

# Augmenting employee engagement and business value through global communities

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Congrès Learning,  
Talent & Development

**Schneider**  
Electric

# Schneider Electric at a glance

We are the global specialist in energy management and efficiency technologies

**25**

billion € revenue  
(FY 2013<sup>1</sup>)

**4-5%**

of sales devoted to R&D

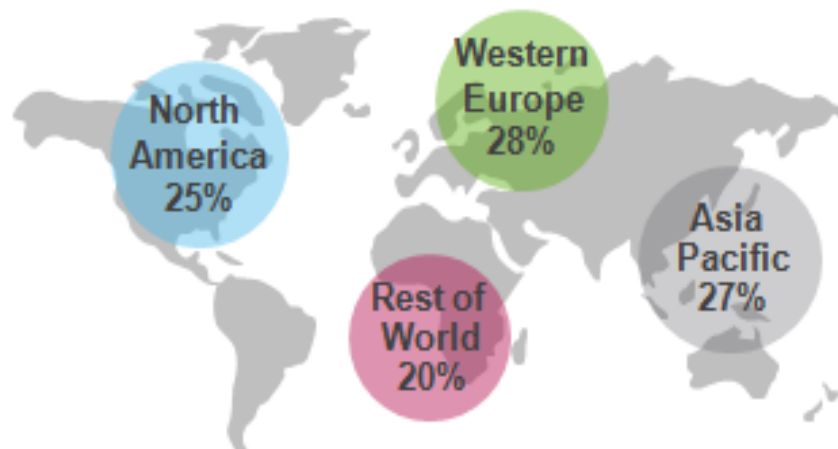
**43%**

of revenue in new economies  
(FY 2013<sup>1</sup>)

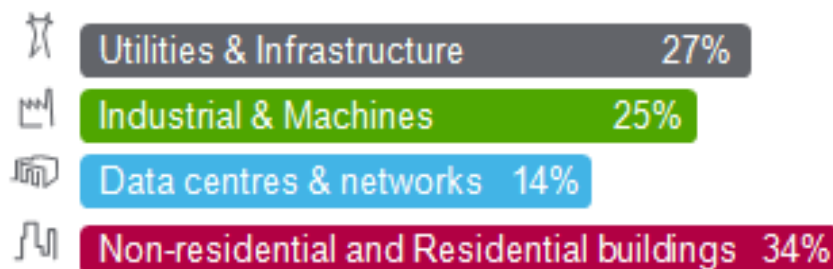
**160 000+**

people in 100+ countries

## Balanced geographies – FY 2013 revenue<sup>1</sup>



## Balanced end markets – FY 2013 revenue<sup>1</sup>



If only Schneider  
knew what  
Schneider knows...



