Abstract

This study seeks to explore the impact of knowledge management processes (KMPs) (knowledge creation, acquisition, storing, sharing and implementation) on customer experience management. Descriptive, analytical approach was used in this study; data were collected through questionnaires that were physically distributed to a random sample of 215 respondents. They constituted of marketing directors and workers in private hospitals in Amman, Jordan. The model achieves an acceptable fit and was found that knowledge management processes explain 88.88% of the variance in customer experience management. Linear and multiple regression analysis were both used to examine the research hypotheses using SPSS. The outcomes of the study showed that KMPs have a clear impact on customer experience management. Knowledge sharing specifically has the highest impact on customer experience management while knowledge implementation has the least impact. Consequently, the study recommends establishing a specialised department concerned with managing knowledge processes in an organised and informed manner in private hospitals. In addition, the study recommends holding workshops on information security and privacy to acquaint workers with
the concept of data and information security and its legal and ethical aspects that are related to misuse of data sources in the hospital. Lastly, the study further advises directing, encouraging and supporting workers in implementing the knowledge they gained, which benefits employees and the work environment in the hospital in general.

References


Index Terms

Computer Science
Information Sciences

Keywords

Knowledge management processes, knowledge creation, knowledge acquisition, knowledge storing, knowledge sharing, knowledge implementation, customer experience management, private hospitals, Jordan.