

# From the Knowledge Sharing towards the Digital Transformation

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Knowledge Management Officer

February 2015



**ENTERPRISE 2.0**  
SUMMIT

**Schneider**  
Electric



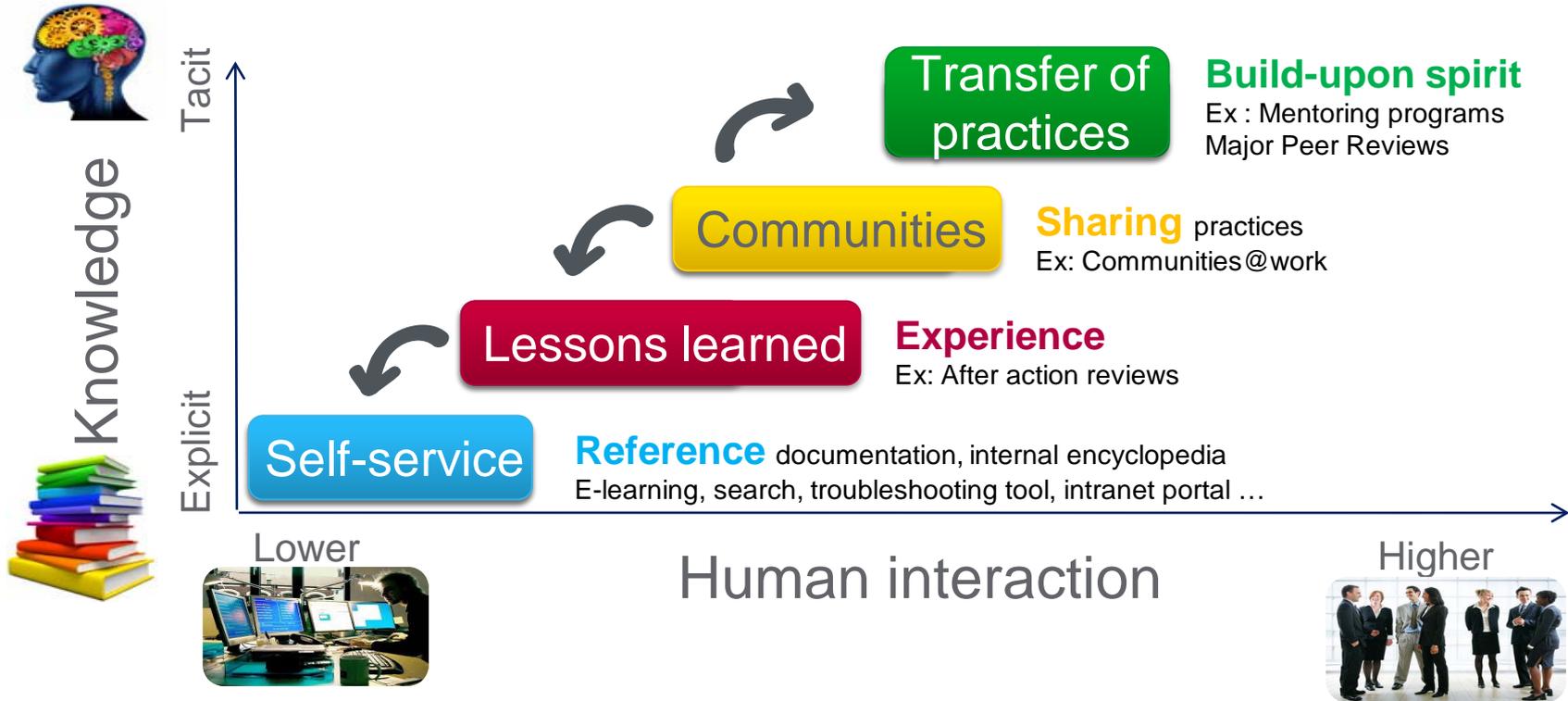
# Knowledge Management & Communities

Usage of the Social Collaboration Platform

# Knowledge Management & Communities

“Benchmarks and experience show that Communities are the foundation of virtually every mature KM Program”

