

CASES IN KNOWLEDGE MANAGEMENT & INFORMATION RETRIEVAL

Editors

Roslina Othman
Mohamad Fauzan Noordin
Noor Azura Zakaria



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Noor Azura Zakaria, Roslina Othman and Mohamad Fauzan Noordin

Abstract

Lesson learned is one of the techniques in validating the success and failure of certain involved projects. The organization may take advantage on the lesson learned session in order to acquire significant benefit from the lesson that has been learnt. This is good to avoid any mistake repetition when dealing with other subsequent projects. The case study presented in this chapter mainly explored on the knowledge management project undertaken by one of the telecommunication company located at France. The plans and strategies can be examined prior to implement the knowledge management. This chapter discusses about the significant impact of the lesson learned in the knowledge management implementation.

8.1 Case of Bouygues Telecom

With more than six million customers and a network covering 98 per cent of France, Bouygues Telecom, created in 1994 as a subsidiary of the Bouygues global industrial group (turnover : 19 billion euros in 2000), has established itself as one of the most dynamic and innovative players in the French mobile telephony market.

But size can be a challenge - as with most large companies, Bouygues Telecom was struggling to manage the flow of information and know-how across the organisation. At times, departments and individuals were unable to collaborate effectively with employees in many parts of the business.

At the end of 2000, Bouygues Telecom launched an initiative aimed at maximising the value of its business and employee intelligence. More than discussing about the Knowledge Management and the way of implementing it, the idea of Bouygues Telecom is to define and develop short and practical KM projects.