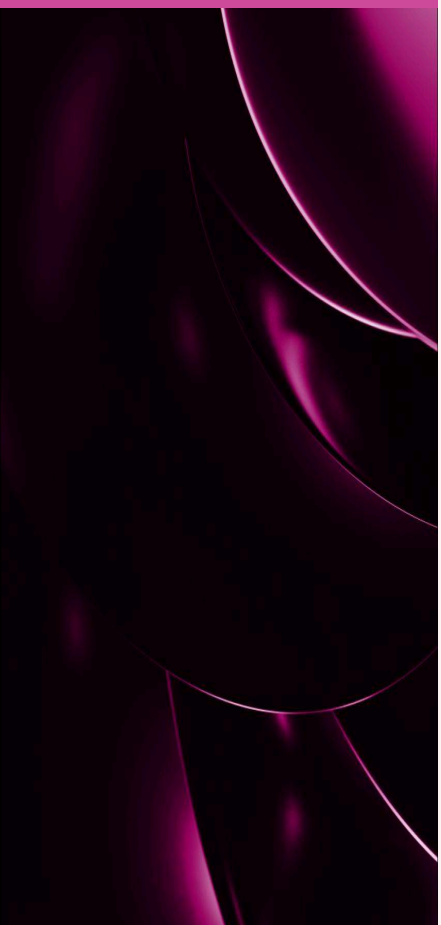
ReadyIntelligence
By Pixl8

How AI is transforming knowledge management for organisations (and how to get it right)

Table of Contents



1 Why read this guide?

You'll learn:

- Why traditional search is failing organisations despite growing knowledge bases
- How AI-powered knowledge solutions differ from conventional approaches
- The technical foundation of effective AI knowledge management, including RAG and agentic AI
- Practical steps to implement AI in your knowledge strategy
- Future trends that will shape the knowledge management landscape
- How to measure ROI and build a business case for AI knowledge solutions

The knowledge findability problem

Whether you're a senior leader looking to improve operational efficiency, a knowledge manager struggling with information accessibility, or a technology decision-maker evaluating AI solutions, this guide offers evidence-based insights and actionable recommendations to transform how your organisation manages its knowledge assets.

If you work in an organisation where knowledge is a key part of your USP, you already know the pain.

Your stakeholders need answers—about policies, industry standards, best practices, or product specifications. But where do they go? For many, it's straight to your inbox or a phone call to your team. Despite carefully curated resources, FAQs, and knowledge bases, people still struggle to find the information they need.

This challenge is universal: how can AI help organisations move beyond frustrating search functions to intelligent findability? This isn't just about technology—it's about making knowledge work for your stakeholders, saving your staff from answering the same questions repeatedly, and ultimately improving engagement and operational efficiency.

Here's how AI can transform your organisation's knowledge management—and why waiting for generic solutions is a strategic mistake.

1 Why read this guide?

Who are Pixl8 Group (and why have we written this guide)?

Pixl8 Group is a global digital technology consultancy that helps ambitious organisations unlock the power of their data, knowledge, and platforms. For over 20 years, we've delivered tailored, scalable solutions that drive engagement and measurable impact.

With ReadyIntelligence, our AI-powered solution, we're pioneering ways to make organisational knowledge more accessible and actionable. This guide shares the practical insights we've gained from working at the intersection of AI, data, and technology - so you can trust it's informed, expert, and designed to help you succeed.

The problem: Your knowledge is there, but nobody can find it

Most organisations sit on a goldmine of knowledge—policy documents, training materials, best practice guides, reports, videos, and presentations. But as Pixl8's Marketing Director Aika Peto notes:

