

Knowledge Management (KM) System in practice at Tesco

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Better KM system

A 'better KM system' involves guiding all stakeholders on a comprehensive journey for elucidating the significance and scope of the KM system. This is achieved through practical illustrations showcasing how minor adjustments can yield significant enhancements (Dalkir, 2021).



Connecting people

To connect people Tesco leverages KM tools and technologies to optimize knowledge flow. These tools are:

- Document Management Systems
- Data Analytics and Business Intelligence Tools
- Collaboration and Communication Platforms
- Expertise Locators and Social Networking Tools

Connecting people to the tools

Tesco can integrate a unified platform that harmonizes with existing systems for streamlined knowledge processing. Using Single Sign-On (SSO) stakeholder can access tools. The platform connects with the organizational email, calendar, and project management systems promoting a cohesive workflow (Dalkir, 2021).

Purposes of KM tools

- DMS streamlines knowledge creation and sharing by providing a centralized repository for storing, organizing, and accessing documents.
- Data analytics and business intelligence tools analyze data patterns to extract insights aiding informed decision-making.
- Collaboration tools like intranets, chat applications, and project management software facilitate real-time interaction, idea exchange, and team coordination (Bukowitz, 2020).
- Expertise locators help identify subject matter experts within the organization, connecting individuals seeking knowledge with those possessing relevant expertise.

Connecting people to the information

Tesco created an intuitive knowledge ecosystem by integrating a user-friendly interface with personalized dashboards (Tesco, 2023). Accessible via desktop and mobile devices, the system offers role-based permissions to ensure data security. The main screen prominently displays search functionalities with advanced filters for targeted results. AI-powered recommendations for related content ensure innovative connections. Regular training webinars empower users to explore advanced features (Alavi, 2021).

Promoting the knowledge-sharing culture

Tesco need to cultivate a robust knowledge-sharing culture by establishing an internal platform for collaborative discussions and information exchange. They need to encourage leaders to actively participate and endorse knowledge sharing. They also need to organize regular knowledge-sharing events, webinars, and workshops, showcasing success stories. Tesco also needs to provide training on effective communication and collaboration skills.



Commercialization of knowledge

Commercializing accumulated knowledge involves strategic approaches. Offer personalized insights to suppliers for targeted product development and marketing strategies. Develop a subscription-based loyalty program that grants customers access to premium insights and discounts. Licensing intellectual property like generates revenue from external entities. It needs to consider market needs by diversifying revenue streams and maintain a balance between proprietary insights and external collaboration (Alavi, 2021).

References

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Implement the KM system at Tesco

To implement the KM system at Tesco it needs to begin by conducting a thorough assessment of existing resources and infrastructure. Leverage open-source or cloud-based solutions to reduce upfront costs. It should emphasize user training and documentation to maximize system utilization and foster a culture of employee participation in knowledge sharing for reducing reliance on extensive technology investments (Bukowitz, 2020).

