

Augmenting employee engagement and business value through global communities

Louis-Pierre Guillaume
Knowledge Management Officer

December 2014



Schneider
Electric

Schneider Electric at a glance

We are the global specialist in energy management and efficiency technologies

25

billion € revenue
(FY 2013¹)

4-5%

of sales devoted to R&D

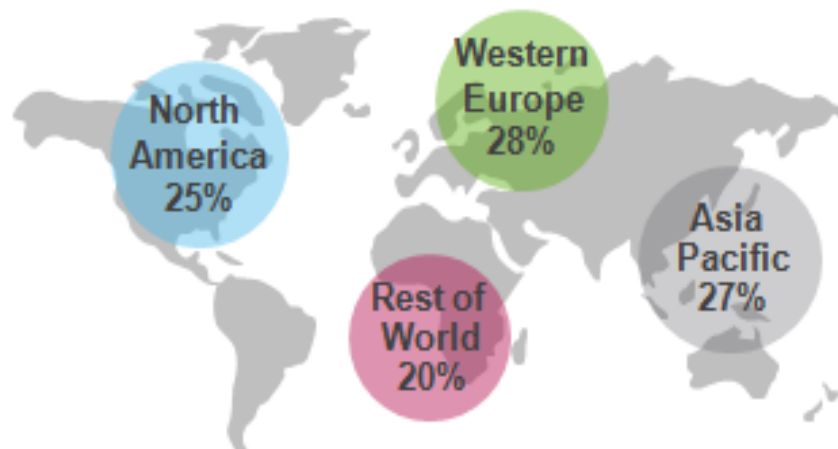
43%

of revenue in new economies
(FY 2013¹)

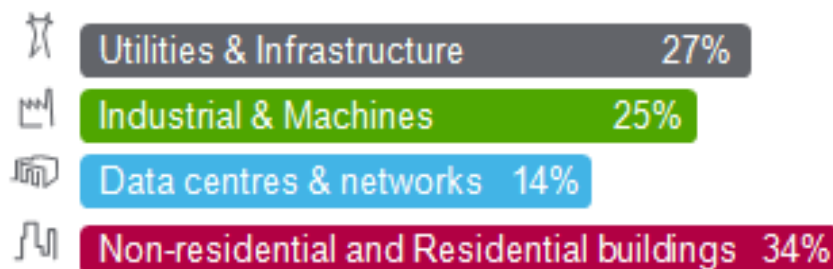
160 000+

people in 100+ countries

Balanced geographies – FY 2013 revenue¹



Balanced end markets – FY 2013 revenue¹



If only Schneider
knew what
Schneider knows...

