MODEL OF KNOWLEDGE MANAGEMENT SYSTEM FOR INCREASING THE CUSTOMER SATISFACTION

NATASHA BLAZESKA-TABAKOVSKA*; VIOLETA MANEVSKA**

* FACULTY OF ADMINISTRATION AND INFORMATION SYSTEMS MANAGEMENT
UNIVERSITY "ST. KLIMENT OHRIDSKI", BITOLA,

** FACULTY OF ADMINISTRATION AND INFORMATION SYSTEMS MANAGEMENT,
UNIVERSITY "ST. KLIMENT OHRIDSKI", BITOLA,

ABSTRACT
Organizations consider the knowledge as a very important resource in recent years, so they have been using a different information technologies and techniques in aim to improve their knowledge management processes in terms of effectiveness and efficiency. This results with a competitive advantage. Some information technologies and techniques don’t lead to the preferred effects. This paper analyses the influence of the model on the one organization effectiveness criteria, the increasing the customer satisfaction. Analyses of the influence of this model results with recommendation for integration of the solution in the Model of information system for knowledge management. - multimedia design of knowledge management system that is based on meta information.

KEYWORDS: customer satisfaction, information technologies, information techniques, knowledge management, knowledge management system, organizational effectiveness.