

Augmenting employee engagement and business value through global communities

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April 2014



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

Making energy:

- Safe
- Reliable
- Efficient
- Productive
- Green

Covering

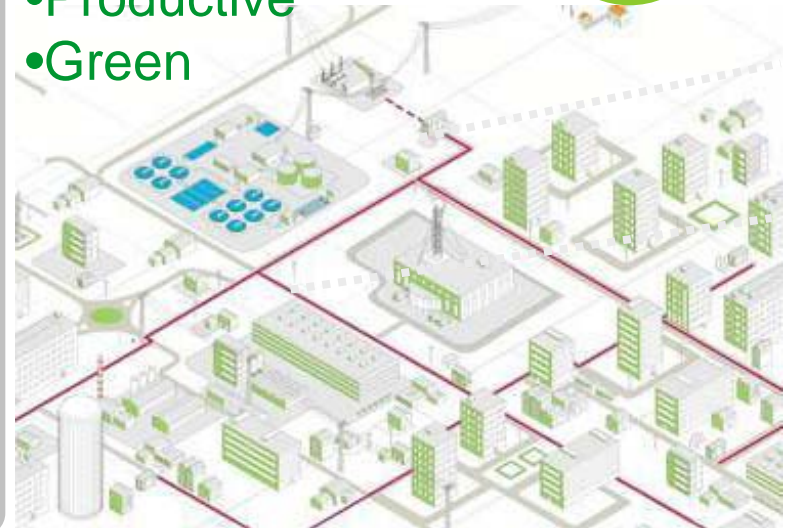
72%

of world final energy consumption

up to
30%
energy saving



Energy production
& transmission



Energy usage

A Recognised
Sustainable commitment



If only Schneider
knew what
Schneider knows...



Install CM program
Social Network Platform
Show the Value
Key Success Factors
Next steps



Community Management Program

Mix of Bottom-up and Top-Down

Initialisation of Community Program in 2011

- Three ExCom agree to launch a pilot (HR, IT, Start.)
- Designed governance, framework, toolbox
- Helped by experienced community leaders
- Tested on 3 new CoPs with business needs
- Registered 60+ CoPs
- Inserted it in next Company Program being designed



Strategic initiative within Connect

The Communities are a Driver of the Transformation of the Company

The company programs over the last 15 years:



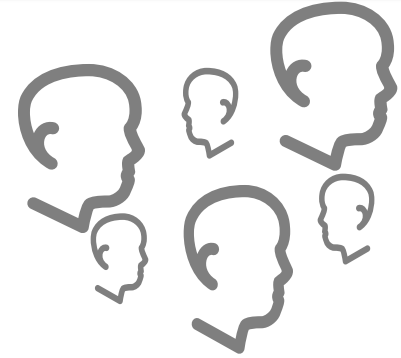
- Build **connected** and **engaging workplaces**, with engaging leaders and engaged individuals
- *Communities for our Collective Intelligence*
- Sponsors: 1 ExCom IT & 1 EVP HR
- 10 Deployment Leader appointed to deploy in their entity
- Quarterly reporting



