



KNOWLEDGE MANAGEMENT (KM) AT TESCO

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Module: BMSW 5106

INTRODUCTION

In the dynamic realm of modern business, Tesco, a renowned leader within the retail industry realm, recognizes the need for perpetual innovation and optimization of operational processes (Haerifar, 2012). This poster delves into Tesco's initiative to implement Artificial Intelligence (AI) systems into its Knowledge Management (KM) framework, a strategic move aimed at fully unlocking the organization's potential. The integration of AI seeks to elevate Tesco's operational efficiency, customer experience, and overall competitiveness in the dynamic retail landscape. It epitomizes Tesco's commitment to staying at the forefront of innovation, embodying its proactive stance towards knowledge exchange, organizational excellence, and adaptability to evolving business needs and industry trends (Sarraf and Ellis, 2006).



USAGE AND IMPLEMENTATION

The effective implementation of AI-based KM tools at Tesco necessitates a strategic framework, emphasizing considerations of usability, easy access and security protocols (Anantatmula and Kanungo, 2010). As such, attention will be directed towards ensuring an intuitive user interface design and facilitating easy navigation and accessibility for employees across diverse roles within the organization.

Access points will be strategically positioned within Tesco's existing KM architecture, ensuring a seamless assimilation of AI tools into the daily workflows of employees (Mehta, 2008). To mitigate potential security risks and uphold data confidentiality, a stringent security infrastructure, encompassing robust access and encryption protocols, personalized access levels, contingent upon job role and intrusion detection systems will be adopted. Furthermore, regular training sessions will be conducted to familiarize employees with security protocols, fostering a culture of awareness and adherence (Miklosik and Zak, 2015). Continuous monitoring and regular updates will be instituted to address evolving security threats and technological advancements (Choy and Suk, 2005).

The customer support enhancing chatbots and virtual assistants will be integrated into Tesco's online platforms. Accessible through the website and mobile apps, these systems will prioritize user-friendly interactions, with measures being undertaken to protect customers' data security and ensure compliance with relevant regulations (Tikkinen-Piri, Rohunen and Markkula, 2018).



SYNERGISTIC INTEGRATION WITH EXISTING KM SYSTEMS

The AI KM tools integration strategy will seek to ensure harmonious interaction between Tesco's existing KM systems and the new KM modules. The AI tools will be easily accessible through access points positioned within the organization's existing KM framework. Concurrently, API integrations and interoperability protocols will facilitate data exchange between AI tools and other KM systems, ensuring a cohesive flow of information (Kamhawji, 2012). Regular feedback loops and iterative refinements will be established to optimize the synergy, creating a harmonious ecosystem where AI complements and enhances the functionality of Tesco's overarching KM infrastructure (Anantatmula and Kanungo, 2010).

STRATEGIC AND EFFICIENT IMPLEMENTATION PROTOCOL

The implementation of AI tools at Tesco will be executed with a focus on ensuring maximum efficiency with minimal resource expenditure. Leveraging a phased approach, the initial integration will involve small-scale prototypes, allowing for testing and refinement based on user feedback before full-scale deployment (Lungu, 2012). Furthermore, cross-functional teams will be formed to ensure a comprehensive alignment of the AI tools with diverse operational facets (Sandhawalia and Dalcher, 2012). Meanwhile, comprehensive training programs will ensure employees' seamless adaptation to and effective utilization of the new AI tools, addressing potential usability challenges, whereas the establishment of user feedback mechanisms, including surveys and focus groups will provide continuous insights, facilitating ongoing improvements and adaptation to evolving needs (Gillingham and Roberts, 2006).



EXPECTED POSITIVE OUTCOMES

Better Customer-Centric Strategies: The incorporation of predictive analytics in Tesco's AI framework will provide valuable insights into customer behaviours and market dynamics, thereby enabling the company to ameliorate its customer experience strategies, fostering increased customer satisfaction, loyalty, and profitability (Desai, 2022).

Ameliorated Customer Service: The implementation of chatbots and virtual assistants at Tesco will bolster the quality of customer service. Providing instant support and guidance, AI-driven systems will facilitate more seamless interactions, contributing to improved customer satisfaction and overall customer experience (Chaturvedi and Verma, 2023).

Enhanced Operational Efficiency: The utilization of Robotic Process Automation within Tesco's operational processes will yield heightened productivity and cost efficiencies, ensuring optimal resource optimization and operational effectiveness (Ribeiro et al., 2021).

Optimized Revenue Streams: Implementing AI algorithms for personalized recommendations will boost cross-selling and upselling opportunities. This strategic use of AI-derived knowledge contributes directly to revenue growth by maximizing sales potential (Wang et al., 2020).

Improving Overall Efficiency and Customer Service: The forthcoming harnessing of AI systems' power will collectively contribute to elevated operational efficiency and customer service standards at Tesco (Daqar and Smoudy, 2019).



CONCLUSION

Tesco's integration of new AI systems into its KM framework is a strategic leap towards unlocking the organization's full potential and facilitating its continuous achievement of operational excellence. The selected AI tools prioritize usability, security, and integration, ensuring an intuitive user experience. They will be implemented through a strategic and efficient implementation protocol that aims for maximum efficiency with minimal resource expenditure and will have a robust synergy with existing KM systems. With the initiative's anticipated positive outcomes including enhanced customer-centric strategies, customer service, operational efficiency, revenue streams, and overall organizational efficiency, Tesco's embrace of new AI-driven KM systems will align with the company's proactive stance toward continuous improvement, adaptability to evolving business needs, and will promote its sustained prosperity in the retail industry.

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