

Case Study – Connected for Life

Company: A player in the global technology industry

The Business need

- A fun platform to bring together all employees across multiple cities
- To engage employees online
- To help employees interact online
- To establish a casual medium to communicate with the employees
- To provide a facility similar to Orkut and Facebook, but yet exclusively for their employees
- To have a restricted, controlled and moderated space, giving employees a forum to discuss, share and participate in their interest areas
- A platform to bring together all the employee engagement initiatives of the company
- Engage employees at a time convenient to them

The TFL Business Solution

TFL's Connected for Life was the best solution for the clients needs:

- A social networking portal exclusively for the client company with feature including discussion boards, blogging, sharing pictures / videos, joining interest area groups, and a lot more
- Option to customise the site to have client branding and preferred colours
- Regular site participation status reports
- Seeding content to ensure traction
- Instant 'report abuse' cycle
- Active moderation to ensure all discussions are within prescribed terms
- Managed end-to-end without any ongoing support from clients tech team

Execution

- The client gives details from a checklist that includes website URL, branding on website, interest area groups to be created in the site, website colors, terminologies to be used on the site, etc.
- The website is ready for testing within a week
- Client identifies POCs for testing the site and managing the interest area groups
- Mega launch across the company
- Regular cycle of moderation and content seeding
- A system for monthly status reports

Results

- 70% of the workforce joins the website
- A new and effective medium of communicating with the workforce
- A sticky, engaged workforce