Community Mngt

Show the Value

Key Success Factors



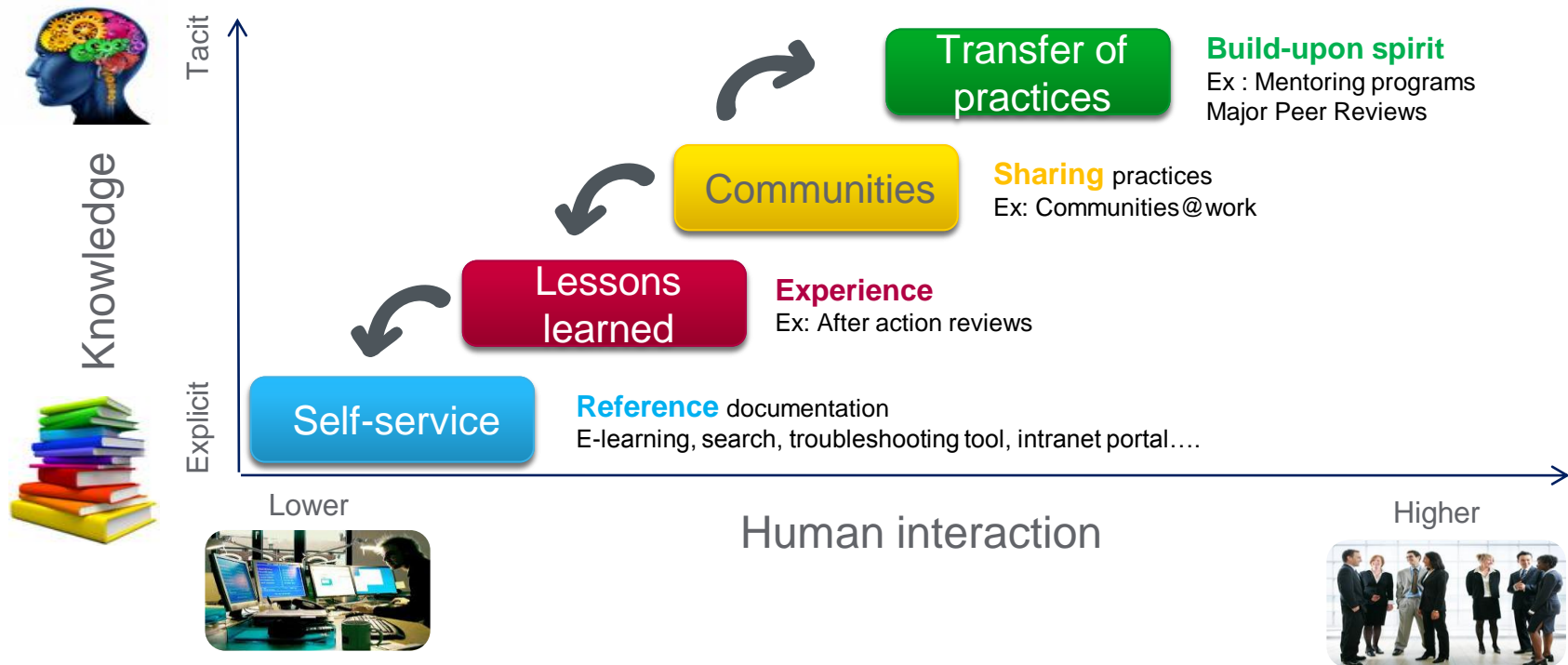
# **Communities Knowledge Management Social Collaboration**

How are they related?

# Communities & Knowledge Management

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

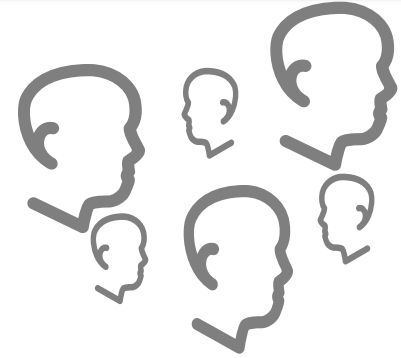
APQC – The New Edge of Knowledge Management - 2011