A Community@Work is

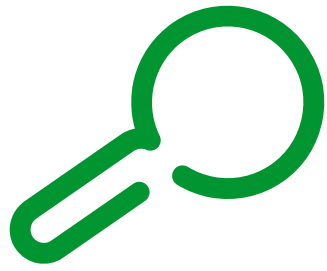
A group of people who share

Common objectives written in a **charter**



Collaborative working environment animated by the **leader**

Common strategic vision provided by the **sponsor**

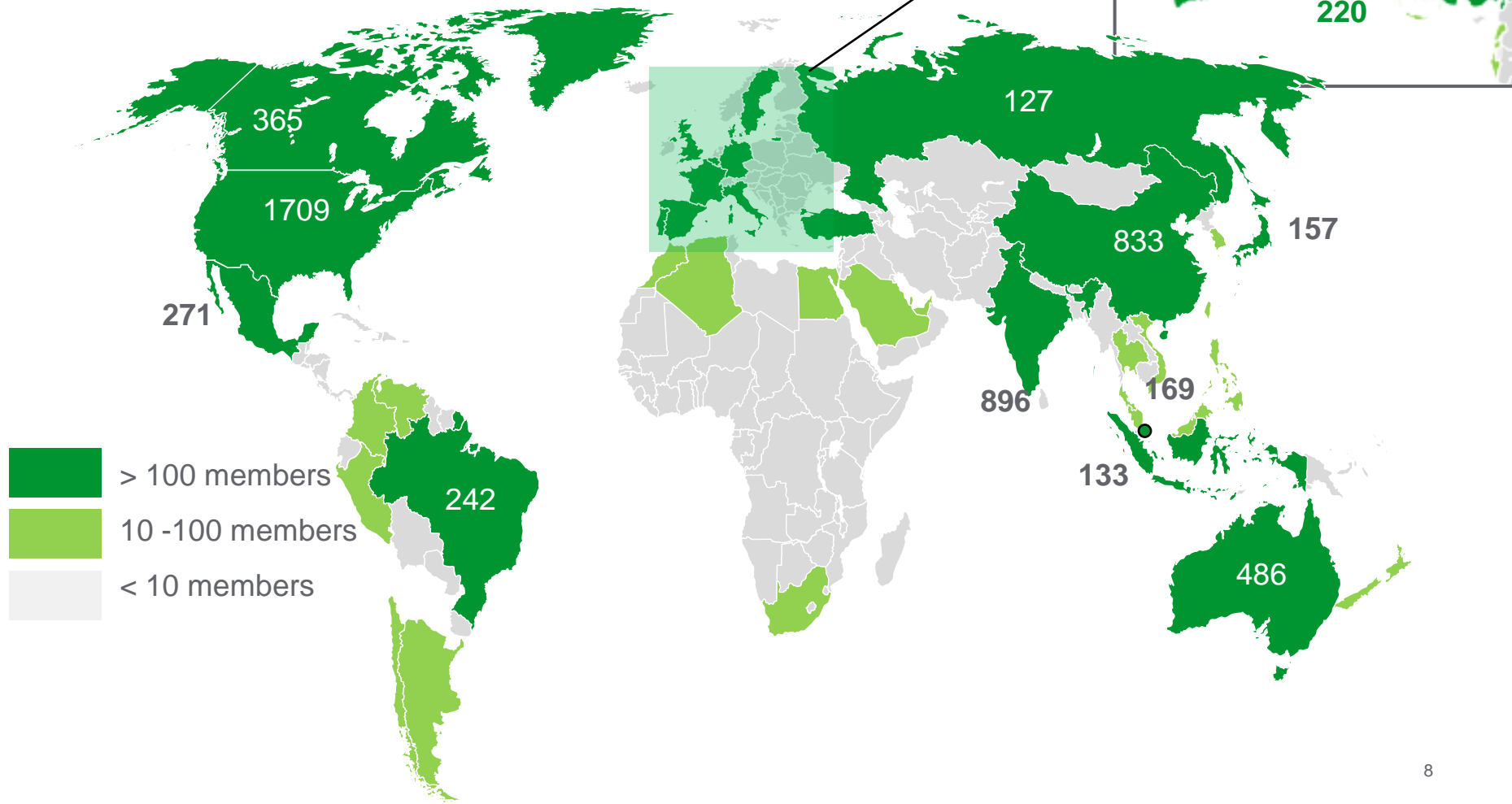


100+ Communities@work

15,000+ members in 96 countries

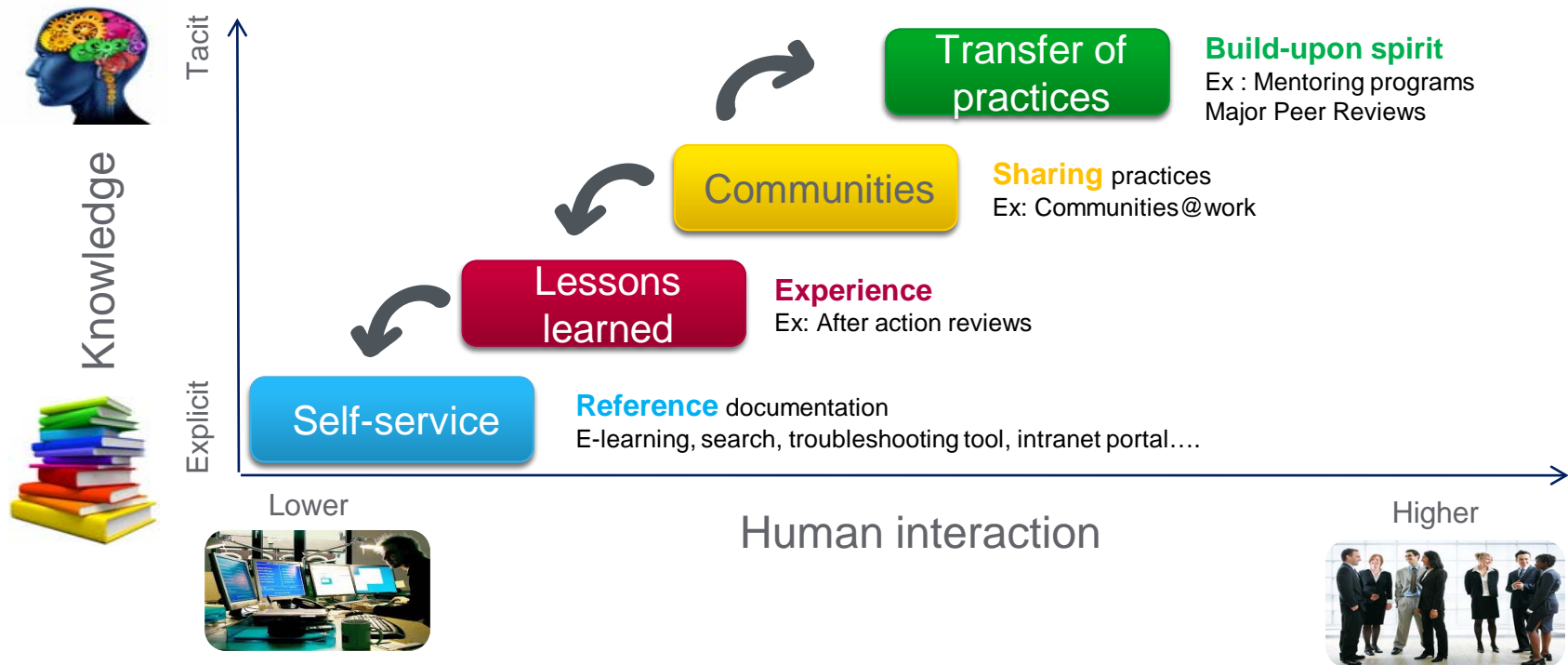


20 Communities voted actives
by their members in 2013



Communities & Knowledge Management

The heart of our Knowledge Management system



Collaboration & Knowledge Management

The Roadmap



2016

- MAKE award ...



2015

- KM&C activities in the objectives of SE employees
- KM embedded in Global Processes
- SE standards on full scope of KM (Self service, Lessons Learned, Communities, Transfer of practices)

2014

- 30 active communities & 5 KM pilots as role model for process / tool / adoption and bringing business value
- Social collaboration in the flow of work, through Spice
- “Build-upon” spirit recognition
- Communities members recognition
- Schneider employees familiar with KM basics & benefits



Social Collaboration platform

Spice

Vision & Overview

Moving from a siloed collaboration initiative to a global collaboration layer



“Integrate collaboration in our business processes”

Our vision

Collaboration

bFO

ERP

HR

Intra
net

...

“Business collaboration proven success”

Today

bFO*

~~Character~~

ERP

HR

Intra
net

Quickr

Share
point

...