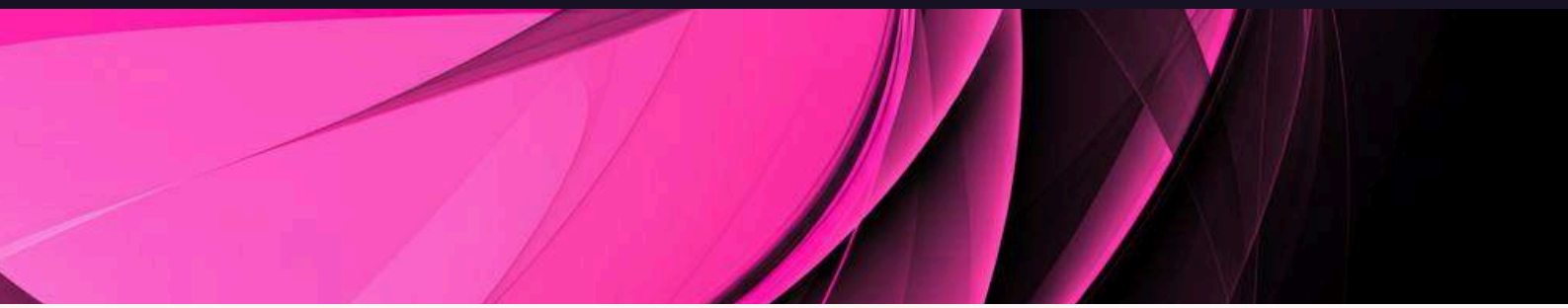
> "Knowledge is easy to come by, but good knowledge that is reliable and useful? That's your USP. The problem is: how do you find it?"

The scale of this challenge is striking. According to IDC research, employees spend an average of 2.5 hours per day searching for information, with knowledge workers wasting up to 30% of their time looking for or recreating existing information.

Meanwhile, a 2023 Workplace Intelligence survey found that 42% of employees avoid asking questions because finding answers is too difficult or time-consuming.

The reality is, organisations aren't just dealing with a few FAQs. They have years—sometimes decades—of accumulated knowledge, spread across PDFs, meeting minutes, case management systems, recorded webinars, specialist reports, charts, images, and staff expertise.

1 Why read this guide?



Even with a solid website and search function, users often say, "I can't find what I need." And that's because:

- Traditional search doesn't understand what they're really asking. Searching for "compliance requirements" might return dozens of pages, none of which answer their actual question.
- Users don't always know what they're looking for. If they knew the exact term or document name, they could find it. But often, they just have a problem and need a solution.
- Staff end up being human search engines. Your team answers the same repetitive questions, not because people are lazy, but because it's easier to ask a human than to trawl through outdated search results. Gartner reports that over 70% of customer service and support leaders cite inconsistent knowledge management as their biggest challenge.

Sound familiar? You're not alone. In recent webinars, most organisations report that their users still rely on staff to answer questions—despite having structured knowledge bases and FAQs in place.

1 Why read this guide?

The AI solution: Findability, not just search

AI isn't here to replace people—it's here to stop staff being bogged down with easily answerable questions and help users self-serve more effectively.

The goal isn't just better search; it's better findability.

What does that mean?

AI doesn't just scan for keywords; it understands context—so if someone searches for "policy update" but your document says "regulatory changes," AI connects the dots.

- It can extract and summarise information from webinars, meeting minutes, long PDFs, even charts and graphs—giving users direct answers instead of just links.
- AI can handle complex queries—so a user can ask, "What's our process for handling customer complaints?" and get a clear, sourced answer, rather than a generic search result.
- It can cite sources, so users (and staff) can trust the answers.

1 Why read this guide?

As Pixl8's CEO explained during recent demonstrations:

> "If your website search function is the last resort when someone can't find what they need, that's a problem. AI changes that by making your knowledge instantly accessible—whether it's buried in a report, a case study, or a two-hour webinar recording."

This isn't just theory. AI-powered knowledge tools can:

- Pull statistical data from a chart inside a PDF and generate a usable table
- Pinpoint exact sections of a recorded webinar where an issue was discussed, so users can jump straight to the answer
- Identify the right policies based on a vague, natural-language question—even when the exact terminology doesn't match

It's not magic—it's better organisation of existing knowledge, powered by AI.

2 Why you shouldn't wait for generic AI to do it for you

One of the biggest questions organisations often ask is:

"If users are already using ChatGPT and other AI tools, shouldn't we just wait for them to improve?"

Short answer: No.

Here's why:

1 Generic AI doesn't know your organisation or your content.

These tools work on publicly available data. If your knowledge isn't open access, they can't help your users find it accurately.