# A Community@Work is

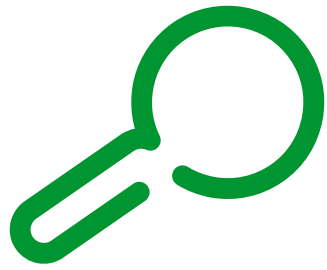
A group of people who share

Common objectives written in a **charter**



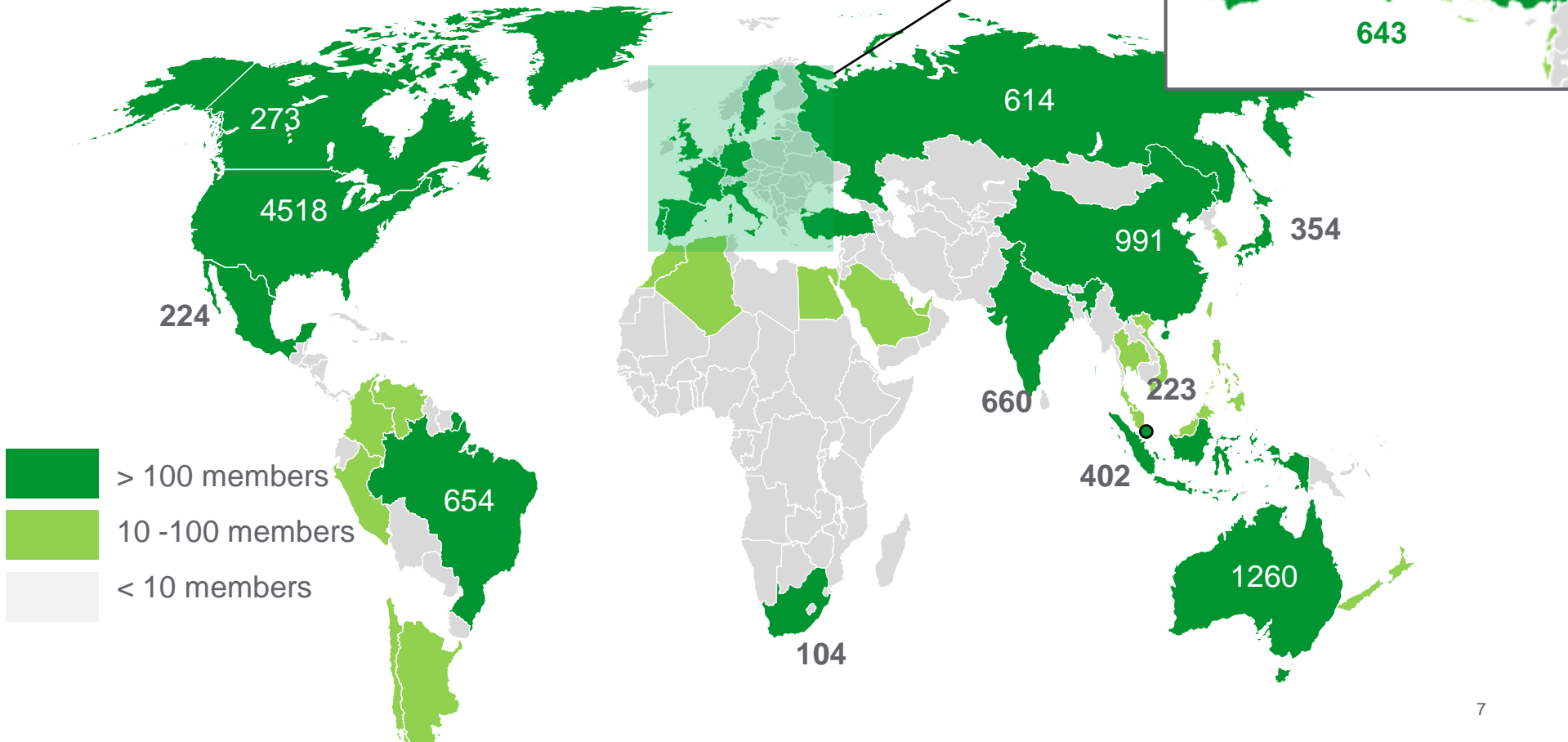
Collaborative working environment animated by the **leader**

Common strategic vision provided by the **sponsor**



# 130 Communities@work

24,000+ members in 100+ countries  
150+ community leaders





**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” 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 Score<sup>1</sup> 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

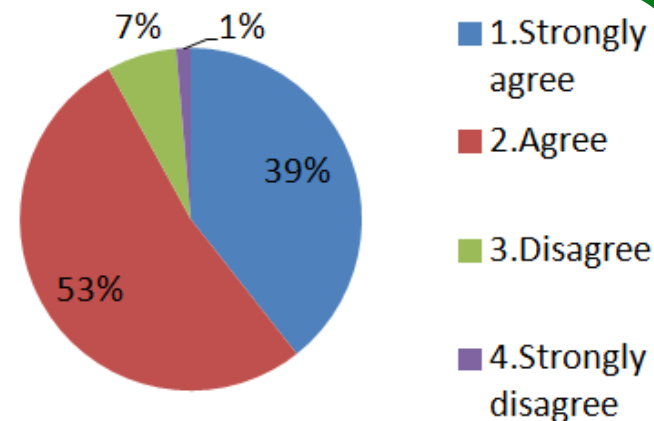
**24,100** community members assessed worldwide  15000 in 2013