APQC.- The new edge of knowledge management - 2011

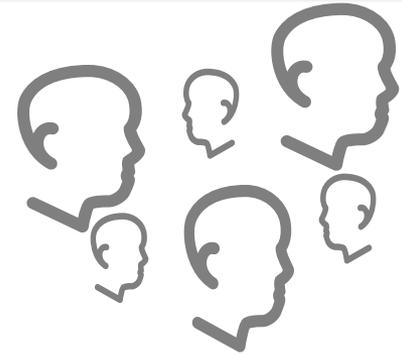




# A Community@Work is

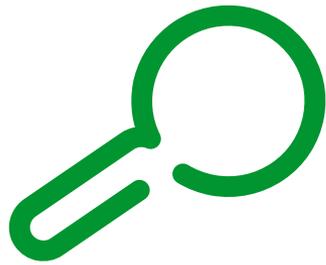
A group of people who share

Common objectives written in a **charter**



Collaborative working environment animated by the **leader**

Common strategic vision provided by the **sponsor**



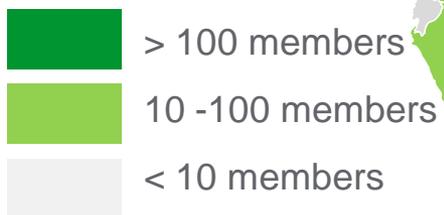
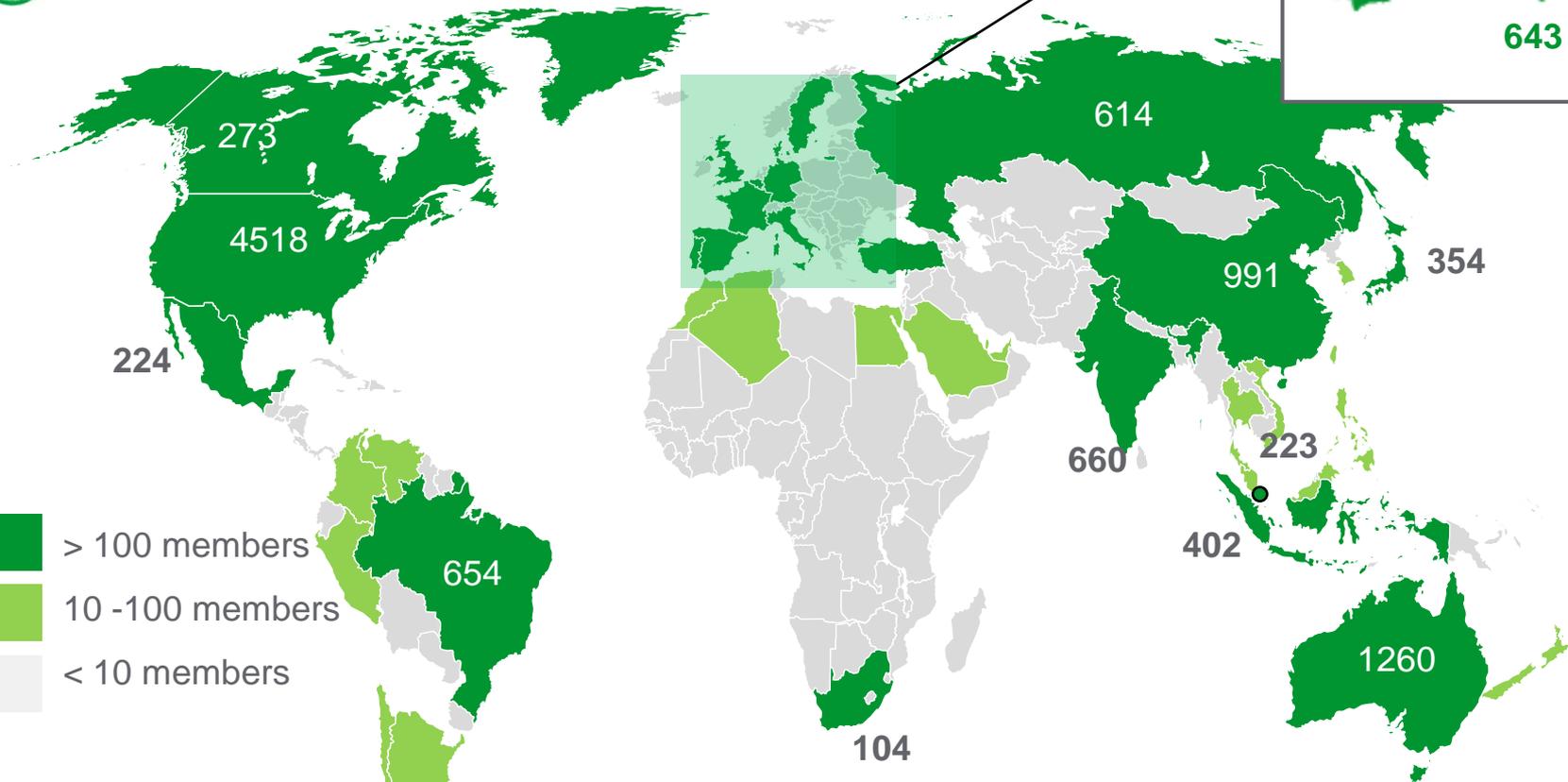
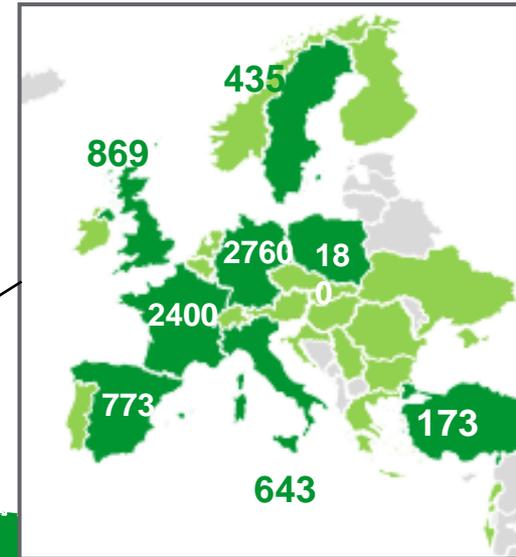
# 140 Communities@work

