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Knowledge Management (KM)System in practice at Premier Inn



What is KM system?

A knowledge management system is any kind of IT system that stores and retrieves knowledge to improve understanding, collaboration, and process alignment. (Citation: Birkett,2022)



Popular KM Systems:

- **Document360** - Good for categorization;
- **Guru** - Good for identifying employee knowledge needs
- **KnowledgeOwl** - Good for customizable templates
(Cohen, 2023)

Introduction

The purpose of this poster is to explain what Knowledge Management System is, their benefits and drawbacks to an organization, and how the chosen KM System could be implemented in the organization. This poster also introduces the chosen KM Systems in Premier Inn and the key benefits for the organization and its customers.

KM Systems: Benefits

- **Knowledge Creation and Sharing:**
Take advantage of the knowledge effectively. Boost collaboration, innovation, and problem-solving in the organization and help to recognize the potential gaps. (Anshari and Hamdan, 2022)
- **Increase learning and development:**
Make learning simple and increase the efficiency of the company.
- **Improve decision-making:**
Enhance the quality of decision-making in the organization by sharing the knowledge. (Heenkenda, 2022)
- **Competitive advantage:**
Executing effective knowledge management would significantly contribute to leading the company in gaining a competitive advantage.

KM Systems: Drawbacks

- **Technology integration:**
The organization needs to ensure integration of the KM framework within the existing systems as well as in infrastructure that requires certain investments in training and technology.
- **Information security and privacy:**
The organization needs to implement efficient security measures to protect sensitive data and ensure regulatory compliance with the regulations.
- **Knowledge transfer barriers:**
The organization is required to be conscious of the potential barriers to sharing knowledge and assure mechanisms in the strategic place to mitigate them. (Kamran, 2023)
- **Evaluation and measurement:**
The company must establish (KPIs) key performance indicators as well as evaluation methods for measuring the effectiveness of the deployed framework. (Heenkenda, 2022)

Implementation

KM System in an organization could be implemented in next 7 steps:

- Step 1: Identify the Business Problem
- Step 2: Prepare for Change
- Step 3: Create the KM Team
- Step 4: Perform the Knowledge Audit and Analysis
- Step 5: Define the Key Features of the Solution
- Step 6: Implement the Building Blocks for Knowledge Management
- Step 7: Link Knowledge to People. (Elliott, 1997)

The results:

- Research information and best practices are shared, and experts are identified.
- Cost savings are realized as employees spend less time locate the knowledge so the time is more productive.
- The organizations are more competitive and more effective. (Stuart, 1996)

Conclusion

Knowledge management is critical to the success of any organization. The most important benefit of implementing good knowledge management systems in the organization is that the best practices are available to the customers, and that creates happy and successful customers.

Customer success feeds the business success!

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KM Systems in Premier Inn

Premier Inn is the largest British Hotel chain in the UK, and is owned by Whitbread Group PLC. In 2017 Premier Inn upgrades its KM System to Amadeus Hospitality Technology, which combines Central Reservation System (CRS) and Property Management System (PMS).

Key benefits:

- One screen, all the information
- Consistency for increased retention
- Industry best practice
- Grow without barriers

Premier Inn also adopted Amadeus Payments platform, which enable the organization to process guest payments more efficiently and improving the customer experience. (Redondo, 2017)