

# Knowledge Management system in Practice at **easyJet**

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## Knowledge Management Systems (KMS)

KMS is defined as centralized platform used to store, organize, and retrieve critical information, documents, as well as best practices. KMS facilitates knowledge sharing and collaboration between employees (Davenport and Prusak, 1998; Dalkir, 2005). For **easyJet**, a combination of KMS tools & technologies can make a huge difference in the company performance.

## KMS tools & Technologies used by **easyJet**

By leveraging of KMS tools and technologies, easyJet can; **1.**Optimize - **Knowledge management processes.** **2.** Enhance- **Employee collaboration.** **3.** Drive **Product innovation.** **4.** Improve **company performance.** **5.** Attain a **Competitive edge** in the market as suggested by Alavi and Leidner (2001). **easyJet** applies several KMS tools & technologies to enhance their business performance.

## KMS tools & Technologies at **easyJet** and their application

|                                   |                                     |
|-----------------------------------|-------------------------------------|
| Document Management System        | Reports and document processing     |
| Intranet/Employee Portal          | Internal Communications             |
| Content Management System         | Marketing content generation        |
| Discussion & Collaboration        | Knowledge creation                  |
| Learning Management Systems       | Staff training & Skills development |
| Enterprise Search Engine          | Discovering Knowledge               |
| Analytics & Business Intelligence | Analysing market Information        |



## Practical application of KMS at **easyJet**

KMS at **easyJet** is used by all employees. For example, a **pilot** who is searching a flight route. A **flight attendant** for learning new skills and knowledge development. A **customer service representative** finding answers to customer's questions. A **team member** collaborating on a particular project. A **compliance manager** putting together regulator information for compliance purposes.

## How KMS interacts with other systems at **easyJet**

**Workflow automation**  
automating the process of onboarding new employees

**Data security:**  
To restrict data access to authorized users.

**Data integration**  
KMs is integrated with the CRM system to share customer data.

**Collaboration**  
Creating a virtual workspace where employees collaborate on projects.

## Cost effective implementation of KMS at **easyJet**

Customising **Open-source software** such as share point and confluence to meet easyJet's needs

**Outsourcing** the KMS implementation

Applying a **phase-based approach**

Using **Cloud based KMS** instead of buying the software.

Convincing employees to **buy in** to the KMS

## Commercialisation of accumulated knowledge at **easyJet**

- Consulting
- Selling products & services
- Licensing, Online courses
- Publications
- The target audience
- A marketing strategy
- A value proposition.

## References

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