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