

Case Study – The Fuller Life, Employee Engagement



Company: A global player in technology services and consulting

The Business Need

The client's intranet recently underwent a makeover of sorts – technology, look and feel, HR messaging, Leadership announcements and live updates. Although this was done, the employees accessing the intranet remained at pre-change levels.

The client wanted employee eyeballs to increase on their intranet but at the same time didn't have the resources (manpower) internally towards this objective.

The TFL Business Solution – Give them a reason to click!

We suggested a course of action where we give the employee a reason to visit the site, by updating the intranet with employee-friendly information on an ongoing basis.

The plan involved:

To get people to the portal on a frequent basis, we recommended that the intranet feature

- fortnightly updates that appeal to the interests of employees (eg. Cricket, Dance, Music, Literary/book, Photography etc)
- inform them about current or upcoming city-events &
- provide city restaurant and movie reviews update so that employees can do

And since TFL would provide all content in standard formats, the pressure/dependency on the client's SPOC to create this at the frequency it would be required at to keep it relevant to the Target audience (TA).

Execution:

- ◆ We put together a deployment plan where interest group topics (structure only, not content) for each fortnightly update across the quarter would be shared with client.
- ◆ All the updates featured happenings in and around the city, focused on specific events that would engage the TA.
- ◆ Since it is a secure site, updates are provided by TFL to the client's SPOC who in turn forwards it to internal resources to put up the content on the intranet
- ◆ Eyeball traffic is noted at the client's end so the ROI can be measured

Results

The planned initiative is running like clockwork thanks to the near-zero involvement of bandwidth from our client's end.

The intranet saw a higher hit rate, more eyeballs on the site and enjoyed the status of being a go-to place for handy information.