KM, intelligence compétitive, collaboration 2.0

Comment structurer, partager et mettre en action la connaissance à l'ère du web social

Louis-Pierre Guillaume
Knowledge Management Officer

Juin 2014

Schneider Electric

Schneider Electric at a glance

24

billion € sales in 2014

41%

of sales in new economies

150 000+

people in 100+ countries

4–5%

of sales devoted to R&D

The global specialist in Energy management

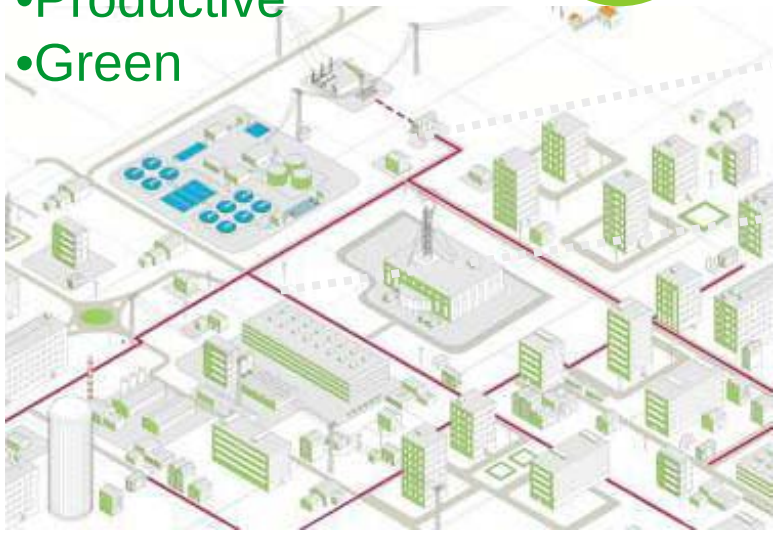
Covering **72%** of world final energy consumption

Making energy:

- Safe
- Reliable
- Efficient
- Productive
- Green

up to **30%** energy saving

Energy production & transmission



Energy usage

A Recognised Sustainable commitment

Dow Jones Sustainability Indexes

ETHIBEL SUSTAINABILITY INDEX EXCELLENCE

ASPI

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If only Schneider knew what Schneider knows…

Community Mngt. Pgm.

Social Network Platform

Show the Value

Knowledge Capitalisation

Next steps

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Community Management Program

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Communities & Knowledge Management

The heart of our Knowledge Management system

Knowledge

Tacit

Explicit

Transfer of practices

Build-upon spirit
Ex : Mentoring programs
Major Peer Reviews

Communities

Sharing practices
Communities@work

Lessons learned

Experience
Ex: After action reviews

Self-service

Reference documentation
E-learning, search, troubleshooting tool, intranet portal….

Lower

Human interaction

Higher

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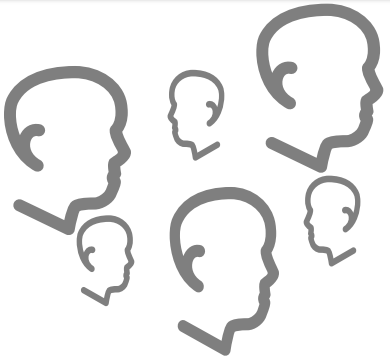
APQC

