

Communication improvement Many financial service companies including HSBC utilize knowledge management as the way to improve their communication with their customers and among their staff. Knowledge management can help saving time for client engagements and problem solving, enhancing staff participation, making the opinions of staff and customers more visible, and better serving customers (Alavi and Leidner, 1999). The infrastructure helps reducing the overload of information by filtering only the necessary information (Alavi and Leidner, 1999). They adopted online knowledge-sharing activities such as creating virtual community which involve both customers and company's staff .to contact in an interactive way