

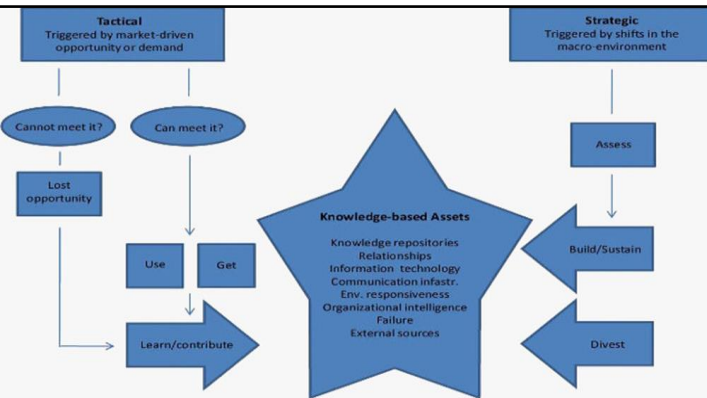
Knowledge Management (KM) System in practice at McDonald's

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Introduction

- The poster will state several knowledge management tools, which a company can use to deliver better performance in this competitive market.
- This will show how McDonald's can use KM tools to improve its operation and develop better knowledge-sharing platforms to improve employee-customer interaction.



b) How will it be used or accessed, including screen design, access points, security restrictions, and other applicable options?

- In the case of monitoring these KM tools, there must be various methods, which a company follows to securely manage these tools. A company can apply data control, and give administrator rights to some specific personnel (Oracle, 2021). This keeps the checks and balances within the company and applied specific **access points** for the respective officials
 - The KM tools must ensure proper **security features** to prevent critical information about the company from going public. McDonald's must identify the assets and understand their threat if any area gets compromised due to being vulnerable to cyber attacks [Refer to Session 13].
- McDonald's uses **service designs**, which allows the customer to get more control over their ordering process through the proper implementation of the **screen design**. It directly improves customer satisfaction by keeping the customer's needs at its core (Mbaka, 2021). This helps the company to effectively share the design process with its employees and make them understand their position within the workflow. This is how KM is done within the company to increase **customer satisfaction**.

d) How to implement the chosen KM system without spending much of the organisation's resources?

- The usage of an **explicit KM approach** allows the company to reach **operational excellence**.
- McDonald's can take advantage of its **content repository** to broadcast the general code of conduct to achieve its operational excellence. It can easily share the information with its existing KM channels through which the franchise owners can easily access the stated information.
- The company already has its workflow processes in place. It can apply the further improved processes through its **"workflow management systems"** (WFMS) to develop an integrated process.
- In order to apply this, the company does not need to allocate a lot of resources for this change in the KM process. Thus, this management shift can be integrated with the ethos of the company through this lean method of sharing information.

References:

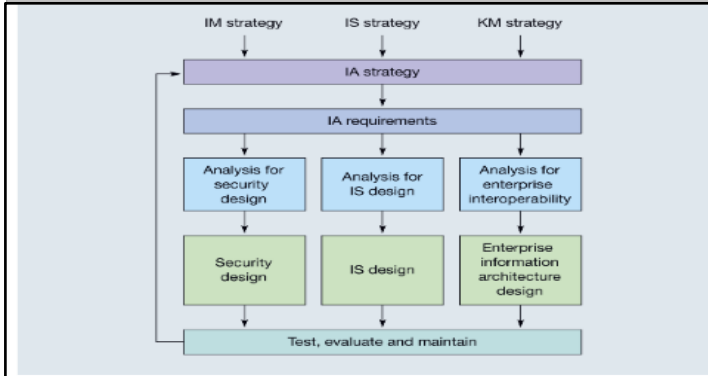
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a) Identifying the possible KM tools/technologies and describing their purposes

- Knowledge management can be done by applying various tools and technologies. It helps an organisation to align its business goals through proper **management of information**.
- **Content Repository** is one such tool, which provides the employees of an organisation to access data through a web portal (Oracle, 2021). It helps the organisation to broadcast information about any **process** or change in **management practices**. All the information provided in the content repository is through digital documents.
- **Knowledge base and visualisation**: A knowledge base allows a **central database** to hold information and structure it efficiently, which the organisation's workers can retrieve information. It provides meaningful information, which helps a company to improve their work methods (Dingsøyr, 2019). This data can be further visualised in teams through **MS Office tools** and helps to show the data points through visual representation.
- For example, there are various **CRM and KPI** tools from the **"Human Resource Management System"** (HRMS), if used properly, can play an important part in the knowledge management processes (SHRM, 2019).

c) How will it interact with other ongoing systems?

- The **"Unique Selling Proposition"** (USP) of McDonald's is to provide food in a short interval after ordering. It also aims to provide its **"fast food"** to the mass market as its prices are not exorbitant.
- The service design of the company provides **explicit knowledge** to all the employees. It can integrate the KM approach to overcome **technological barriers**.
- The KM of service design can be integrated with the **billing process**, which will reduce the billing time for the customers. This will help the company to evaluate and maintain its food production process.
- It can be integrated with the training process and can make it better, which is an issue for the company. The company is using the "Performance and Customer Excellence" metric to improve its store service, but it is failing to achieve the goal, which it is intending (CNBC, 2023). Thus, the **explicit KM** process can be used to increase effective communication and reduce friction in the food processing system.



e) How can the knowledge accumulated be commercialised?

- In order to improve the **technical knowledge** of the employees, the company needs to change its **current training module**, which will provide a more holistic idea about the usage of technology to the employees.
- By doing that the company can have a skilled workforce, who are **efficient to carry out the processes required within a store**. Once implemented in one region, the company can apply the same model to its multiple franchises.
- The **PACE system** can be changed and a new version to score employee performance needs to be implemented. As this version failed among the franchise owners and its employees, the company must plan for another metric process, which will cover a more broad area of analysing its workforce.
- The implementation of the **new CRM process** will increase **employee satisfaction**, which has a direct correlation with customer satisfaction. The better the employee management the better will be the in-store service.
- All these issues can be mitigated through proper knowledge sharing and guiding through accurate information. Thus, it will help McDonald's to commercialise its new operational process effectively.
- The benefit of the KM approach is that it promotes transparency within the workplace, whereas, through this approach, the organisation has to make a separate channel of communication to share confidential information.

Conclusion

- It can be concluded that knowledge-sharing processes **improve communication** among employees.
- It showed how McDonald's can use an **explicit KM approach** to build its operational excellence and how it can be implemented at low-cost