2 You can't control the accuracy of generic AI answers.

AI might think it knows the answer—but if it's wrong, who is accountable? With your own AI-powered knowledge system, you control exactly what sources it references.

3 Users expect you to be the authority.

If your stakeholders are getting their information from ChatGPT instead of your knowledge base, that's a problem. AI-powered search ensures they trust your organisation, not random AI-generated guesses.

4 Your knowledge has context and nuance.

Generic AI can't understand the specific context of your organisation, industry regulations, or internal processes like a well-trained, specialised system can.

As Pixl8's team explained in a recent industry seminar:

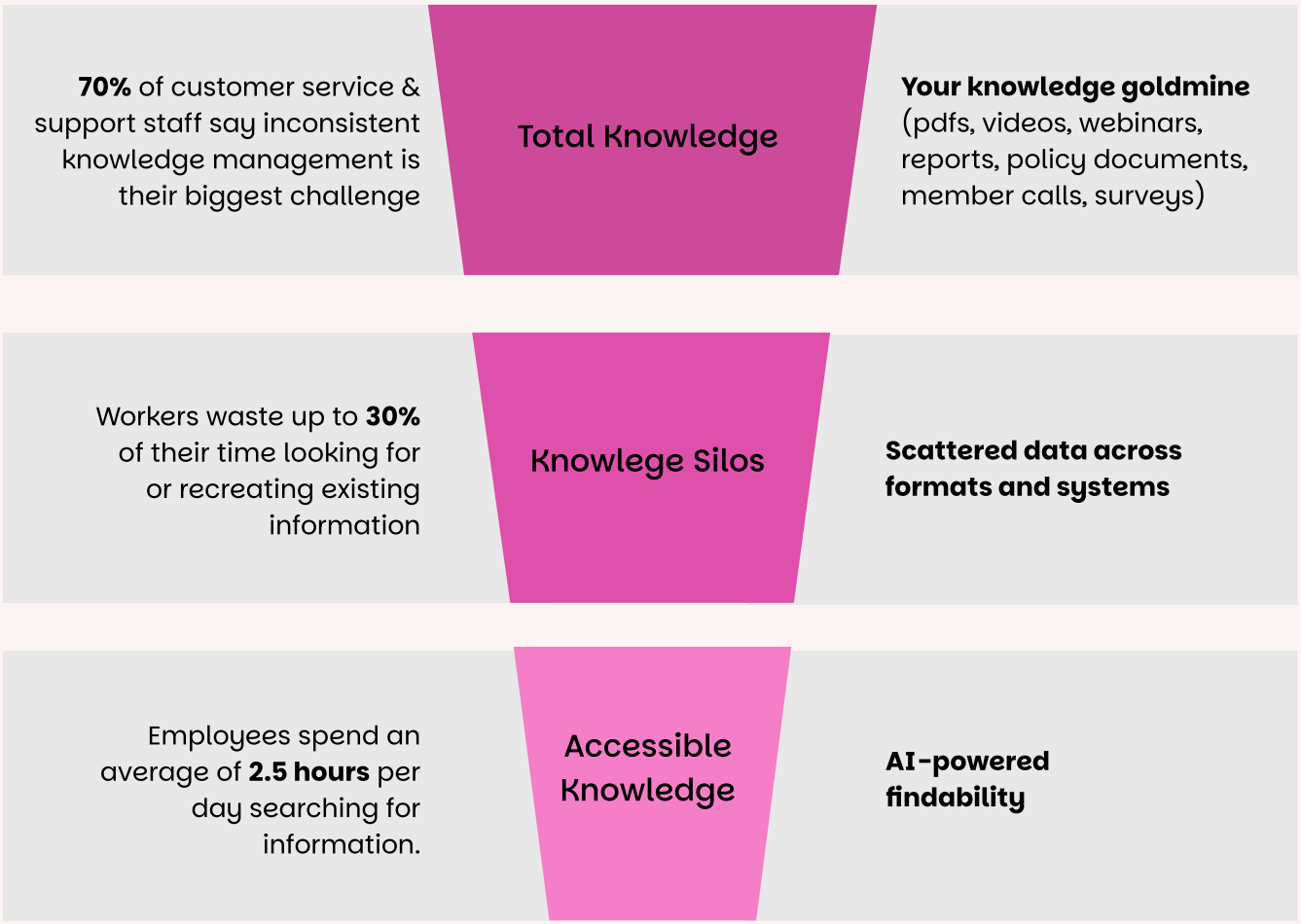
> "The problem with putting all your information out there and hoping ChatGPT will pick it up is you have no control over how it's used. You don't want AI making up answers about your policies or procedures."