25,000+ members in 100+ countries

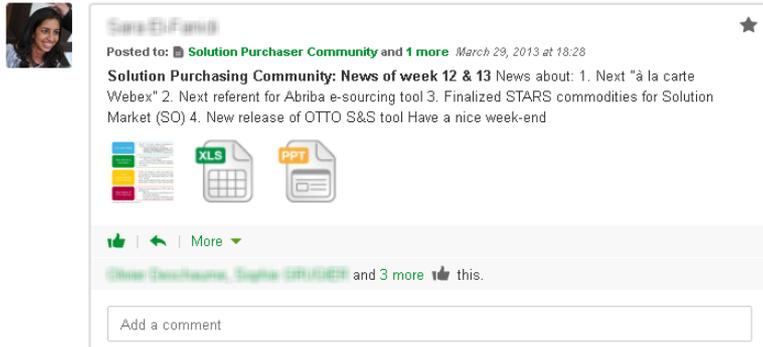
170+ community leaders

 **20** Communities voted active by their members in **2013**

 **33** Communities voted active by their members in **2014**



## Example of usage by communities



**Sara El-Fandi** ★  
Posted to: **Solution Purchaser Community** and **1 more** March 29, 2013 at 18:28  
**Solution Purchasing Community: News of week 12 & 13** News about: 1. Next "à la carte Webex" 2. Next referent for Abriba e-sourcing tool 3. Finalized STARS commodities for Solution Market (SO) 4. New release of OTTO S&S tool Have a nice week-end

👍 | 🔄 | More ▾  
**Oliver Tschötschel, Sophie GRUBER** and **3 more** 👍 this.

