

Just-in-Time Enablement

For when you need enablement **NOW**

A Cloud-based, centralized enablement platform consolidates disparate applications, providing a unified experience that significantly improves the efficiency, productivity, and overall effectiveness of GTM teams.

But there's something that still falls through the cracks in almost any organization: **Knowledge**.



Knowledge loss is costly

Fortune 500 companies lose at least

\$31.5 B

a year because they fail to share knowledge.¹

But what exactly do we mean by “knowledge”?

THERE ARE TWO TYPES:

Explicit Knowledge

Essentially, knowledge that's written down.

Why is it lost?

Because it's often buried in and/or scattered across various documents and databases.

Implicit Knowledge

Knowledge in employees' heads.

Why is it lost?

Because it's never written down. And when employees leave, it goes with them.



As a result, knowledge is hard to find, and looking for it disrupts the flow of work.



63%

of employees say they **spend too much time** trying to get information. This **decreases** a company's overall **employee satisfaction, business continuity, and innovation.**²

Lost or missing knowledge is bad for enablement teams too because:

They're stuck answering the same questions over and over again.

They can't fill knowledge gaps efficiently or at all if they don't know about them.

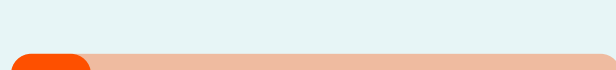
What's needed is a **different** kind of enablement:

In-the-moment, bite-sized answers from a trustworthy **single source** of truth.

That's what **just-in-time enablement** is: crowd-sourced answers to frequently asked questions at your fingertips within the applications you're already using.



Still, despite **75% of organizations** saying that creating and preserving **knowledge is important or very important to their success**

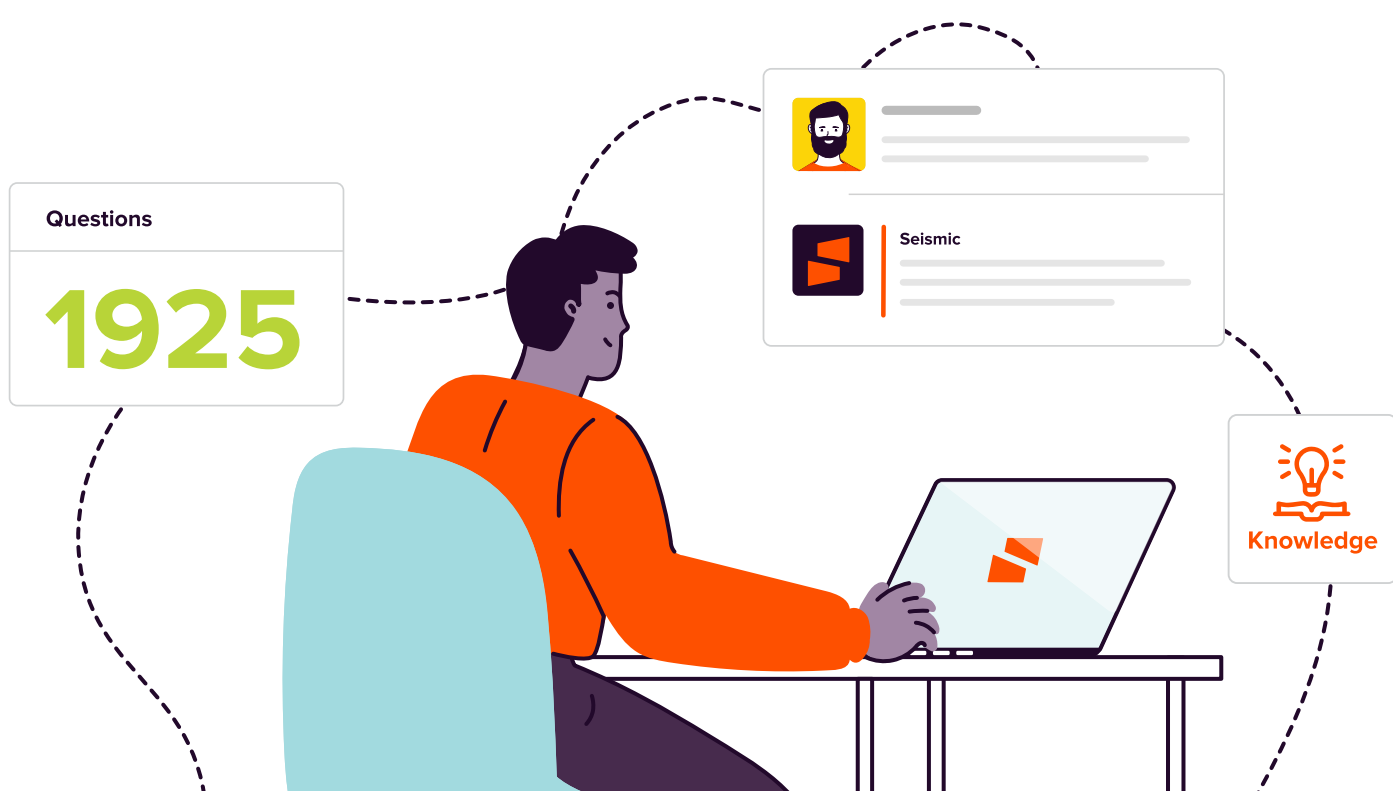


over the next 12 to 18 months, **only 9% say they are very ready** to do something about it.³

As a Seismic customer, you're ready.

By adding **Seismic Knowledge** to your enablement toolkit, you can capture the collective knowledge of any given topic across your organization, building a database of automatic, trustworthy answers and gaining clear visibility of knowledge gaps that can be addressed with new content.

Have a question? Simply type it into Slack or Google Chrome for an immediate response. Seismic Knowledge will then request quick validation of the answer. The more feedback it gets, the more accurate it gets for every user going forward.



Get just-in-time enablement with **Seismic Knowledge**

To learn more, [speak with one of Seismic's experts today.](#)

¹<https://blog.nuclino.com/not-sharing-knowledge-costs-fortune-500-companies-31-5-billion-a-year>

²<https://www.starmind.ai/hubfs/Assets%202022/Forrester-Opportunity-Snapshot-2022.pdf>

³<https://www2.deloitte.com/us/en/insights/focus/human-capital-trends/2020/knowledge-management-strategy.html>