Instead of waiting for external AI to catch up, organisations should take charge of their own knowledge management—so that AI works for them, not the other way around.

2 Why you shouldn't wait for generic AI to do it for you

Making knowledge findable

Your organisation's knowledge can often be hard to find, scattered across different sources and siloed. Extracting answers from multiple sources and surfacing fast, accurate, intelligent answers is essential. The right AI makes this possible - but generic AI can't deliver the trusted results you need.



3 Different from traditional search: Why AI-powered knowledge retrieval matters

Traditional non-semantic search and AI-powered knowledge retrieval represent fundamentally different approaches:

Traditional search	AI-powered knowledge retrieval
Relies on keywords and exact matches	Understands natural language and intent behind questions
Returns entire documents rather than specific answers	Provides direct, contextual answers to questions
Struggles with interpreting complex documents like charts and tables	Can process and interpret multiple formats (text, charts, videos)
Lacks semantic understanding of related terms or concepts	Recognises terminology changes and synonyms
Requires users to sift through results manually	Saves time by delivering the exact information needed

The difference is substantial. While traditional search asks users to find the needle in the haystack, AI-powered knowledge retrieval hands them the needle directly.

4 The technical foundation: Unified data, RAG, and agentic AI

The critical importance of unified data

One of the most significant technical challenges in knowledge management is the fragmentation of data across systems. According to a 2023 report by McKinsey, the average enterprise uses 110 different SaaS applications, with larger organisations using over 200. This fragmentation creates knowledge silos that impede accessibility and utilisation.

Unified data platforms address this challenge by:

- Centralising knowledge from disparate sources into a coherent structure
- Normalising data formats for consistent processing
- Maintaining proper metadata and relationships between content
- Enabling uniform access control and governance
- Creating a single source of truth across the organisation

Research from Deloitte's AI Dossier indicates that organisations with unified data strategies are 2.5 times more likely to report significant ROI from their AI initiatives compared to those without. The reason is simple: AI is only as good as the data it can access.

Retrieval-Augmented Generation (RAG): The bridge between knowledge and AI

Retrieval-Augmented Generation (RAG) has emerged as a fundamental technical approach for knowledge-focused AI systems. RAG combines:

Retrieval	Augmentation	Generation
Finding relevant information from your knowledge base.	Adding this information to the AI's context	Creating a response based on both the retrieved information and the AI's capabilities

4 The technical foundation: Unified data, RAG, and agentic AI

This approach solves several critical issues:

Hallucination prevention

By grounding responses in your actual documents, RAG dramatically reduces AI hallucinations (making up information)

Up-to-date knowledge

The AI can access your latest information, not just what it was trained on

Source attribution

Responses can clearly cite where information came from, building trust and accountability

Compliance

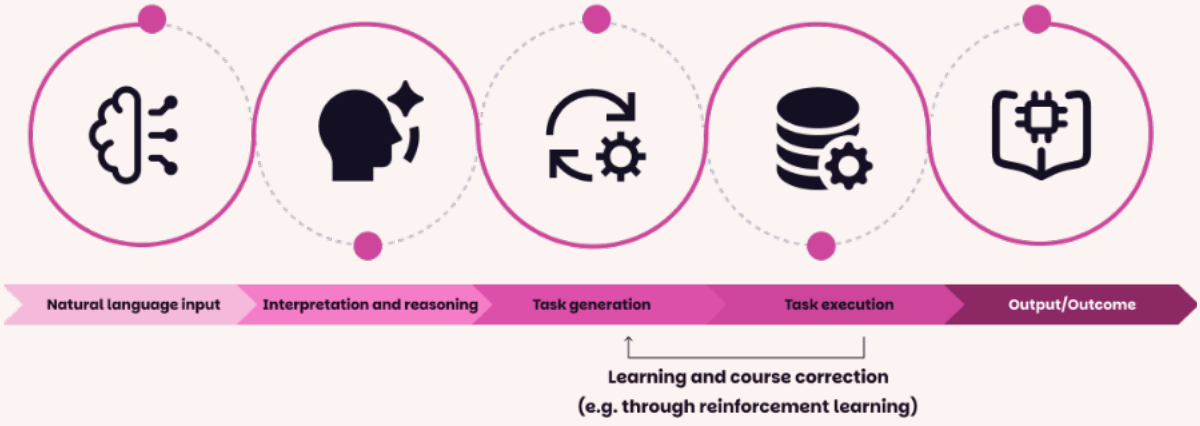
Answers remain within the boundaries of your organisation's approved knowledge