Add a comment

### News of the week



**Sathish RAO** ★  
Posted to: **Execution Centre Community** **Network of Excellence (NoE) Spice** and **5 more** January 23, 2013 at 17:00  
We are trying to develop and standardise our solutions for Mobile Grid (National Grid) company in Saudi Arabia, in view of high volatility standard (... Continued)

 Solutions

👍 | 🔄 | More ▾  
**Oliver Tschötschel, Philippe DEWAFINING** and **4 more** 👍 this

Show all 26 replies

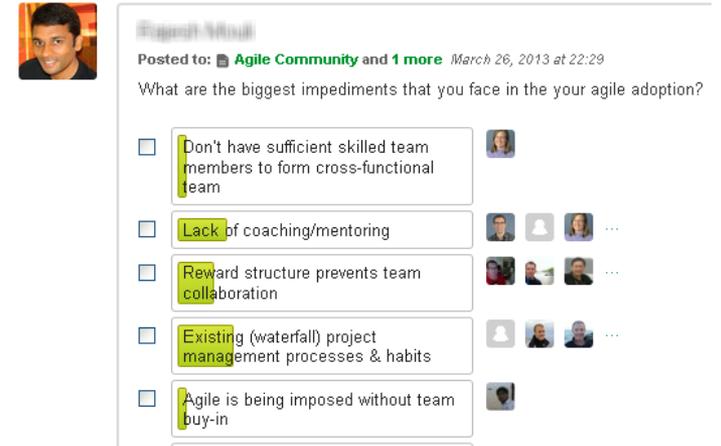
 **Sathish RAO** Dear Colleagues, Thanks a lot for your interest. Dear Nicolas, The file you posted was very interesting. Do you have a vendor locally?

March 12, 2013 at 17:21 | 👍

 **Nicolas Cabanis** Hi Sathish, need to get in touch with our people in Brisbane

March 19, 2013 at 11:00 | 👍

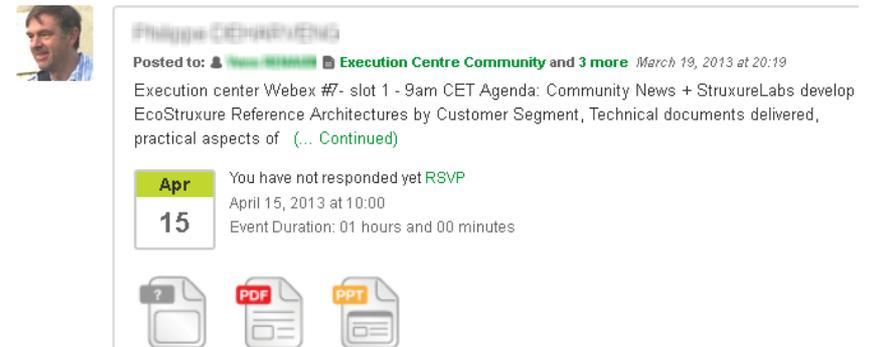
### Mutual help



**Robert Wuhl**  
Posted to: **Agile Community** and **1 more** March 26, 2013 at 22:29  
What are the biggest impediments that you face in the your agile adoption?

- Don't have sufficient skilled team members to form cross-functional team 
- Lack of coaching/mentoring 
- Reward structure prevents team collaboration 
- Existing (waterfall) project management processes & habits 
- Agile is being imposed without team buy-in 

### Poll to drive adoption



**Philippe DEWAFINING**  
Posted to: **Network of Excellence (NoE) Spice** **Execution Centre Community** and **3 more** March 19, 2013 at 20:19  
Execution center Webex #7- slot 1 - 9am CET Agenda: Community News + StruxureLabs develop EcoStruxure Reference Architectures by Customer Segment, Technical documents delivered, practical aspects of (... Continued)

**Apr 15** You have not responded yet RSVP  
April 15, 2013 at 10:00  
Event Duration: 01 hours and 00 minutes

### Call for webinars



**Show me the Value**

# 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

# Active Community 2014 – Voice of the Members

Question: I consider that my community is ACTIVE, because it provides tangible VALUE to me, my business or my clients.