A Community@Work is

A **group of people** who share

Common objectives written in a **charter**



Collaborative working environment animated by the **leader**

Common strategic vision provided by the **sponsor**

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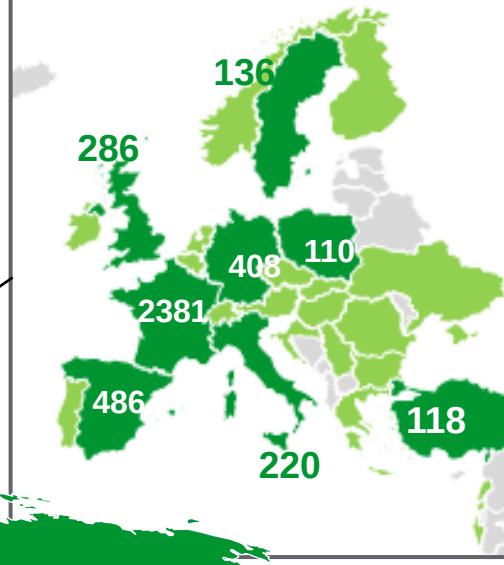
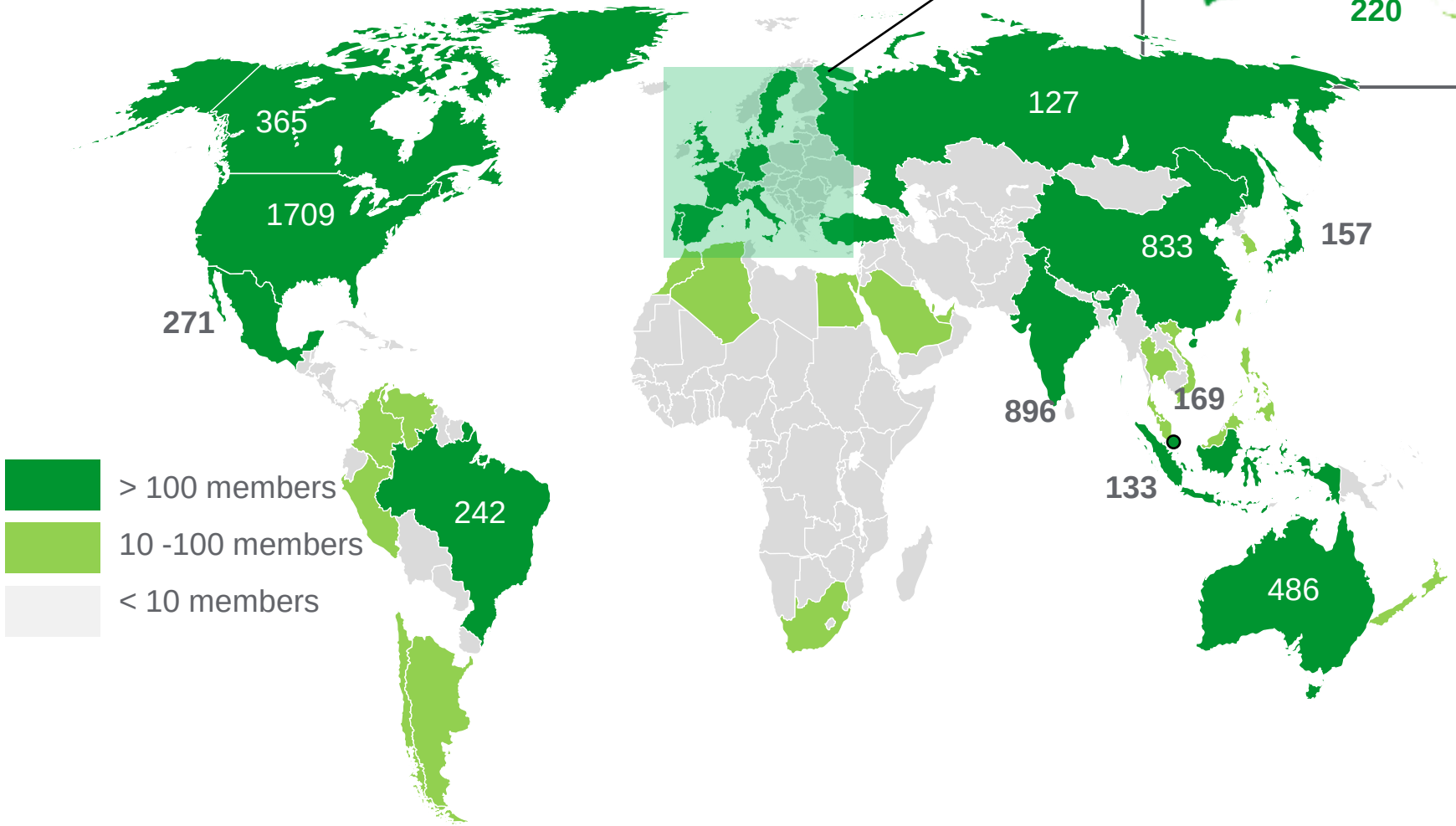
110 Communities@work