Spice

Home page of a community

March 158 64

New Followers

February 270 128

January 111 48

December 96 48

2013

Created on Wednesday, February 13

My Favorite Apps:



Start a meeting now

Choose an app to get going



Browse Files

Choose a file sharing app



Schneider Electric

Home | Louis-Pierre GUILLEME

Search



Edison Technical Experts Community | 5 Subjects

This community is dedicated to all Edison Technical Experts, their managers, and the program management staff and to anybody in the R&D community who is reaching out to us. The EDISON technical program is a lever to our Strategic Innovation Competencies, which SPICE Subject is available here <https://spice.schneider-electric.com/tbbri#1/subjects/23729>



Owners: 2 Followers: 973

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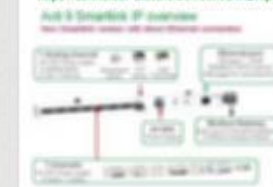


Question 1234567

Building Division Partner Business 10 more March 11, 2014 at 9:58 AM

Smartlink IP is coming soon!
Get ready for the evolution of Smartlink, now to be connected directly to Ethernet for more gateway in the way! Launch date expected next 2nd
Medium TOP (Continued)

<https://schneider-electric.box.com/s/vt2vtpbk3htgfc35tm>
Add a Smartlink IP address



More

Water (CAREW) Lee JAMES and 14 more like this.

View 3 more replies



Question 1234567

Hi @James. Good point. We have been training Building on Smartlink for a couple of months now. I will take part in the next Smartlink technical webinar Wednesday, March 19th. (Continued)

March 13, 2014 at 2:54 PM | Like | More

FORUM: RESEARCH & DEVELOPMENT and Building Division like this.



Other Discussion

Great. I visited some customers (Specifier & PoB) today in China. Great excitement from both customer side and internally with our marketing & sales colleagues. Let's keep to the schedule to reap the harvest out of this excitement...

March 13, 2014 at 11:40 PM | Like | More

Add a comment



Question 1234567

Industry Business Partner Business 24 more February 26, 2014 at 2:05 PM

The 3rd episode of the "Technology & Design series" is out!!

March

February

January

December

2013

Created on Wednesday, February 13

Announcements

Previous 1 of 1 Next



Thomas Karaman March 5, 2014 at 6:59 AM

Need further access to the EDISON Technical Program?

The access to the whole of the documentation related to our program is here. Feel free to contact spice@schneider-electric.com in case you need additional guidance.

EDISON Technical Program (documentation)

See Details

Links (225)



Episode 2 March 13, 2014 at 3:11 PM



<http://online.schneider-electric.com/Global/corp...> March 13, 2014 at 3:11 PM



<http://online.schneider-electric.com/Global/corp...> March 13, 2014 at 3:11 PM



<http://online.schneider-electric.com/Global/corp...> March 13, 2014 at 3:11 PM



<http://innovation.fr.schneider-electric.com/Global...> March 13, 2014 at 4:53 PM

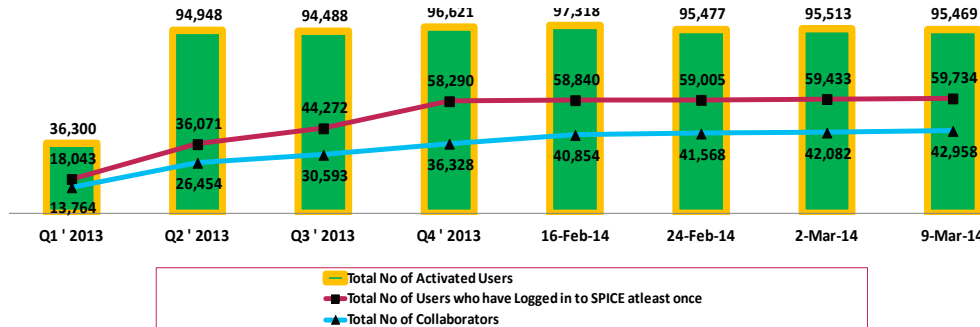
See More

Files (148)

Chat (0)

