

PUTTING THE “EMPLOYEE” BACK IN EMPLOYEE INTRANET.

Creating true employee engagement through an immersive intranet experience.

Challenge

Suppose they built a social networking intranet and nobody came? LF USA, one of the world’s premier designers and providers of consumer apparel, accessories and home decor brands, used Jive as the platform for their first intranet, “The Source.” It was presumed that everybody would jump in and use it – “if you build it, they will come.”

But LF USA’s employees didn’t understand how to integrate “The Source” into their workday: it seemed at odds with their no-nonsense culture. It launched with little promotion or fanfare and minimal content, gained no traction, and quickly dropped off the radar. A year or so down the road, those in the company who remembered “The Source” at all considered it an expensive toy.

Moment of Truth

JWT INSIDE was tasked with reviewing the company’s culture through an employee engagement survey and employer branding assignment. The insights

showed that there was an urgent need to unify a highly silo-ed organization made up of nearly 20 smaller companies. INSIDE saw an opportunity to help LF USA spark communication, build communities of like-minded employees, recognize outstanding performance, and share knowledge.



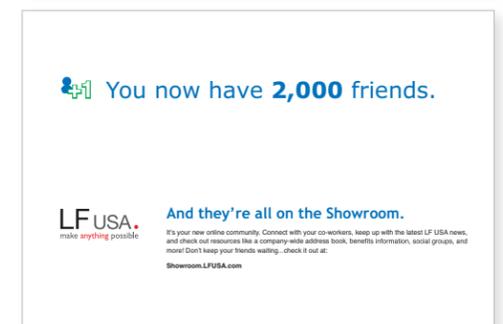
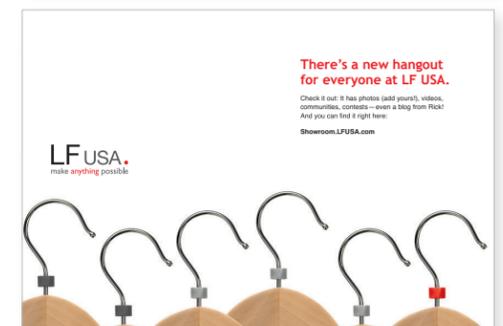
LF USA Showrood Homepage

Solution

INSIDE identified a key component in transforming LF USA from a holding company to a preferred employer. Re-activating the intranet project, INSIDE helped the company approach the site strategically, addressing the business needs revealed in the engagement survey while also incorporating LF’s new employer brand, “Make Anything Possible.” A dedicated community manager was hired to handle content and promotional needs. While all the functionality already existed as part of the Jive “package,” Jive initially resisted the idea of a customized look, feel and navigation. But by joining forces with INSIDE and LF’s community manager, the team was able to push beyond the notion of a turnkey solution to achieve a result that “fits” LF USA like a glove. The result became “The Showroom,” a business-focused, practical solution with a popular social component.

Measure of Success

“The Showroom” was an immediate hit, combining must-have features such as a global address book, industry news and career development tools with purely social elements (including a “cutest pet” blog and info about volunteer opportunities). LF USA’s President embraced the project, even contributing his own blog. Site use soared, with more than 93% of the company continuing to use it every day. Pre-populated content, guest bloggers, editorial style features, and tools to help bring people and ideas together all became part of the experience, with everything from town halls to the company picnic available to view online. Best of all, the smaller companies were still recognized individually, but they began thinking as one to “Make Anything Possible.” In the end, INSIDE was able to help LF USA reboot an intranet project that was once considered a misstep, and turn it into a platform for successful employee engagement.



LF USA Showrood Internal Ads