According to a 2024 Gartner analysis, organisations implementing RAG-based solutions report a 40% reduction in incorrect AI responses and a 65% increase in user trust compared to pure generative AI approaches.

Understanding "agentic AI" and why it matters for knowledge

A term you'll hear increasingly is "agentic AI" - but what does it mean for knowledge management?

Agentic AI applies reasoning to determine what's the most meaningful response rather than just presenting everything available. It breaks down complex queries into steps, gathers information from multiple sources, and synthesises a comprehensive answer.



4 The technical foundation: Unified data, RAG, and agentic AI

For knowledge management, this means:

1. When a query comes in, the AI analyses what's being asked
2. It determines what information it needs and from which sources
3. It can ask follow-up questions to itself to gather more context
4. It synthesises the information into a coherent, accurate response
5. It provides citations to the original sources

The relationship between RAG and agentic AI is particularly powerful. RAG provides the foundation of reliable information retrieval, while agentic capabilities allow the system to intelligently navigate and utilise that information. Together, they create a knowledge system that doesn't just find information but truly understands and solves problems.

According to MIT Technology Review's 2024 AI adoption survey, organisations implementing agentic AI with RAG report 3.7x faster resolution of complex queries compared to traditional knowledge management approaches.

This approach delivers far more valuable responses than traditional search or even basic AI responses, because it's actively working to solve the user's problem rather than just matching keywords.

5 Getting started: Practical steps for AI-enhanced knowledge management

AI isn't an all-or-nothing approach. Organisations don't need a fully automated AI chatbot tomorrow. Starting small and getting real value quickly is the way forward.

Here's where to begin:

Starting point
Traditional Search: Keyword driven, non-semantic

Step 1
Audit Knowledge Sources: Identify where key information is stored (PDFs, CRM, websites, reports, emails, videos, presentations)

Step 2
Define AI Use Cases: Start with one clear goal (e.g., improve document search, customer queries, or technical support)

Step 3
Internal Testing: Let your staff test AI-powered search before external deployment

Step 4
Select Technology: Choose systems that cite sources, respect permissions, and integrate with your tech stack

Step 5
Monitor and Refine: Track what's working and fine-tune your approach over time