## Participation & outcome

**24,100** community members assessed worldwide *15000 in 2013*

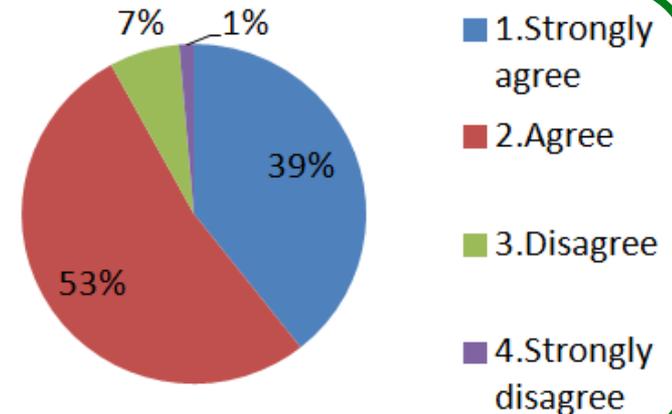
**5100** voters

**126** communities short-listed *60 in 2013*

**33** communities awarded “Active Community 2014” *20 in 2013*



## Overall results



## Profile of the voters

**94%** of the voters are members of up to **3** communities

**73%** of the respondents voted for one **1** community

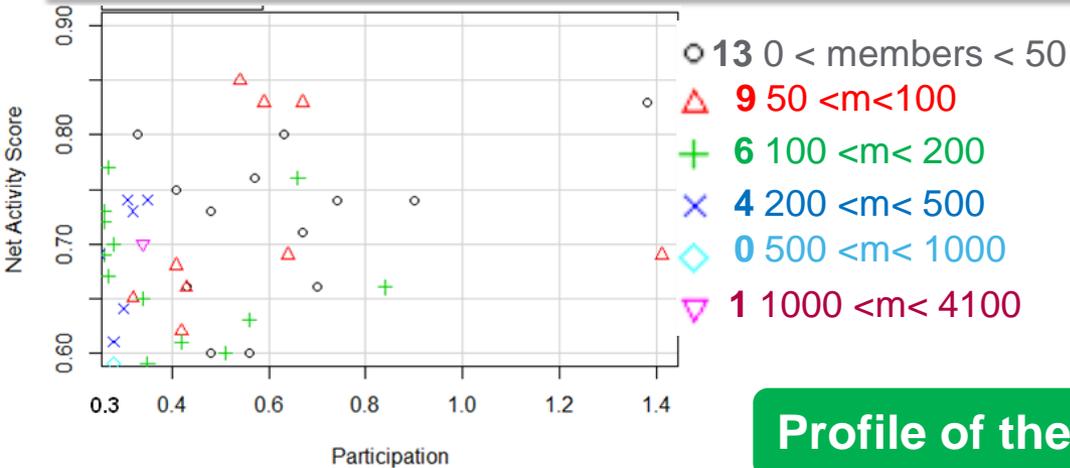
## Overall satisfaction

Net Activity Score **61**

*56 in 2013*

# Active Community Assessment – How Robust?

Do big communities have less chance of winning? Why not use Spice data?