**5100** voters

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

**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

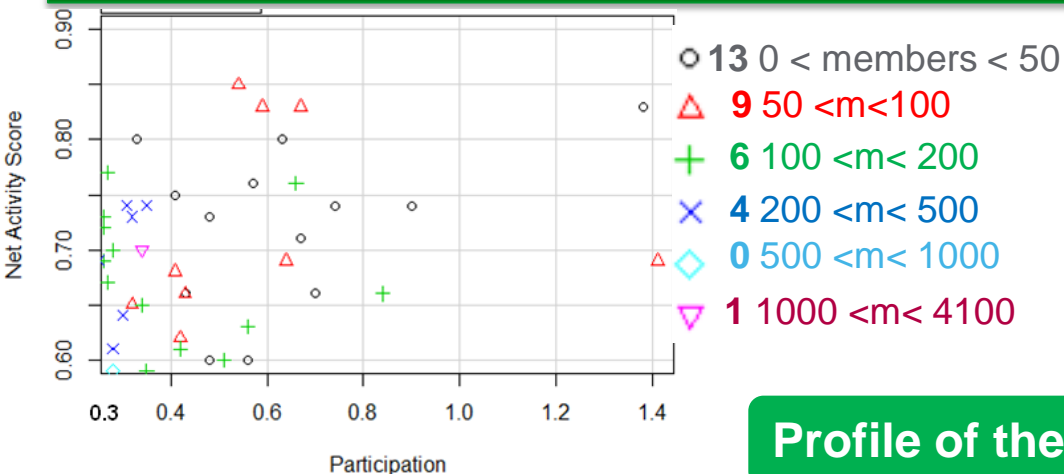
## Overall satisfaction

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

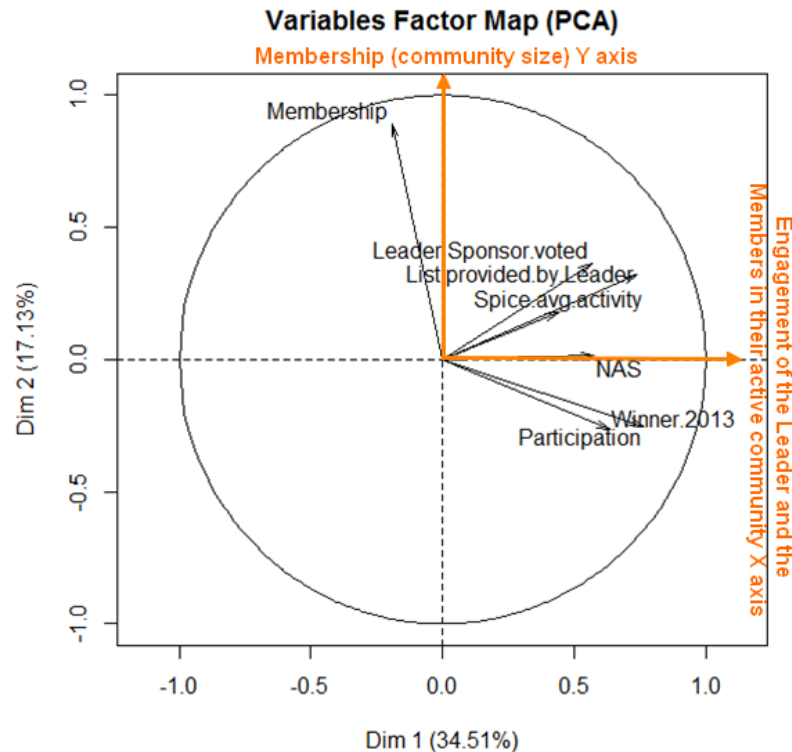
- Net Activity Score (NAS) > 60
- Participation > 30