15,000+ members in 96 countries

20 Communities voted actives by their members in 2013





Social Collaboration platform

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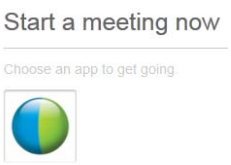
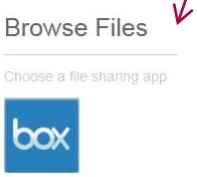
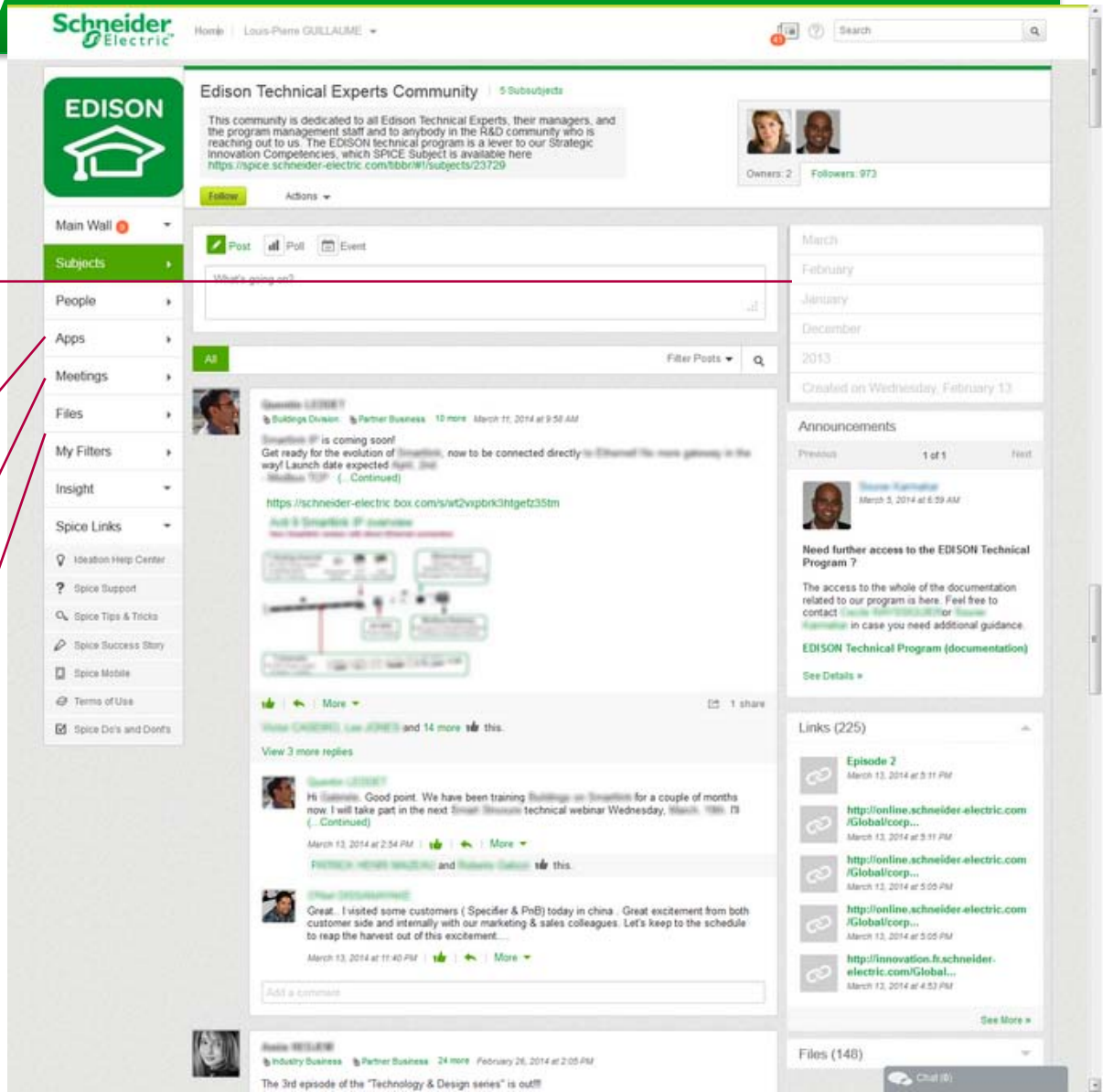
Spice

