



Generative AI-Enhanced
Knowledge Management in Business

Generative AI for Smarter Knowledge Work: From Ideas to Business Value

Haaga-Helia campus + online

September 17th, 2025

[Check the whole agenda \(link attached\)](#)



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In collaboration with





Generative AI-Enhanced
Knowledge Management in Business

From Buzzword to Benefit – What Kind of Value Are We Really Getting from GenAI

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From Science Fiction to Science and Reality



Based on extensive literature review and interviews in companies



Value of GenAI in Knowledge Management



Effects in different value dimensions



Identifying a Valuable Use Case



Summary



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Value of GenAI in Knowledge Management



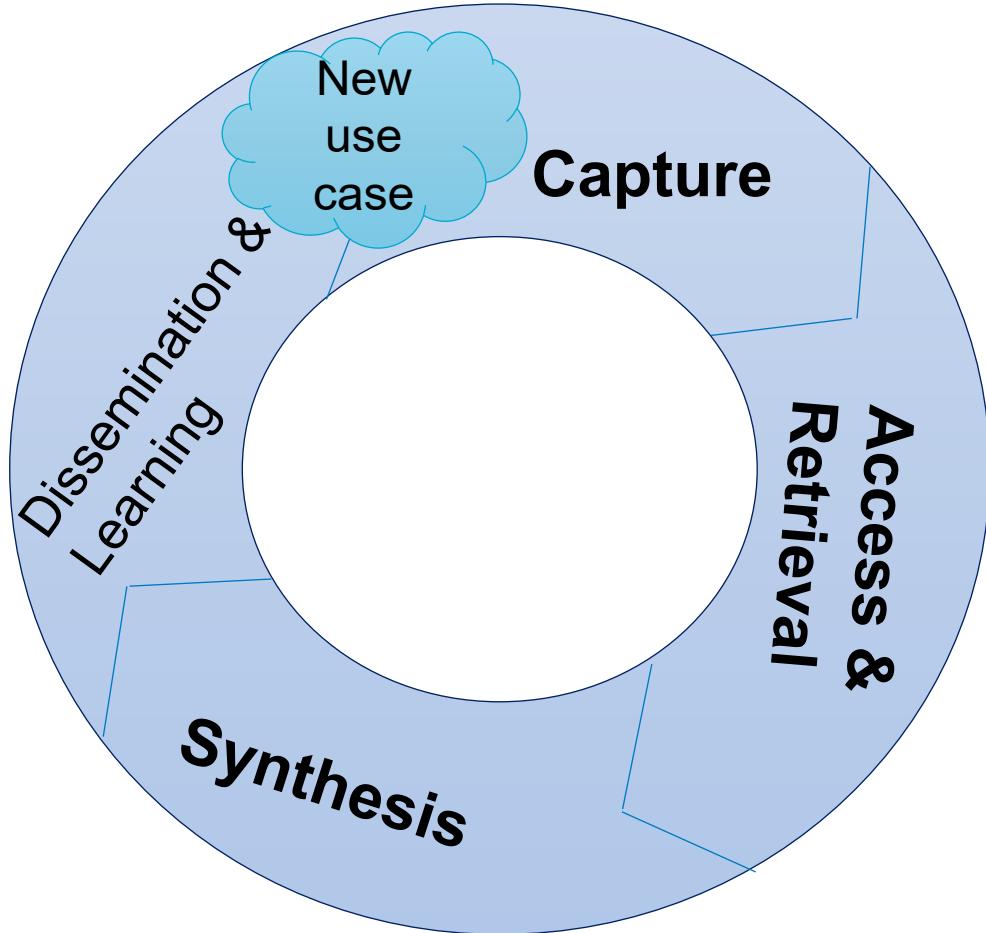
- The **number of innovations** increases, when AI is involved
 - Best quality when AI and human work together
 - AI is good at generating new combinations of existing ideas, rather than making conceptual leaps
- **Learning** and competence development on both individual and organizational level
- **Synthesization** of large, scattered data
 - Optimization, predicting, risk analysis
- **Data storytelling**



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GenAI in Knowledge Management



- GenAI can be used in nearly all KM phases
- Dissemination and learning are for the people and organization to leverage the benefits in full
 - Do not outsource them to AI



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Finding the Value of GenAI in Knowledge Management



EXPEDITING DATA ANALYSIS



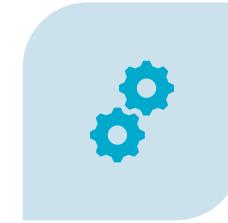
META-DATA EXTRACTION



ENHANCING KPI
MONITORING



SUPPORTING
STRATEGIC DECISION-
MAKING



PROCESS OPTIMIZATION



CUSTOMER
SATISFACTION
IMPROVEMENT



ENHANCING
ORGANIZATIONAL
CULTURE THAT
SUPPORTS INNOVATION



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Finding the Value of GenAI in Knowledge Management

(cont.)

