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Data & AI

AI for Knowledge Management & Enterprise Search Playbook

Making AI search actually surface the right answer, not just a confident-sounding one

- Practitioner
- Intermediate
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- Administrator
- 02 October 2021
- 4 minute(s)

Overview

A framework for deploying AI-powered knowledge management and enterprise search — retrieval-augmented generation over internal knowledge bases, source attribution, and content quality curation — that prioritizes genuine answer accuracy and traceability over the appearance of a sophisticated conversational interface.

Does AI enterprise search require an entirely new knowledge base,

or can it work with existing documentation? It can work with existing documentation, but the quality and organization of that underlying content directly determines the AI search system's answer quality — a sophisticated AI interface over poorly curated or outdated

content will confidently surface poor answers, making underlying content quality a genuine prerequisite, not a separate concern.

What's the most important design element for trustworthy AI

enterprise search? Source attribution — showing users exactly which internal document or source an AI-generated answer draws from, so users can verify accuracy and the organization maintains traceability, rather than presenting answers as unattributed AI-generated conclusions.

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