

# Les communautés pour décroisonner et partager les expertises

**Louis-Pierre Guillaume**  
Knowledge Management Officer

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[louis-pierre.guillaume@schneider-electric.com](mailto:louis-pierre.guillaume@schneider-electric.com)  
[@lpguillaume](#)



# Schneider Electric, the global specialist in energy management and automation...

€25 billion

FY 2014 revenues

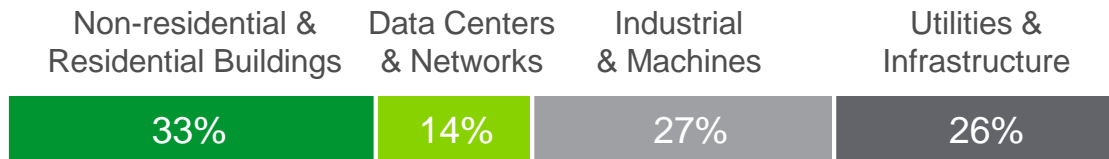
~5%

of revenues devoted to R&D

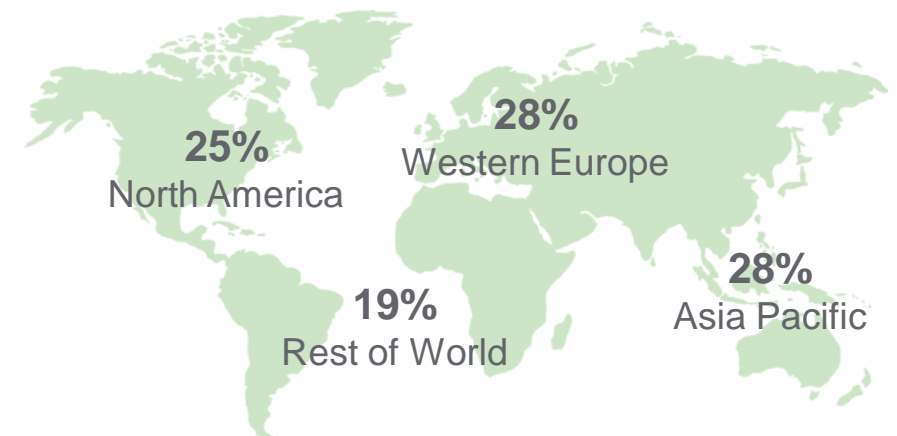
~170,000

people in 100+ countries

## Diversified End Markets – FY 2014 revenues<sup>1</sup>



## Balanced Geographies – FY 2014 revenues



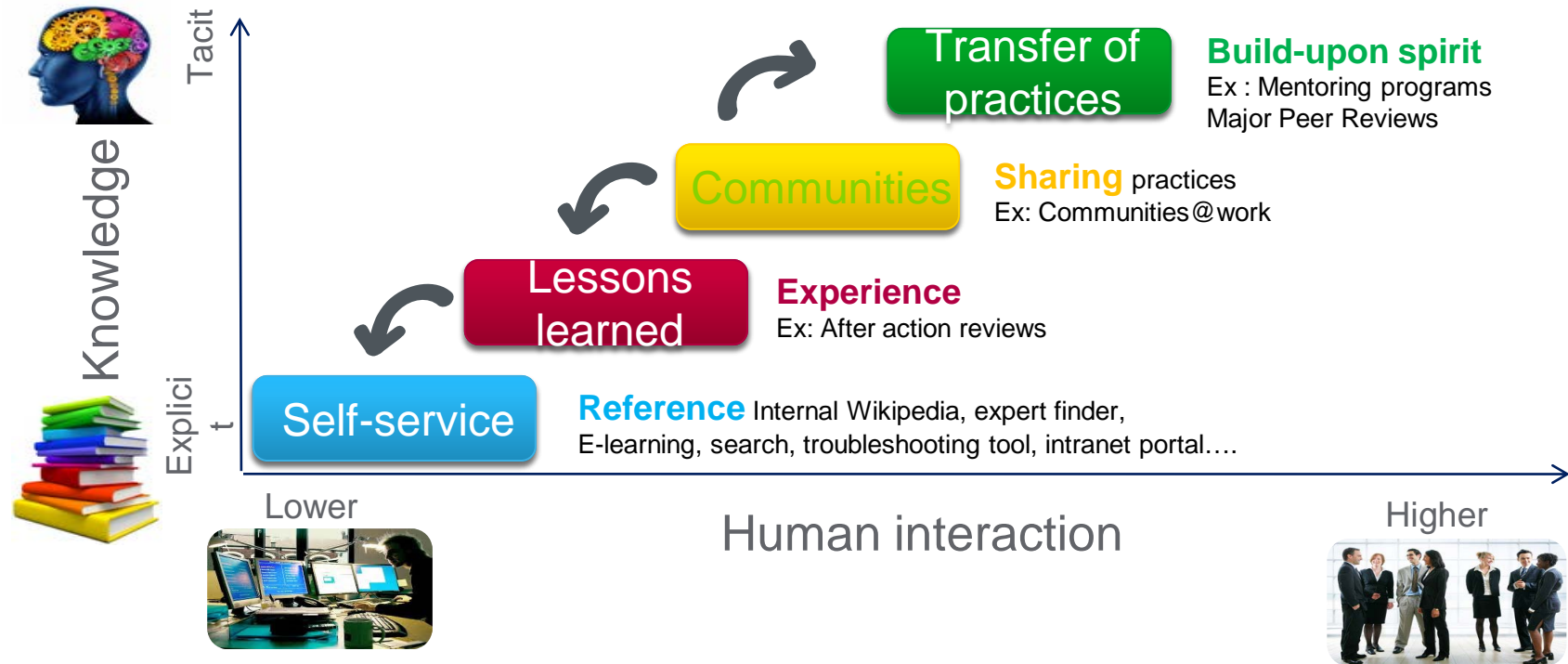
<sup>1</sup> Estimated at the end of 2014