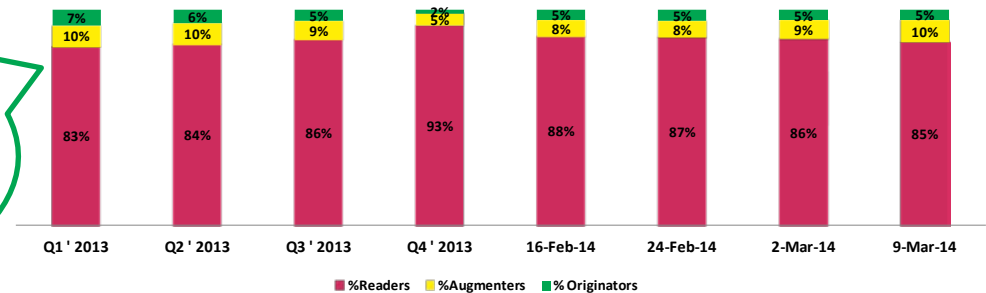
Spice helped to accelerate the deployment of the Communities@Work

Activated Users vs Collaborators



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

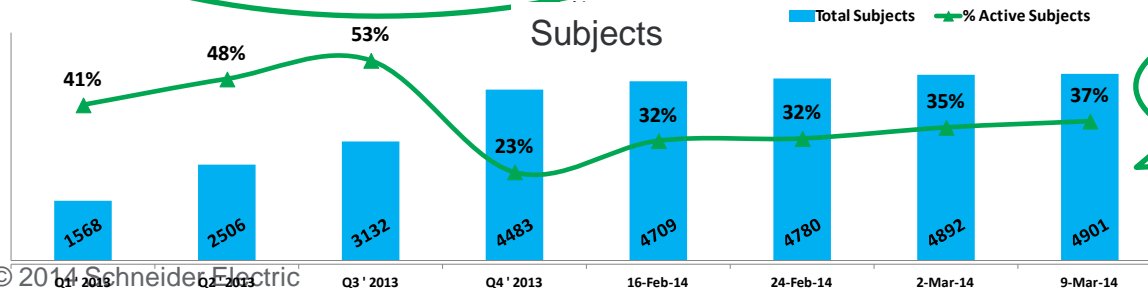
Types of Collaborators



Collaborators are classified as

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

Subjects





Active subjects are those that have shown some activity (posts, likes or votes).

Example of usage by communities

Sara El-Fandi

Posted to: **Solution Purchaser Community** and **1 more** March 29, 2013 at 18:28

Solution Purchaser 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 Tschirner, Sophie GRUBER and **3 more** 👍 this.

Add a comment

News of the week

Subhas 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 volume standard (... Continued)


👍 | 🔄 | More ▾

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

Show all 26 replies

 **Subhas 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 Tschirner** Hi Subhas, need to get in touch with our people in Brisbane

March 19, 2013 at 11:00 | 👍

Solutions

Subhas RAO

Solution Purchaser Community

Andre TRUONG-VINH-TONG












Philippe DEBARTHELE

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 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

Confusion...

Followers vs. Members

Followers

*People interested by the subject.
Potential members*

Members

Core Team

**Leader
+
Sponsor**

Community Membership

is like an...



onion

with



rings

Engagement matters...



Show 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

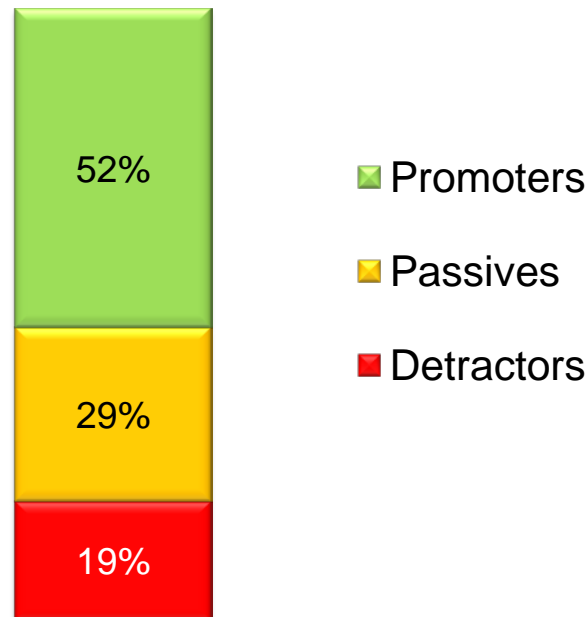
1. Adoption and participation

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

Community Net Promoter Score (NPS)

A baseline in 2013

Question : How likely are you to **recommend** to a colleague **participation** in the Schneider Electric **communities**?"