Home page of a community







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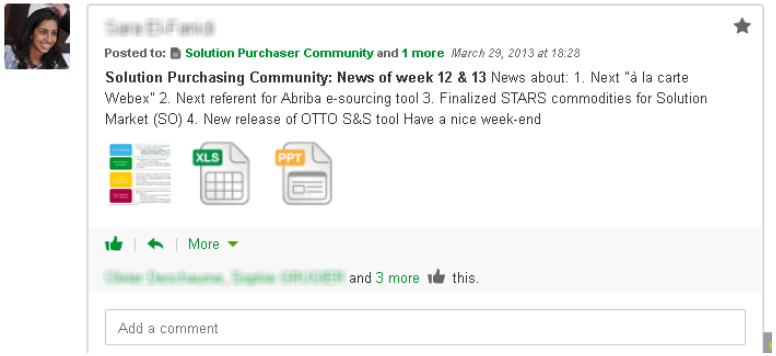
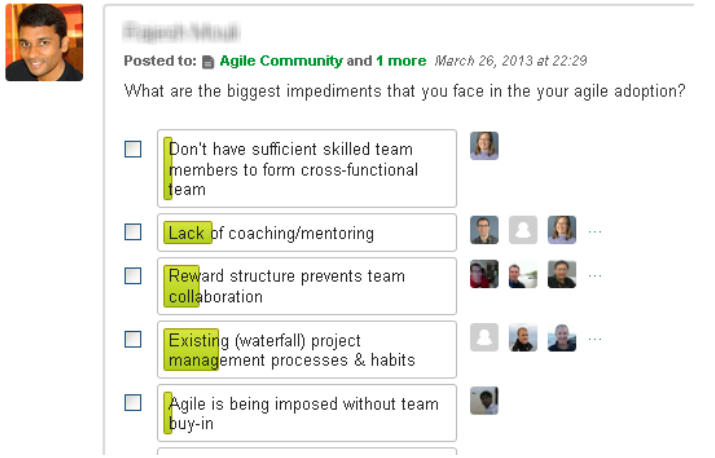
Spice

Example of usage by communities

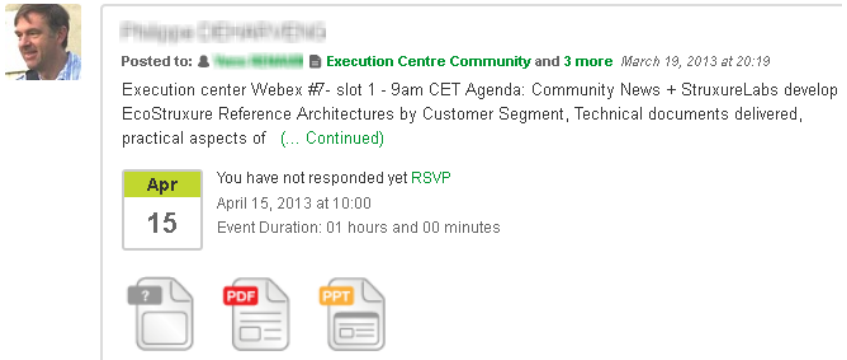


News of the week



Poll to drive adoption

Mutual help



Call for webinars

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Spice

Key Figures

100 000 Activated users

Collaborators are users who have shown some activity in Spice - Posted, liked, voted or even logged in in the last 7 days.

44 000 Collaborators

89% Readers, 7% Augmenters, 4% Originators

Collaborators are classified as
-**Readers**, who log in to read posts but have not contributed themselves
- **Augmenters**, who respond (reply, like or vote) to a post/ poll but have not started conversations
- **Originators**, who initiate conversations by making the first post