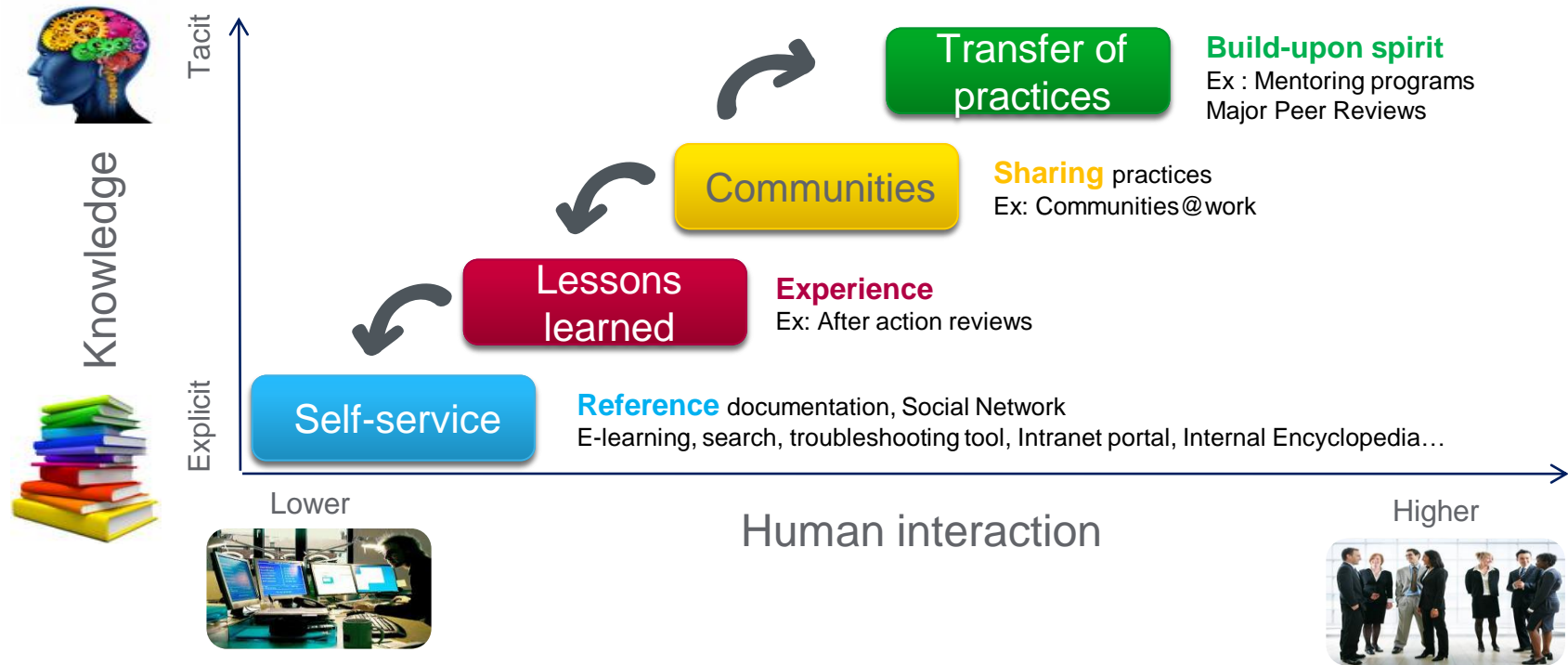


Community & Social
Show me the Value
Key Success Factors

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





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 Tschornagel, Sophie GRUBER and **3 more** 👍 this.

Add a comment

News of the week

Subhish RCV

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 volume standard (... Continued)

👍 | 🔄 | More ▾

Oliver Tschornagel, Philippe DEBARTHELE and **4 more** 👍 this.

Show all 26 replies

Subhish RCV 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 Tschornagel Hi Subhish, need to get in touch with our people in Brisbane

March 19, 2013 at 11:00 | 👍

Solutions

Subhish RCV

Solution Purchaser Community

Andre TRUONG-VINH-TONG












Philippe DEBARTHELE

Mutual help

Robert Wouda

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 DEBARTHELE

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

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” Campaign 2014

Rules of the game

A Community@Work was considered Active IF

1. the participation rate to the poll was **at least 30%**
2. Net Activity Score¹ was **at least 60**

A Community could participate IF

1. It has a sponsor
2. It has at least one leader
3. It has a charter
4. It has been created a least 6 months ago

Members could vote for 3 communities maximum

The prize: Active Community Label 2014



1. Net Activity Score: weighted agreement (1.0xStrongly agree + 0.5xAgree - 0.5xDisagree - 1.0xStrongly disagree)
Advantage: integrates all opinions, similar to Net Promoter Score
Net Activity Index = 100 if all the answers are "I strongly agree"
Net Activity Index = -100 if all the answers are "I strongly disagree"
Net Activity Index = 0 if neutral

