy and reliability, especially when you build an external KB for customers and partners.



**Provide templates.** Offer blueprints for common types of content, including how-to guides, troubleshooting steps, and policy documents. This will help you maintain the uniformity of your KB.

# 05. Maintaining and improving your knowledge base

Maintaining your knowledge base is an ongoing process that requires attention and a proactive approach. These simple tips will help you set up an effective maintenance routine that keeps your content relevant, user-friendly, and aligned with your evolving business needs.



- **Schedule regular updates.** Establish a schedule for periodic updates of the content. Assign reviewers from SMEs and managers to oversee the process.
- **Gather user feedback.** Solicit input from both internal teams and external users. Their insights can pinpoint gaps in the content and suggest relevant improvements.
- **Use analytics.** Examine data from your KB's usage, such as search queries and page views, to identify popular topics and areas that need additional information. This data-driven approach will help you prioritize updates.
- **Set clear KPIs and performance metrics.** Define measurable goals for your KB – like user satisfaction, search success rate, or time to information – and use these KPIs to gauge performance and guide improvements.
- **Integrate with other business systems.** Connect your KB with platforms like CRM, ERP, or your company intranet. These integrations help you automatically sync critical data, reduce manual data entry, and find key information in your database even faster. It ensures that information flows smoothly across departments, reducing silos and enhancing the overall value of your knowledge base.



## Make iSpring LMS Your Trusted Knowledge Base

Schedule a free demo with an iSpring expert to:

- ✓ Discuss your KB goals and needs and develop a targeted implementation plan.
- ✓ Discover how to integrate iSpring LMS into your business processes for maximum impact.
- ✓ Level up your training initiatives for effective employee upskilling and certification.

[Book a free demo](#)

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