5700 groups of discussion, 33% active

The 110 C@W are among the most active groups

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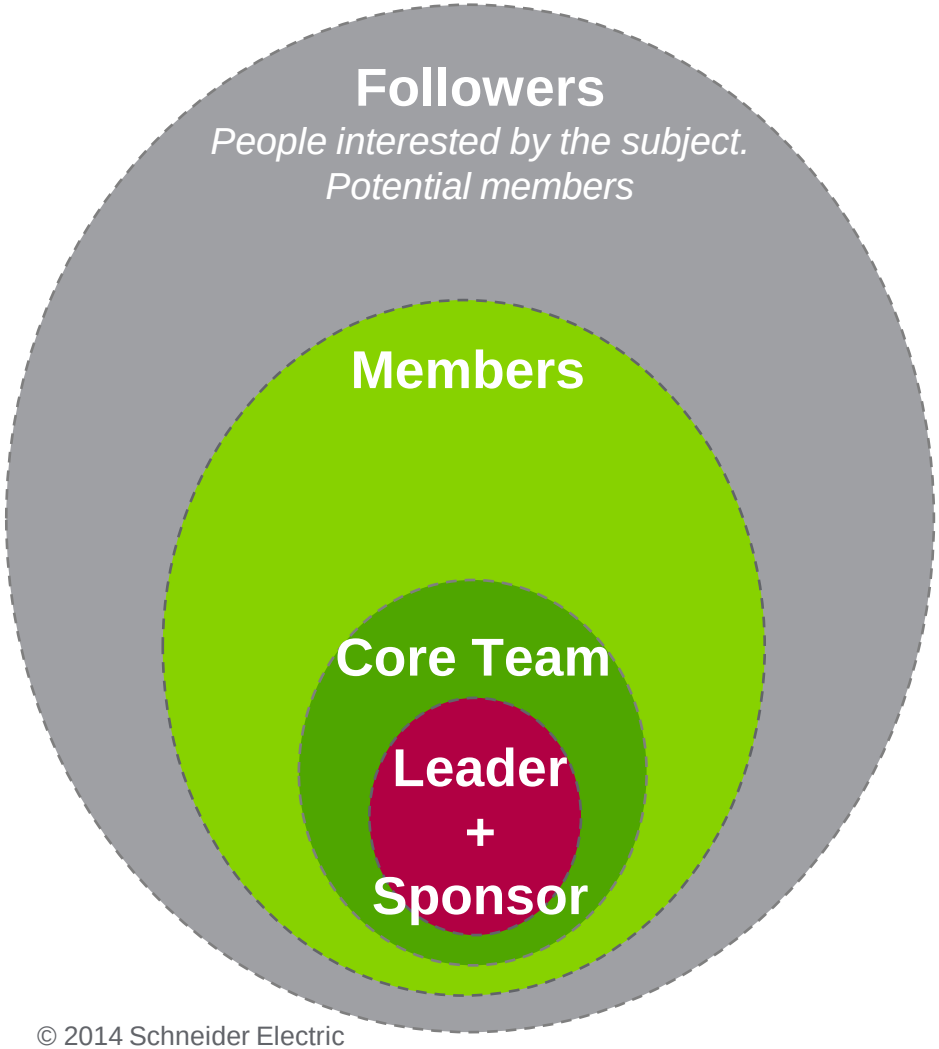
Confusion…

Followers vs. Members



Community Membership

is like an…

onion

with

rings

Engagement matters…

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Show the value

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Value of the communities

How do we measure it?

ROE* instead of ROI

ROE*: return on engagement

NPS**: net promoter score

3. Efficiency

- Success stories with benefits
- The value realized

2. Engagement /satisfaction

- Community NPS**
- Voice of the members – Active community

1. Adoption and participation

- Platform measurements (Spice)
- Number of attendees at events

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Knowledge Capitalisation

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Knowledge Capitalisation & Social Network

A Virtuous Circle

Organized Knowledge

Reference documentation
Standards
Processes
Guidelines
Return of Experience
Lessons Learned

Knowledge admins
+
Platform admin

Workflow
Validation
Transferable

Questions
Discussions

New categories
New practices

Free Knowledge

Ideas
Concepts
News
Temporary information
Informal exchanges
Brainstorm
Comments

Platform admin

Inspiration
Information
Free contribution

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Knowledge Capitalisation & Social Network

Ideal Tool Portfolio and Usage

Organized Knowledge

- Global Intranet
- People Directory
- Learning Management Syst
- Basic doc Management Syst
- Web pages for teams
- Advanced doc Management
- Records Management
- Specialized translation

For all

- Global search

- Advanced and specialized search

For groups of specialists

Free Knowledge

- Enterprise Social collaboration
- Unified Com.
- Wiki for Internal Encyclopedia
- Collaborative Video
- Translation
- Team wiki
- Forums

For all

For groups of specialists

© 20

Next Steps

- Search: one single federated search platform, for various usages
- Internal Schneider Encyclopedia
- Lessons learned capitalization and reuse
- Reveal the business value

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Q&A

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