Active Community – 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*

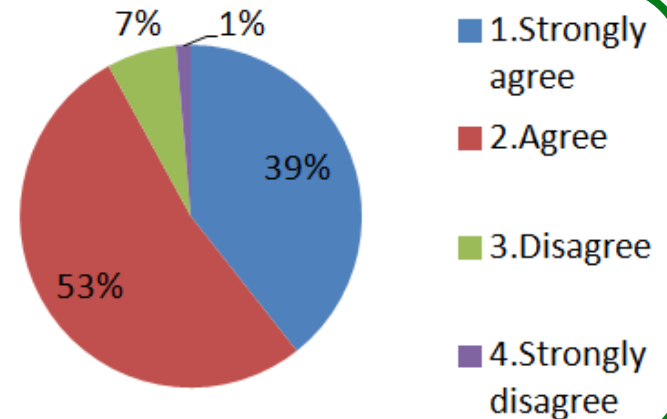
5100 voters

126 communities short-listed *60 in 2013*

32 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

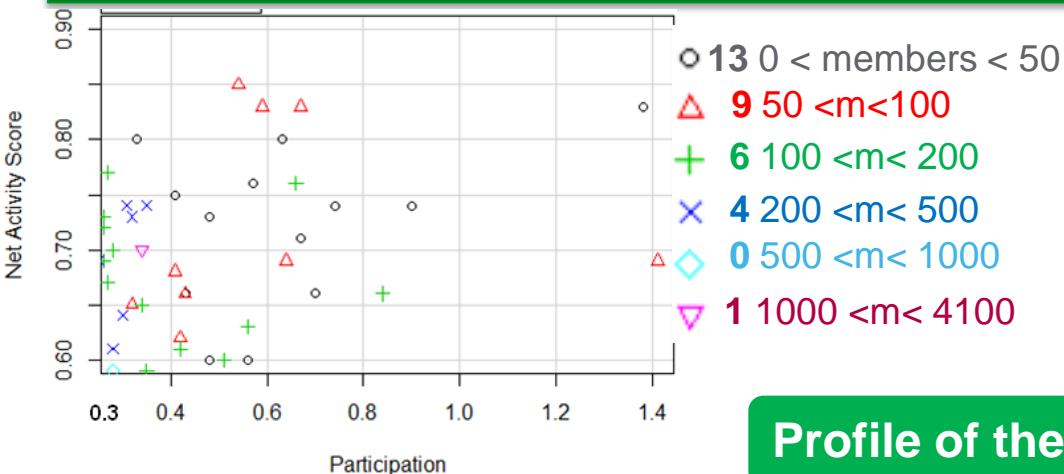
Overall satisfaction

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

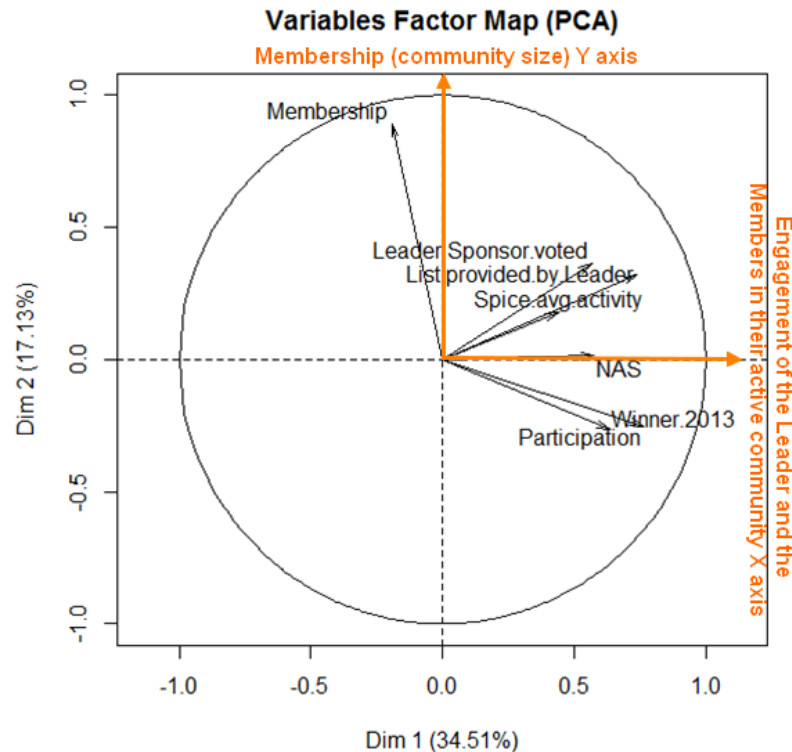
- Net Activity Score (NAS) > 60
- Participation > 30

Profile of the winners

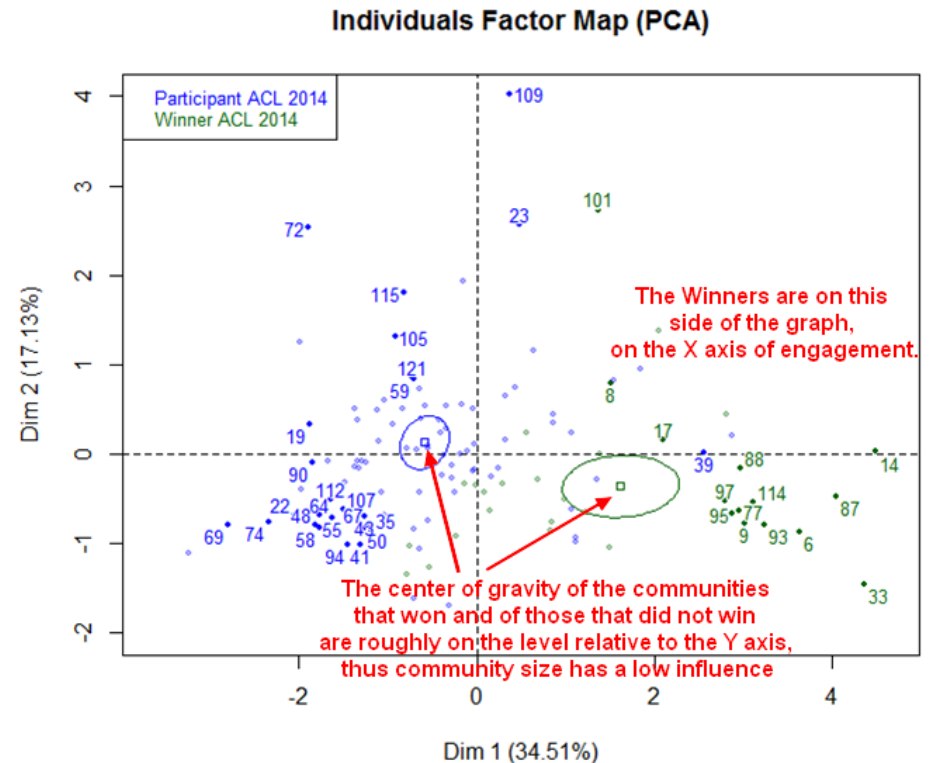
- Providing a list of members gives a much greater chance of winning (**3** times more) than using the community followers in the social media platform
- Winning in 2013 gives a much greater chance of winning in 2014 (**3** times more)
- A community whose Leader or Sponsor voted has a greater chance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