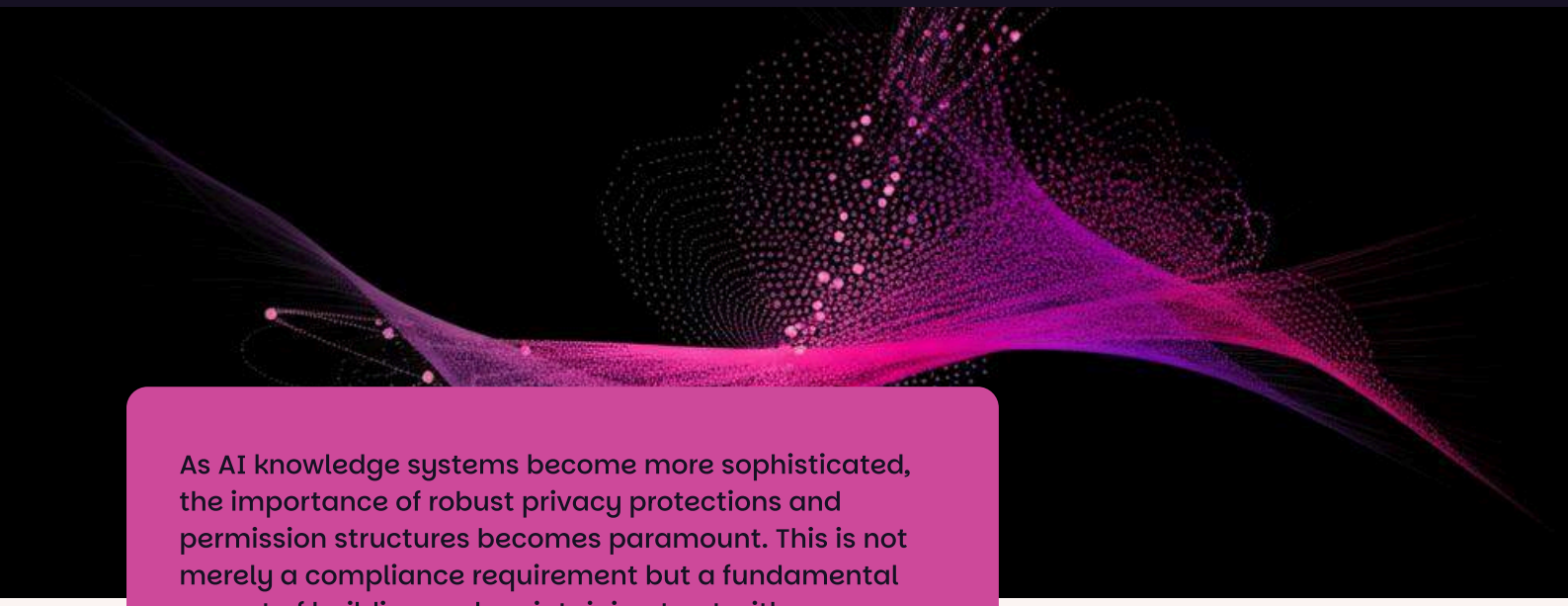
AI-Powered Knowledge Management
faster answers, staff focusing on high-value work

Pick the right AI tools – Not all AI is equal. Choose systems that cite sources, respect permissions, and integrate with your tech stack. Look for solutions offering:

Privacy-centred design with PII awareness
Flexible deployment options (standalone or API integration)
Citation of sources for accountability
Multi-format understanding (text, images, video, charts)

Monitor and refine – AI learns. The more it's used, the smarter it gets. Track what's working, and fine-tune your approach over time.

6 Privacy and permissions: The foundation of trustworthy AI knowledge systems



As AI knowledge systems become more sophisticated, the importance of robust privacy protections and permission structures becomes paramount. This is not merely a compliance requirement but a fundamental aspect of building and maintaining trust with users.

The critical importance of privacy by design

Privacy considerations must be built into AI knowledge systems from the ground up, not added as an afterthought. This means:

Data minimisation
Only collecting and processing the information necessary to provide the service

Purpose limitation
Using data only for the specific purposes for which it was collected

Storage limitation
Retaining data only for as long as necessary

User Control
Providing clear mechanisms for users to manage their data

According to a 2023 KPMG survey, 86% of consumers are increasingly concerned about data privacy, while 78% express fears about the amount of data being collected. For organisations implementing AI knowledge systems, these concerns must be addressed proactively.

6 Privacy and permissions: The foundation of trustworthy AI knowledge systems

Permissions: The backbone of effective knowledge governance

Sophisticated permission structures are essential for AI knowledge systems to function effectively while maintaining appropriate access controls. These structures:

- **Ensure each user only sees information they're authorised to access**
- **Maintain compliance with data protection regulations like GDPR**
- **Protect sensitive intellectual property and confidential information**
- **Allow for granular control based on user roles, departments, or other attributes**

A well-designed permissions framework allows organisations to manage who can access what information and under what circumstances. This is particularly important when dealing with personally identifiable information (PII), which requires special handling.

6 Privacy and permissions: The foundation of trustworthy AI knowledge systems

Balancing personalisation with privacy

The most effective AI knowledge systems strike a balance between personalisation and privacy. Modern personalisation has evolved far beyond basic demographic segmentation.