## Criteria to win

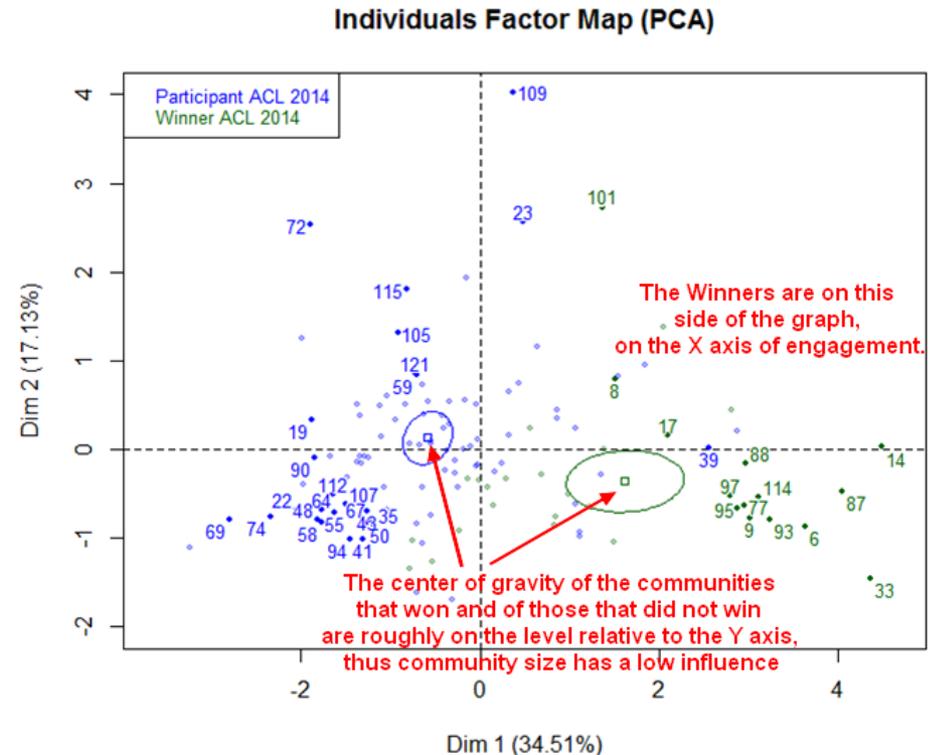
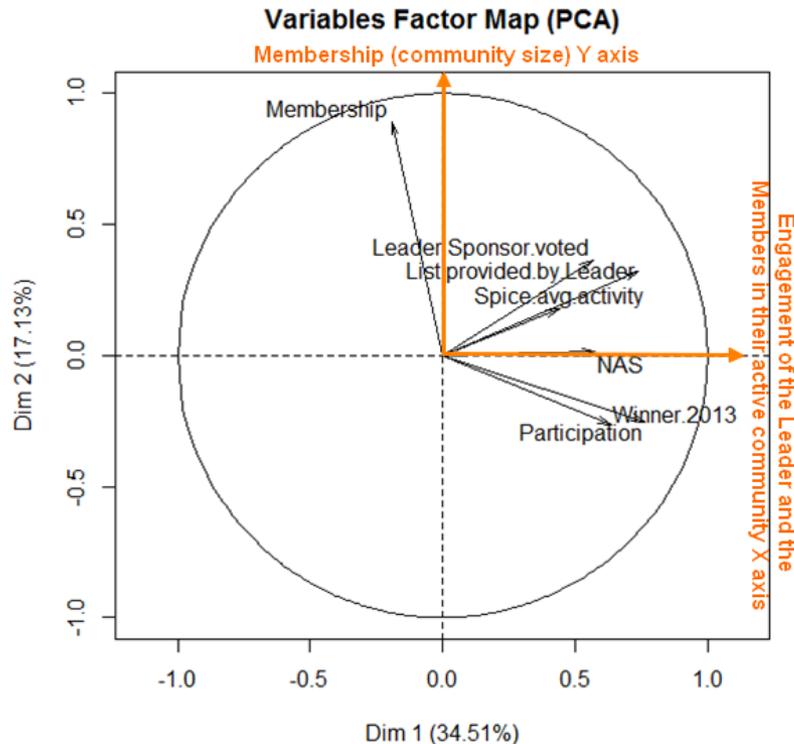
- Net Activity Score (NAS) > 60
- Participation > 30

## Profile of the winners

- Providing a list of members gives a much greater chance of winning (**3** times more) than using the community followers in the social media platform
- Winning in 2013 gives a much greater chance of winning in 2014 (**3** times more)
- A community whose Leader or Sponsor voted has a greater chance of winning (**3** times more)
- An R&D community has a greater chance of winning (**3** times more)

# Active Community Assessment – How Robust?

Do big communities have less chance of winning? Why not use Spice data?