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



Healthcare Solutions Community

▪ Instrumental in winning the South Australia Health & Medicine Research Institute

« Schneider International Network is obviously a huge advantage to SAHMRI, in terms of enabling us to bring on board the very best development from around the world »

Prof. Steve Wesselingh, Executive Director, SAHMRI

- How did we win a world-class medical research institute project?
- According to SAHMRI “the successful bidder shall:

- **Access global knowledge and best practices**
- *Be a local organisation, supporting South Australian economy & community*
- *Deploy cutting edge technology, actively promote innovation and creativity*
- *Be prepared to support*

“We could not have the healthcare segment value to the customer without the community. Tacit knowledge is the most valuable knowledge; it enables us to make differentiating solutions, shared by KAM and solution architects.”

Michael Sullivan, Healthcare Solutions Community Sponsor



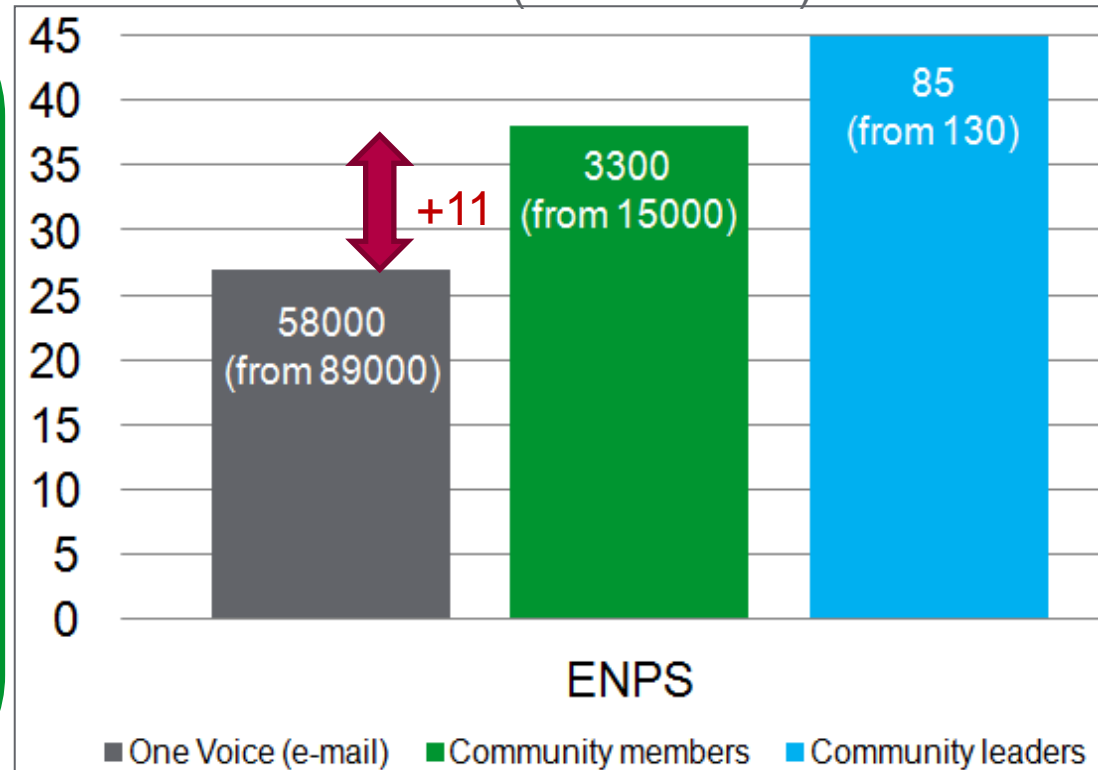
Enterprise Net Promoter Score (ENPS)

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

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





Q&A

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