Today's approaches leverage real-time behavioural and contextual data to craft experiences that feel truly bespoke to each user, enhancing the value of knowledge delivery.

However, this level of personalisation must be achieved without compromising privacy. Strategies to achieve this balance include:

Embracing zero party data

Focus on information that users voluntarily provide, reducing reliance on third-party data sources.

Implementing consent-driven technology

Ensure systems support robust data governance and transparent consent processes.

Communicating transparently

Clearly explain how data contributes to improved experiences

Regularly reviewing data practices

Conduct audits to ensure compliance with current regulations

By building privacy and permissions into the foundation of AI knowledge systems, organisations can deliver powerful, personalised experiences while maintaining the trust of their users and complying with regulatory requirements.

7 Real-world applications: From theory to practice

Let's look at how organisations are actually applying AI to knowledge management:

Professional services firms are using AI to extract insights from case studies, reports and precedents, allowing junior staff to leverage the collective knowledge of senior partners.

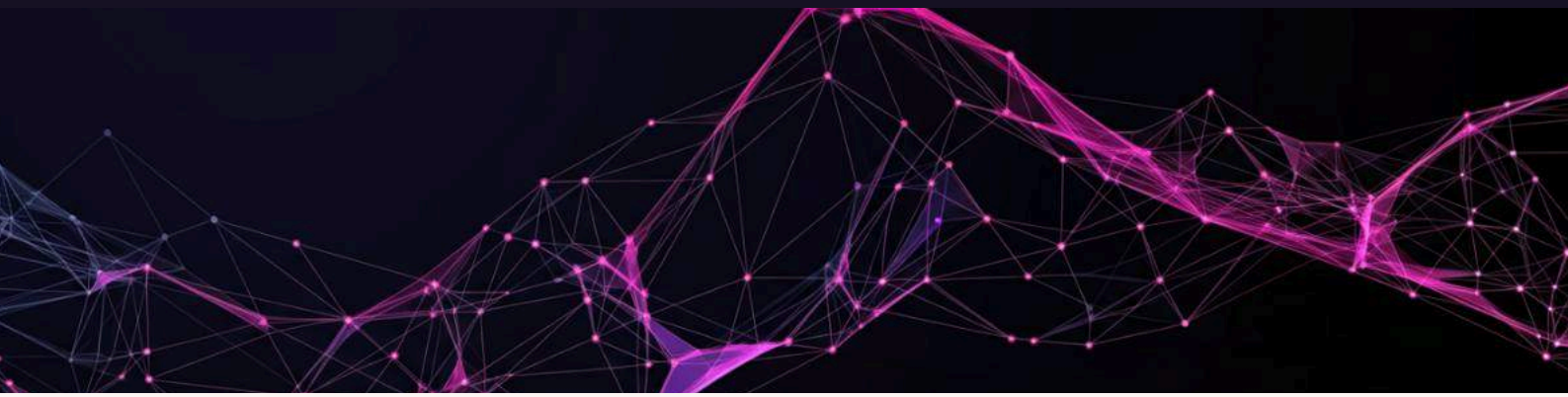
Healthcare providers are implementing AI knowledge systems that can pull information from clinical guidelines, research papers, and best practice documents to support clinical decision-making.

Manufacturing companies are using AI to make technical documentation, specifications, and troubleshooting guides instantly accessible to field engineers.

Educational institutions are leveraging AI to help faculty and students navigate complex administrative policies and procedures without overwhelming administrative staff.

The common thread? In all cases, AI isn't replacing human expertise—it's amplifying it by making knowledge more accessible and actionable.

8 Future trends: Where AI knowledge management is heading



The evolution of AI in knowledge management is accelerating rapidly. According to PwC's AI Predictions report, 52% of companies accelerated their AI adoption plans during the pandemic, with knowledge management being a primary focus area. Looking ahead, several key trends are emerging:

1 Multimodal understanding

Future AI systems will seamlessly process text, images, video, and audio without requiring separate systems. Forrester predicts that by 2026, over 60% of enterprise knowledge systems will incorporate multimodal AI capabilities.

2 Hyper-personalisation

AI will deliver increasingly personalised knowledge experiences based on role, expertise level, and past interactions. Accenture research suggests this could improve productivity by up to 40% compared to one-size-fits-all approaches.