- Advanced predictive analytics
 - Cost reductions
 - Business opportunities
 - Strategic planning
- Task automation/identifying inefficiencies
 - Enhanced efficiency
 - Resource reallocation
 - Improved operational reliability
- Personalized customer experience for greater satisfaction
 - Customer loyalty
 - Better reputation and brand
- Innovation supporting culture
 - Acceptance of new technologies
 - Greater creativity and adaptability
 - More efficient knowledge sharing

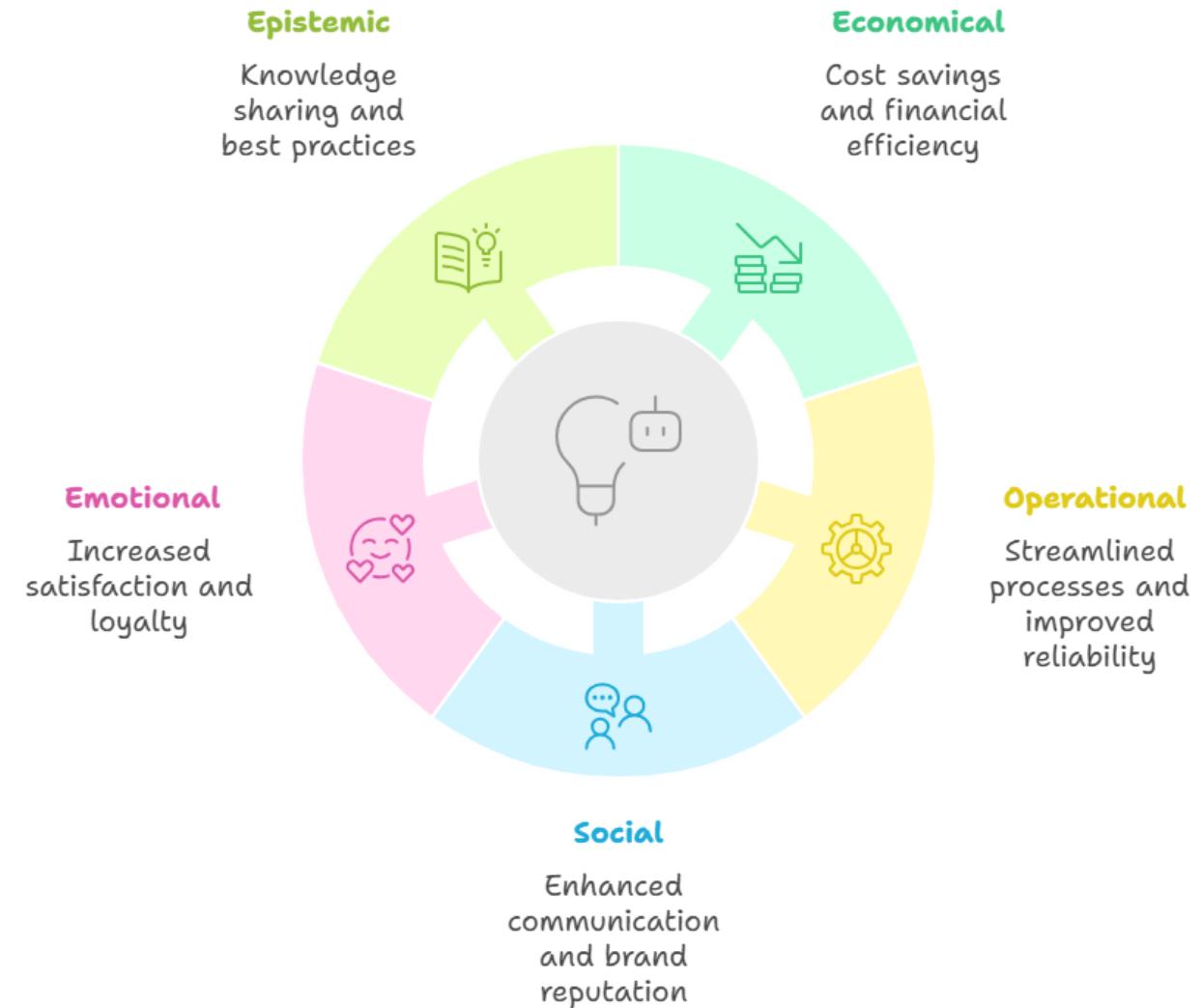


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Effects in Different Value Dimensions

Benefits of GenAI Implementation



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Identifying a Valuable Use Case

For cost and efficiency gains

- Automate repetitive tasks
- Accelerate content development
- Content evaluation to reduce errors

Enhance and scale

- Overviews and summaries
- Forecasts
- Innovation

Personalize and tailor

- Omnichannel experiences
- Contextual cues for guiding users and improve documentation
- Operational insights for risk reduction



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Benefits of GenAI Implementation



Summary

Results are best when GenAI works **together** with humans

*AI is a **business skill**, not an **IT** one*



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Thank you!

Questions?

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How to join right now?

- Join our LinkedIn group <https://www.linkedin.com/company/gen-ai-enhanced-km/>
- Read our newsletter
- ... and follow the updates



If you represent small or medium-sized company and you are interested in the following:

- AI advisory
- Proof-of-Concept development for your AI idea
- Master students
- Hackathon



Take a look at the Finnish AI Region EDIH (European Digital Innovation Hub) services

<https://www.fairedih.fi/en/services/> and apply <https://www.fairedih.fi/en/contact/>



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