Abstract

It is evident that there is a strong competition among organizations and a sort of rapid change in the business environment is taking place. Therefore; organizations start thinking of how to improve their processes to stay competent. Knowledge has become a strategic resource and a basis of competitive advantage in the organization. However, many organizations lost sight of managing Knowledge to grow and compete with domestic and global competitors. Customer Knowledge has been increasingly recognized within process as a significant resource that can be managed to support customer retention. This paper reviews process for knowledge and present suggestions for what a general process to improve customer knowledge retention should include based on analysis of various processes in the literature. The main emphasis is laid upon the concepts of Rationalize Customer Knowledge Validation Customer Knowledge, and Scrutinize Customer Knowledge. Therefore, this paper contributes to the process of developing customer knowledge retention process. The paper will describe a more valid process in how to achieve customer knowledge retention.