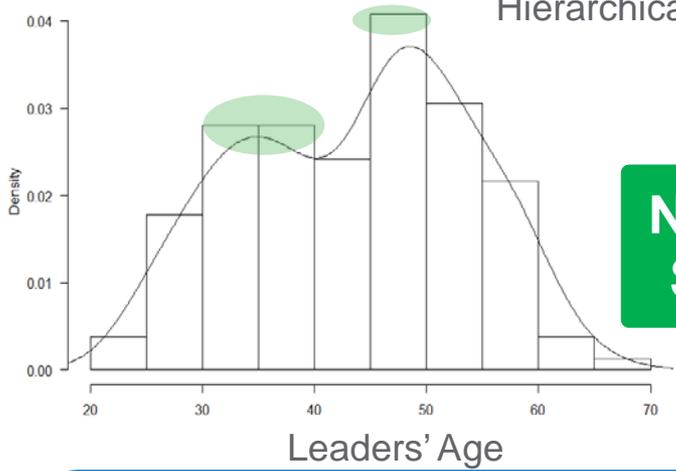
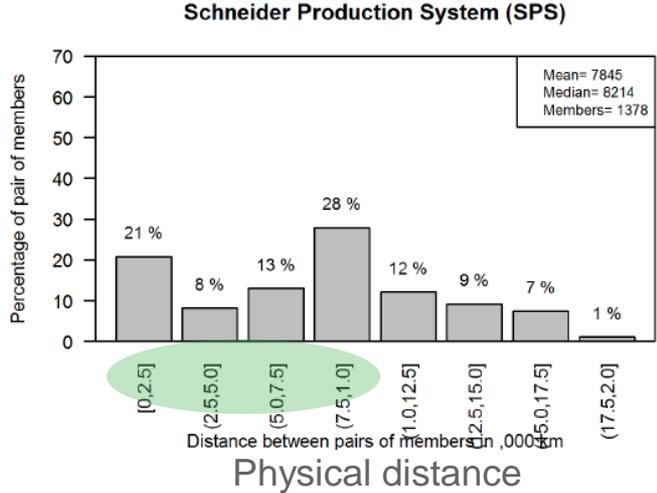
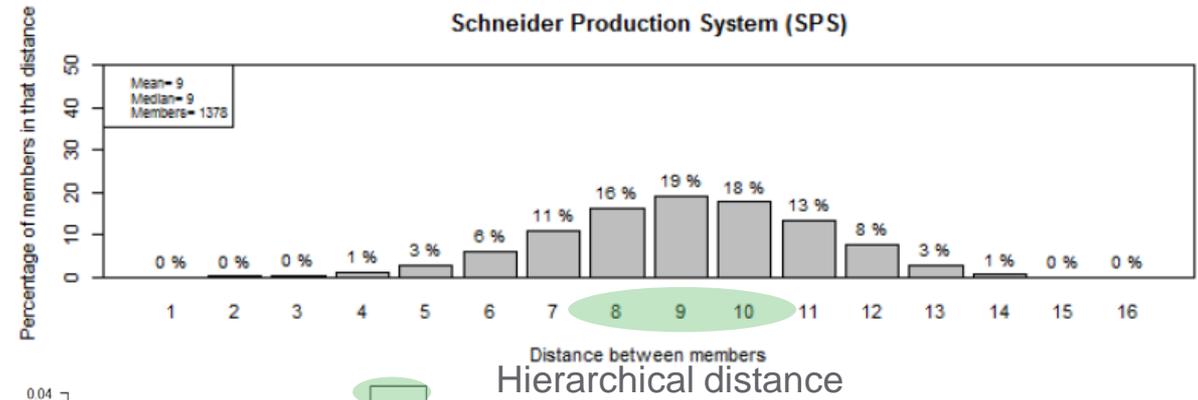


Community size or Social network activity does not matter

Member's opinion matters

# Analytics of the Communities

## Impact of Distance between members or Community leader profile?



**NO IMPACT** of distance nor profile on community Social Network activity or Net Activity Score

**Good news:** The activity of the Communities@Work is decoupled from the distance. They are transversal to and independent of the organization (country, hierarchy).



