

# How Using a Knowledge Base Can Help Scale Your Small Business?

Managing a business is not an easy task. There are many things you need to consider in order to succeed in the industry you've chosen, including [developing a long-term strategy](#), choosing the right marketing tactics, and investing in the necessary resources.

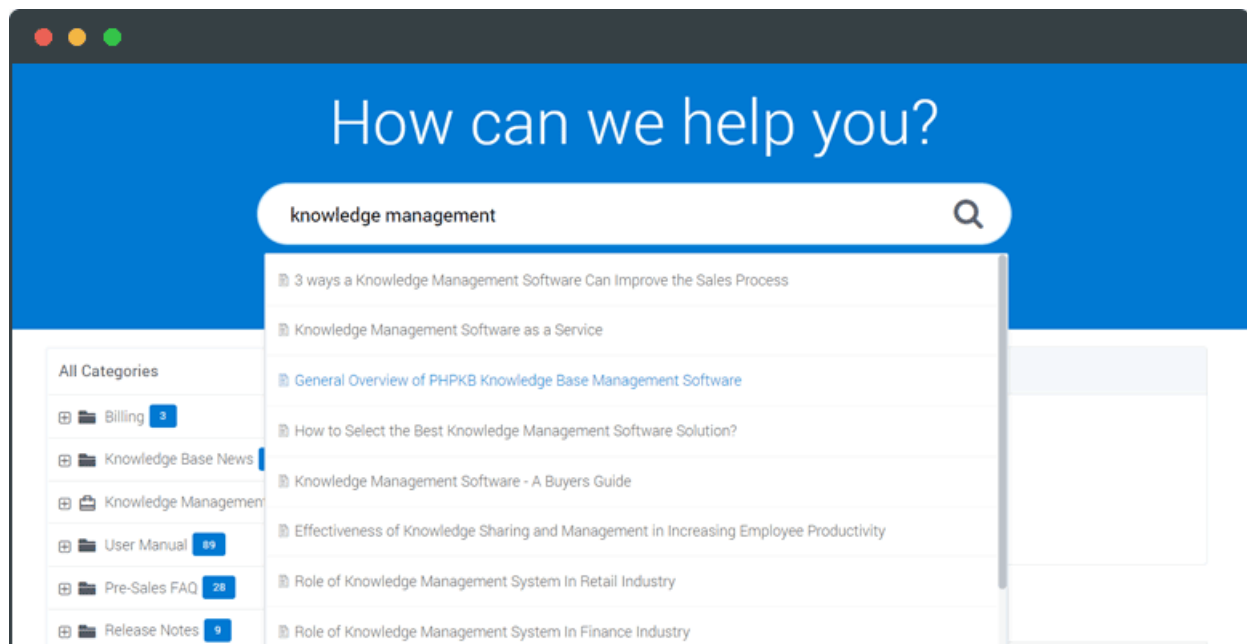
Furthermore, you must always make sure you're doing something to get ahead of your competitors. This involves using your industry expertise, experience, and knowledge to stay one step ahead of other businesses and satisfy the needs of your target audience.

However, not every business makes the most out of these advantages. When this happens, you might be susceptible to repetition and inefficiency, which may affect your bottom line.

To prevent this from happening, it's important to stay abreast of industry trends and developments. Now that we are in a time when information is invaluable, you need to make the most out of the information you have. Sharing it with your customers or team members using an online knowledge base is the first step in leveraging knowledge for the growth of your company.

## What is a Knowledge Base?

A [knowledge base](#) is a platform used to collect and organize information in a way that makes it easy for individuals to find and access. It can be used to store company policies, procedures, and protocols as well as technical information, such as product details. This way, your team members and customers can quickly access the answers they need without having to wait for someone to respond.



There are two main types of knowledge bases that businesses use: internal and external. [Internal knowledge bases](#) are used for employees only and typically contain company-specific information. This kind of knowledge base allows companies to centralize their information and makes it easier for employees to find what they need.

External knowledge bases, on the other hand, are typically published on a public website, like a blog or FAQ page, and are meant to provide customers of starting online businesses with answers to their questions. This type of knowledge base can be used to enhance customer service and provide valuable information to existing and potential customers.

## Using a Knowledge Base to Grow Your Business

Having a knowledge base is essential for any growing company. Not only does it help keep your team members and

customers informed, but it can also be used to help your business scale more easily. With this technology, you can enjoy the following benefits:

## Better Customer Service

Having an online [knowledge base](#) like PHPKB allows you to improve your customer service. With this, you can easily provide your customers with the information they need without having to wait for and talk with your support team. This provides your eCommerce customers with a better experience when interacting with your business because they don't have to spend several minutes talking to someone just to get the answers they need.

Additionally, you can free up your support team's bandwidth when you invest in a knowledge base. Since customers can quickly find answers to their simple questions right away, your support team can focus on more urgent and complex customer issues. This also means that your customers will be able to get faster resolutions to their problems no matter how complicated they are.

## Increased Efficiency and Productivity

When you invest in an internal knowledge base, you can have your company's pertinent data and information easily accessible to your employees. This allows them to access whatever kind of data whenever they need it with little to no downtime.

With the reduced time your employees need to gather the information they require for a project, they can be more [productive and efficient](#) in their tasks. As a result, you will see your bottom line improve while also allowing your business to grow and expand.

Additionally, having an internal knowledge base helps your team complete tasks and projects without having to depend on other people for information. Instead of talking to another employee to gain access to a document and waiting for them to reply, your staff members can just access the information they need without delay.

## Enhanced Collaboration and Communication

An internal knowledge base also helps your team members collaborate on projects much easier. Since your employees can have access to a centralized repository of information, they can easily access any information they need and share it immediately with their colleagues. This also eliminates the need for employees to constantly send emails and other documents back and forth, which can be time-consuming.

In addition, having a knowledge base gives you an effective way of communicating with your employees as well. You can easily post announcements and other important messages to your team members, which is much more convenient than sending out individual emails.

## Better Knowledge Transfer

Finally, an internal knowledge base can help you transfer and [share knowledge](#) with new employees much faster. With this technology, your new hires will not have to go through a long onboarding process as they can easily find the information that they need to do their jobs.

Furthermore, the knowledge base allows everyone on the team to access any information they need at any time. This means that they can continue working on their tasks even if one of their teammates is not around or has recently left the company.

## Invest in a Knowledge Base Software to Grow Your Company

Having a knowledge base is a great investment for a growing business. Not only does it help keep your customers and team members informed, but it can also help you increase the efficiency and productivity of your business.

**To make the most out of your investment, choose PHPKB. We offer a modern, online self-service knowledge base that can be set up privately or publicly. Our knowledge base software is also easy to set up and can be useful on all four fronts of knowledge management. [Contact us](#) today for more information regarding our software!**

Online URL: <https://www.phpkb.com/kb/article/how-using-a-knowledge-base-can-help-scale-your-small-business-320.html>