2013 NPS for Communities = **33**

Factors with a strong positive impact on NPS

Strengthens the relevance of our community model

- Organisation

- Kick off meeting
- Awareness of the Sponsor
- Involvement of the Core team
- Sharing the Charter with the members
- Size of community

higher recommendation among small communities (100- members)



- Members and behaviour

- Frequency of following the community activity – *(daily activity for promoters)*
- Dedicated time – *(promoters spend 2h per week)*
- Alignment of members with their team objectives
- Country - *(promoters in India, Mexico & Spain)*

Factors with no impact on NPS

No Y-gen “effect”

- Age and seniority of the members
- Category of the community
 - Business, sales....
- Business Unit
- Digital activity of the community
 - number of messages exchanged
- Tools used
 - little impact of the collaboration tool itself. But promoters use several collaboration tools (at least 2)




Active community – Voice of the members

The prize: 20 Active Community Label 2013

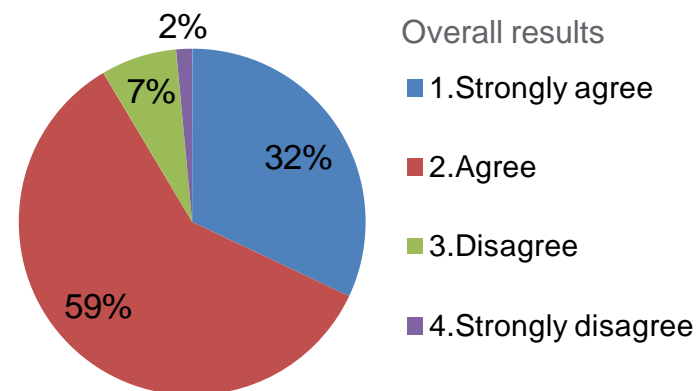


Question: I **consider** that my community is an "**ACTIVE Community**"

Participation

15,000 community members
assessed worldwide
4245 voters
60 communities short-listed
20 communities awarded "Active
Community 2013" 

I consider that my community is active



Profile of the voters

95% of the voters are members of up to **3** communities
68% of the respondents voted for one **1** community

Active community – Voice of the members



The 2013 results impact the 2014 campaign

Profile of the 20 active

The Active Communities have between **30** and **200** members

55% are in R&D

Discriminating factor: participation rate **>50%**

Impact in 2014

Split large communities into smaller focused communities?

Membership of a community vs. **following** a Spice subject

How to bring more **participation** of the Communities@Work?

What is the **value** of the label for them?

Efficiency

Gathering stories is not easy!

Success Stories illustrate how **communities**, have brought **added value** to our clients and **increased engagement** of our people

- 14 success stories collected in 2012
- 3 success stories highlighted for a Video.
- 2013 success story campaign .
4 new stories...!
- 2014...

Issue: Leader are not trained to see them!

Sponsors' testimonial

Communities are a unique opportunity to put our experiences together. **Don't make it a simple help desk.** Use them to learn from past experiences and **accelerate the implementation of our new ideas** to generate more business!

Marc, Sponsor of Sales Excellence Community

Communities bring **an innovative way** to address the development of our offers, by reducing risks, increasing efficiency, augmenting collaboration, and ultimately reducing costs.

Alice, Sponsor of seven R&D communities

The community is the only solution for people to **share about their job**, especially when they are isolated within their entity.

Philippe, Sponsor of Industry Quality Community



Key Success Factors and Next Steps

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



Next Steps



- Convince Community Leaders that the C@W model help them get value, through objectives shared with the business, vs. just a Spice subject
- Organize a workshop with the 20 active to help them gather that value
- Launch 2014 label campaign
- Organize recognition of active members – role model
- Prepare after **Connect**





Q&A

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[#lpguillaume](https://twitter.com/lpguillaume)