3 Collaborative AI

Knowledge systems will transition from simple Q&A to collaborative problem-solving, working alongside humans. IDC projects that by 2027, collaborative AI approaches will account for 35% of all enterprise AI deployments.

4 Anticipatory knowledge delivery

Rather than waiting for queries, AI will proactively deliver relevant knowledge based on context. Gartner predicts that by 2026, 30% of knowledge interactions will be proactive rather than reactive.

Cross-organisational knowledge sharing: AI will facilitate secure knowledge sharing across organisational boundaries. According to Deloitte's Tech Trends report, organisations implementing such solutions report 27% faster innovation cycles.

9 Final thoughts: AI as an enabler, not a replacement

> "Knowledge isn't just a business asset - it's the cornerstone of your organisation's value. AI's true power isn't in replacing people, but in amplifying their expertise - removing the friction of repetitive queries by instantly surfacing trusted hard-to-find answers. When members get faster, more accurate responses and staff are freed to focus on strategic, rewarding work, everyone wins. That's why we created ReadyIntelligence: to unlock the potential of your knowledge and empower the people who use it."
>
> **Alex Skinner, Chief Executive, Pixl8 Group**

The future of organisational knowledge isn't about replacing people—it's about freeing them up to do more meaningful work. AI can make sure stakeholders get faster, more accurate answers, while staff focus on complex issues, strategy, and delivering value.

A 2023 McKinsey Global Survey reinforces this point: organisations that successfully implement AI for knowledge work report that 76% of employees found AI improved their job satisfaction by eliminating routine knowledge retrieval tasks. Rather than job losses, these organisations saw a 31% increase in higher-value work outputs.

For organisations considering AI for knowledge management, experts recommend starting now. AI is already here—organisations that embrace it strategically will be the ones that stay ahead.

Want to learn more about how ReadyIntelligence can transform your organisation's knowledge management? Connect with the team to explore options.

Book a demo

Book a chat

Readyintelligence.com

About Pixl8 Group

About ReadyIntelligence: Our AI knowledge solution

ReadyIntelligence is a powerful AI platform designed specifically to address the knowledge management challenges outlined in this guide. Unlike generic AI solutions, ReadyIntelligence offers unique capabilities tailored to organisations where knowledge is a critical asset.

What makes ReadyIntelligence different?

1 Privacy-centred design

- Built with PII awareness and compliance (GDPR, ISO27001, SOC2) at its core
- On-premises deployment options for sensitive information
- Robust permissioning to ensure information security

2 Flexible deployment options

- Standalone platform or seamless API integration with existing systems
- Works with Microsoft, Salesforce, and legacy ecosystems
- Single sign-on (SSO) or fully composable API-driven solutions

3 Intelligent knowledge unification

- Connects disparate knowledge sources into a single, searchable resource
- Processes multiple formats including text, charts, images, and videos
- Maintains context across different document types and sources

RI: ReadyIntelligence

About ReadyIntelligence: Our AI knowledge solution

4 Advanced knowledge retrieval

- RAG-based architecture that grounds all responses in your actual documents
- Multimodal understanding capabilities for comprehensive knowledge access
- Source attribution for every response, building trust and accountability

5 Modular architecture

- RI Knowledge: Transform how your organisation accesses knowledge repositories
- RI Meet: Transcribe, summarise, and extract action items from meetings

6 Benefits organisations are seeing with ReadyIntelligence

- Reduced support burden: Organisations report 40-60% reduction in routine knowledge queries to staff
- Faster onboarding: New employees reach productivity 30% faster with immediate knowledge access
- Improved compliance: Ensure consistent, accurate information across all knowledge interactions
- Enhanced knowledge sharing: Break down departmental silos and enable cross-functional collaboration
- Actionable insights: Transform unstructured information into strategic business intelligence

RI: ReadyIntelligence

Find out more and talk to us at:

readyintelligence.com

readyintelligence

hello@readyintelligence.com

Ready to see how ReadyIntelligence can transform your organisation's knowledge management? Get in touch:

Book a demo

Download our AI guide for organisations

Watch our latest webinar

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