# Communities & Knowledge Management

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

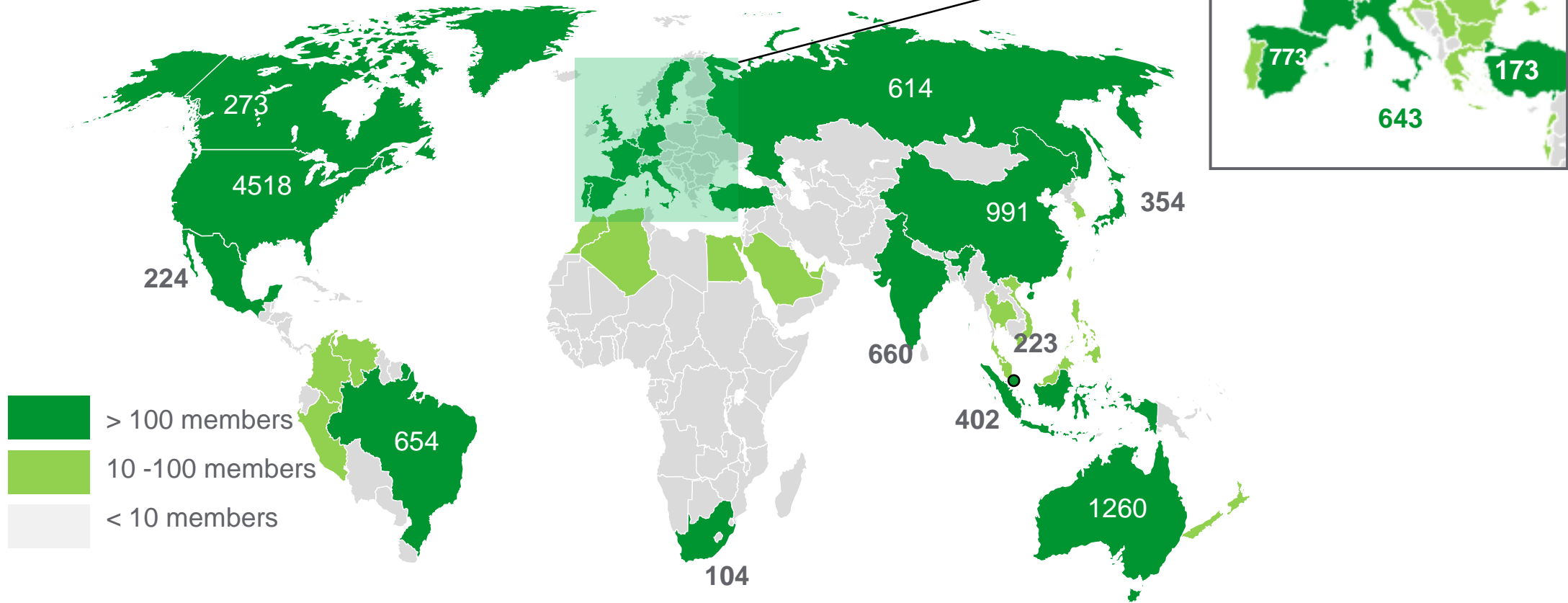


APQC – The New Edge of Knowledge Management - 2011



# 140+ Communities@Work

24,000+ members in 100+ countries  
170+ community leaders  
1 enterprise social collaboration platform  
Sponsored by IT & HR



# Show me the value

## 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 – Learning community

### 1. Adoption and participation

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



# 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

# Factors influencing Community value

## Influence

- > Manager profile
- > Community leader is engaged
- > Community leader knows his/her members
- > Age of community
- > Belonging to a R&D Community

## No influence

- > All the rest (age, country, distance, activity on internal Social network, ...)

# Facteurs clés de succès



1. Un sponsor au ComEx=> légitimité
2. Un programme d'entreprise => visibilité
3. Le modèle Communities@Work (animateur, sponsor, charte) => déploiement industrialisé
4. Un réseau social d'entreprise global => collaboration et échanges facilités
5. Temps dédié par les animateurs de communauté (10 à 20%) => membres engagés à partager
6. Temps alloué aux membres (5%) => participation assurée
7. La mesure de la valeur business => temps passé dans la communauté justifié
8. Analyse des facteurs influant la valeur => modèle des communautés amélioré



# Q&A

[louis-pierre.guillaume@schneider-electric.com](mailto:louis-pierre.guillaume@schneider-electric.com)  
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