

Link 14.1 Knowledge and Innovation in Practice

These examples from Bright Spark show how knowledge generated by employees has led to innovation in the organization.

Product Innovation

- An employee noticed that a number of people were enquiring about custom designed lampshades to match wallpaper. We worked with Match Lighting and now we are able to offer bespoke lighting designs.

Process Innovation

- Someone realised that customers get very angry when they call about the same problem a number of times, and each time they have to explain their problem from the beginning. The systems were changed so that staff are alerted to previous calls that the customer has made. By making this process change, we have improved our service to customers.

Positioning Innovation

- The electrical installation service is a major part of our business. This led to the suggestion that we should offer the same installation service to customers who did not purchase their light fittings from us. The same service is offered to a different customer market.

Paradigm Innovation

- We have changed the way home lighting is seen. We offer an exclusive interior design service where designers visit our customers and advise on the illumination levels required to meet individual needs. This has changed lighting from being a standard purchase to an integral part of superior interior design.