

Challenge

With a need to collaborate, share knowledge, and communicate company information to a dispersed workforce, our client recognized that their current intranet could no longer support the company's operational needs or the needs of employees. The site was visually outdated, had a site architecture that couldn't manage the content that tripled in size since the original 2006 redesign, did not have the ability to discover relevant or new information, and was hosted in an aging server environment.

Solution

To solve the challenges with the intranet, Allyis' development team worked to develop a new solution that achieved the following goals: build a more stable server environment, create a site architecture that allowed for future growth, increase information discoverability, improve communication channels, and support our client's company culture through clear communications and user generated content. We began by implementing user experience interviews to gain a deeper awareness of how their employees currently engage with the company intranet, which drove many of the proposed site changes. The ability to surface employee contact information, particularly in a dispersed workforce, was a key component, and drove an enhanced Employee Finder tool that allows for employees to search across the population using a variety of filters. Since many end users are less familiar with some of the features of out-of-the-box SharePoint functionality, including Alerts and Bookmarks, a "dashboard" area was integrated to make them more easily accessible.

Our client has a reputation of being an employee-focused company with a strong sense of community among its employees and leadership. Surfacing profiles of different employees through a "Spotlight On" feature supported this perception by providing engaging content highlighting different individual employees. Additionally, the creation of a Blog platform not only provided a new, non-email-based platform for management to discuss business issues, policies, and business trends but allowed for employees to provide feedback on those posts and develop blogs of their own, whether focused on business practices/subjects or personal interests.

Difficulty dedicating a significant number of resources to manage and maintain an intranet site on an ongoing basis resulted in the creation of a publishing desk. The publishing desk allows the internal communications team to publish, edit, or remove content from the site and – perhaps most significantly – provides a "quick view" for the communications team via a Recent Activity tool. Team sites – areas dedicated to housing content, discussions, blogs, and other resources around specific teams or projects – were developed within the corporate intranet environment to allow for teams to collaborate remotely in a secure environment.

Products & Services

The Allyis team provided end-to-end support, including:

- User experience testing, listening labs
- Web information architecture, design and development
- Adoption strategic planning and implementation
- Technical implementation

Key Benefits:

- **Improved Knowledge & Information Discovery**
Utilizing tools like search, tagging, best bets, Employee Finder, tag-based search, customized alerts, and a "What's New" feed allows for easier access to information.
- **Streamlined Operations & Efficiencies**
The Publishing Desk provides the ability to publish and edit content, reducing the amount of time and resources needed.
- **Improved Communication & Collaboration**
Web 2.0 tools like blogs, wikis and messaging allow for improved collaboration and communication across a dispersed workforce.