# Verbatim of C@W Sponsors in 2014

*The best performers in our H2I business are the most active community members. The community helped resolving problems customers encountered after a sale.*  
Sponsor of Human Intelligent Interface Community

*The communication and sharing certainly assisted the entire community to drive improvements in Quality and Service, Efficiency and Productivity, Inventory, and Safety.*  
Sponsor of =S= Production System Community

*Help growing cross-selling, all countries, all market segments*  
Sponsor of Secure Power Systems Community

*Increase time-to-market and product quality*  
Sponsor of CAD Design Methods & Tools Community

*Reduce the non-invented-here syndrome.*  
Sponsor for ZigBee Community

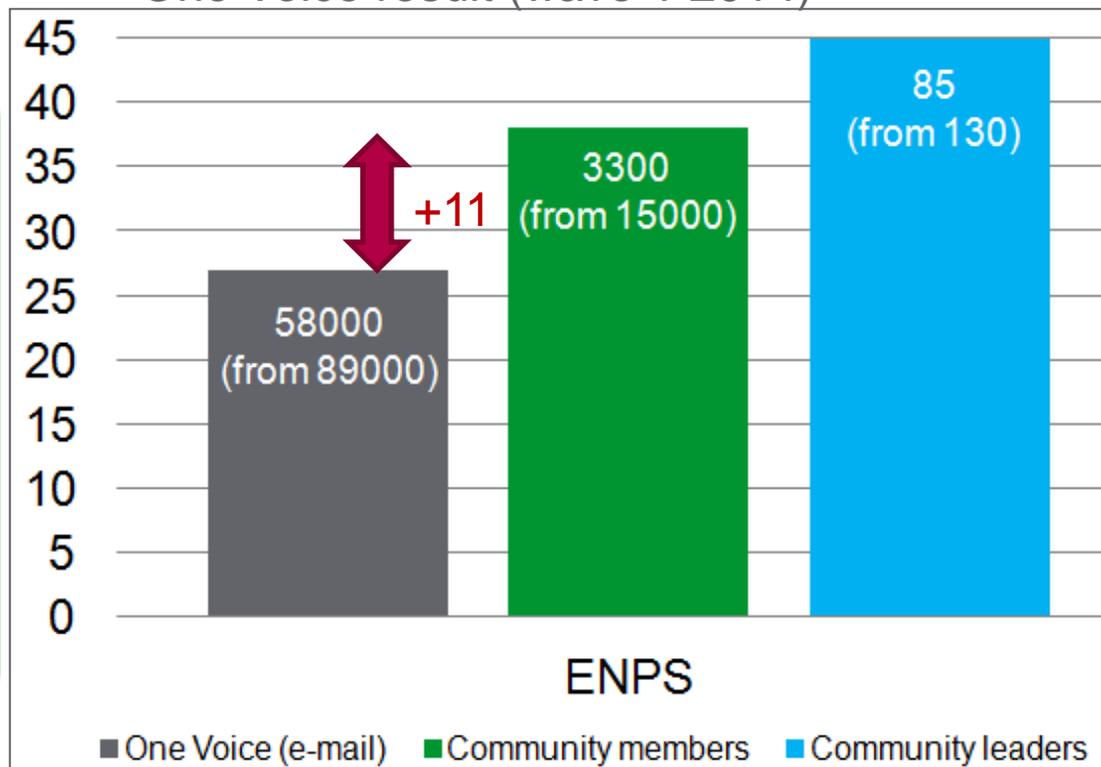
# Employee Net Promoter Score (ENPS)

Are community members more promoters than Schneider-Electric employees?

Question : How likely is it that you would **recommend** Schneider Electric to one of your friends as a good place to work?

**The active community members are clearly more promoter & more engaged than SE population**

One Voice result (wave 1 2014)





# Key Success Factors

# Key Success Factors



- ExCom Sponsorship HR & IT => legitimacy
- Company Program => visibility
- Framework Communities@Work => deployment model
- Social collaboration platform => augmented interactions
- Business value => rationale to dedicate time





# Q&A