## Profile of the winners

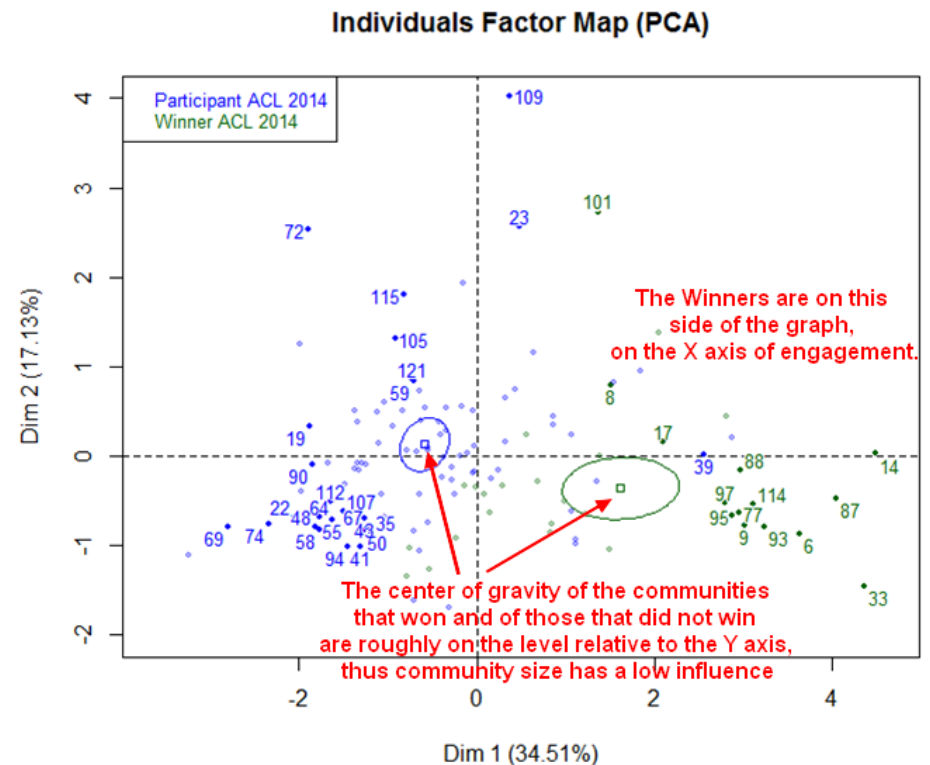
- Providing a list of members gives a much greater chance of winning (**3** times more)
- Winning in 2013 gives a much greater chance of winning in 2014 (**3** times more)
- A community whose Leader or Sponsor voted has a greater chance of winning (**3** times more)

# 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**

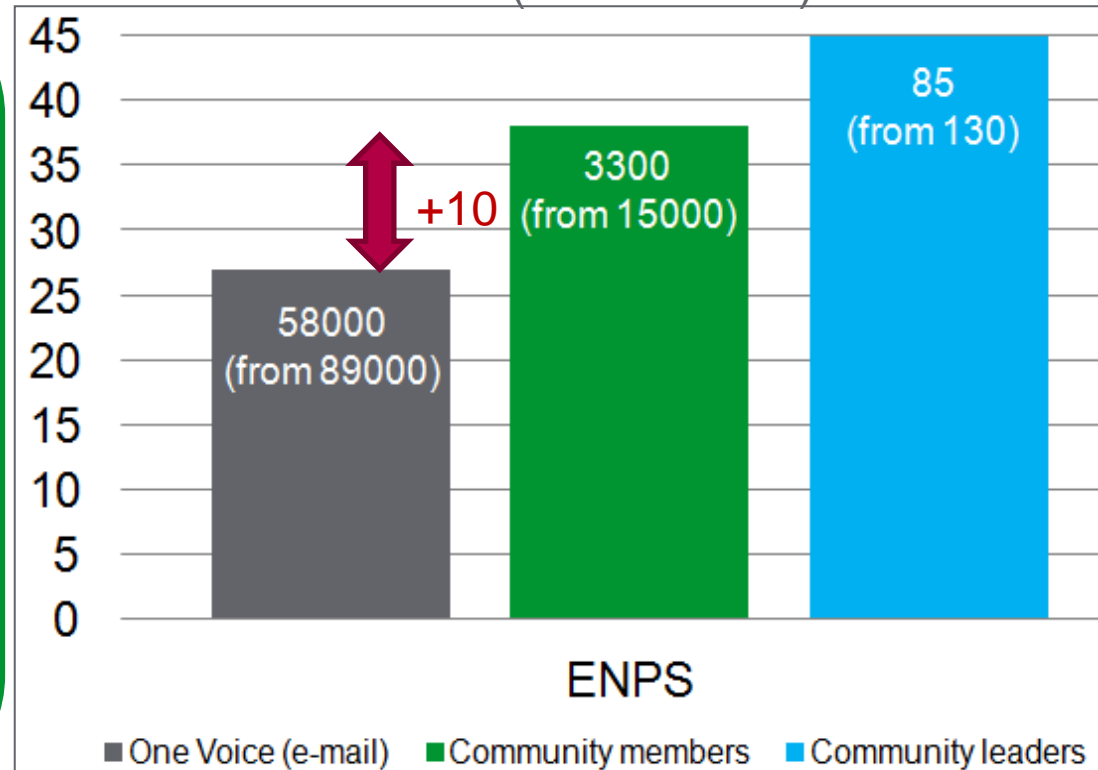
# Enterprise Net Promoter Score (ENPS)

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)





## 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*





# Key Success Factors



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



# Q&A

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