

Knowledge management (KM) what is it ?

It is a process which involves different methods of collecting, sharing, creating and managing information and, knowledge within organisation.

KM tools used by ASDA

Analytic tools – various analysis tools used to gather and analyses data directly from customers, third parties or partners like GOOGLE to better understand market trends, operational efficiency, customer experience and their habits

ASDA Academy Centers – a tool used by ASDA to manage employees training programs and ensure necessary training is received as well as providing opportunity to improve their skills

Cloud storage - KM tool used by ASDA to store all data and information online providing easy and quick access to all employees.

On the job training - ASDA provides training trough your start of the job where experienced colleagues share their knowledge

What can be done to improve ?

ASDA provides many services like online shopping through the app or website to support customers not to mention self-checkouts or recent upgrade to new option Scan&Go. Many self-checkouts have cameras attached to them for security reasons (shop lifting or in case of lost card being used).

ASDA could use this tool for their benefit and use customer saved data to reduce time wastage when ID approval is required when buying energy drinks .

ASDA

Implementation

ASDA cloud storage would be used to store previous purchases and camera next to the till can be used to identify if this customer bought product which needed to be approved by employee. This would allow employee to prioritise other needs of customers and prevent customers from waiting in queues for employee to attend their till for approval.

Interaction between other KM tools/systems

Cloud storage system can be used to save facial data of customer who have shopped previously in the supermarket , data from there would be shared through the business.

Analytic tools can be used by ASDA to provide analysis and help to reduce congestion next to check outs and direct employees to other areas at no peak times .

Academy Centers where IT knowledge apprenticeship can be used to maintain basic standards of equipment and provide clear feedback from colleagues and motivate them to improve their knowledge

Draw backs of implementation

- Customers might see this as company trying to interact them less face to face
- Rules and regulations can forbid to save this kind of data about customers due to being too personal
- Employees can see tis a way to reduce employability in the company
- Cost of technology and data storing can exceed usage of the new option
- Customers growing facial hair or clothing over their faces would have to be re-approved constantly
- Employees not wanting to improve their IT knowledge or taking extra responsibility to maintain new equipment
- Data not transferring quick enough to cloud storage / overloading system
- Loss or leak of customers data

Student ID & Name- 2029520 Mantas Stonys

Module Code – BMSW5106

Lecturer – Toyin Adisa

Knowledge Management (KM) System in practice in ASDA