

B2E: Empowering Employee Experiences

A CONTENT UNIFYING EMPLOYEE PORTAL

With over 350,000 employees and 18,000 stores, our client is the #1 coffeehouse chain in the world. As such, they're as famous for their excellence in customer experience and digital innovation as they are for their espresso.

As an implementation partner across our client's Web Content Management estate, Content Bloom was brought in to help build their next generation employee experience portal when an internal survey revealed "information overload" as a major stress factor for their worldwide employee base.

By understanding the system users and their roles, we were able to provide an effective digital environment that allows access to relevant information without the need to hunt around for common documents and tools.

We transformed a chaotic influx of content into a unified, relevant information experience.

The Challenge

They were in need of an employee portal for all in-store employees and managers that would provide a suite of HR functions such as handbooks, onboarding, benefits, training, policies, and time keeping as well as on-the-job support like new recipes, store layouts, and marketing promotions.

Store support was previously being provided via a telephone helpdesk and, quite often, employees were caught waiting on the phone for assistance. The new system needed to incorporate a digital ticketing system which could also incorporate methods to self-diagnose and resolve problems digitally.

The end solution would be required to contain millions of documents and serve upwards of 50 million pages *per month* to our client's workforce, which in itself presents a variety of challenges. – i.e., information architecture, content creation and re-use, taxonomy management, analytics, infrastructure demands, and security to name just a few.

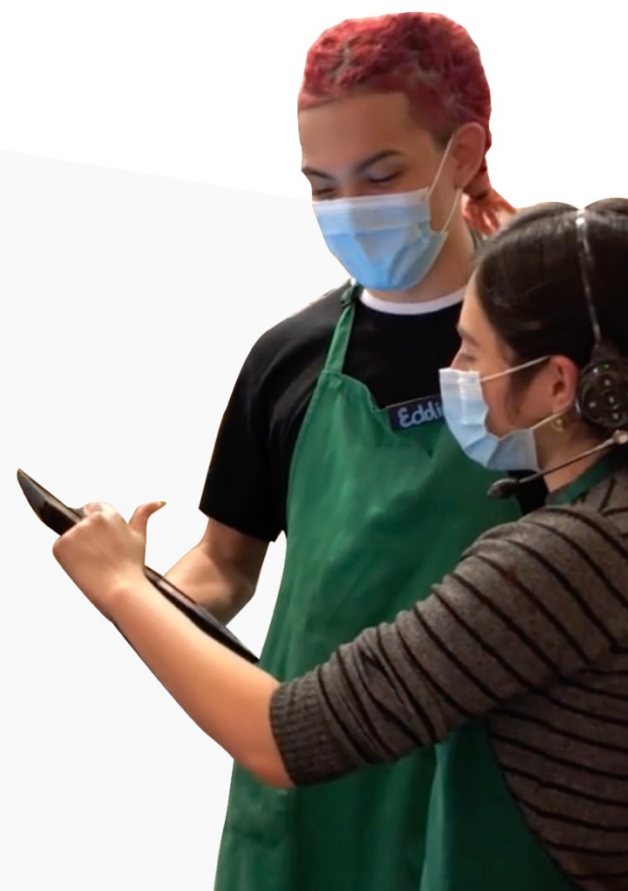
Self-Help Employee Portal

The employee portal is more than the digitization of HR functions and required an element that would empower staff to use the equipment available to them to self-diagnose problems within their stores.

Previously, employees would call up a designated help line and wait for long periods of time to obtain assistance, ultimately taking the team member away from their duties in-store.

The new solution involves the use of labelling all equipment with QR codes which are scanned via tablet. This then opens up detailed training and troubleshooting materials, as well as the ability to submit support tickets in the event the issue isn't easily resolved.

“We all talk about reducing complexity in stores, but this tool has changed the game for 350k employees each and every day.”



Platform Data

Deploying a new employee portal to such a large audience allows our client to gain vast insight into the needs and trends of the team; enabling internal product managers to continually refine and improve the employee experience and drive future strategic, fact-based decisions.

With an average of 10 million-page views per month, the analytics data now available allows for the constant fine-tuning of systems, be it UX, content, taxonomy, or role-based personalization.

These constant data driven improvements result in higher adoption of the system, improved employee satisfaction, and improved store efficiency.

Technology & Innovation

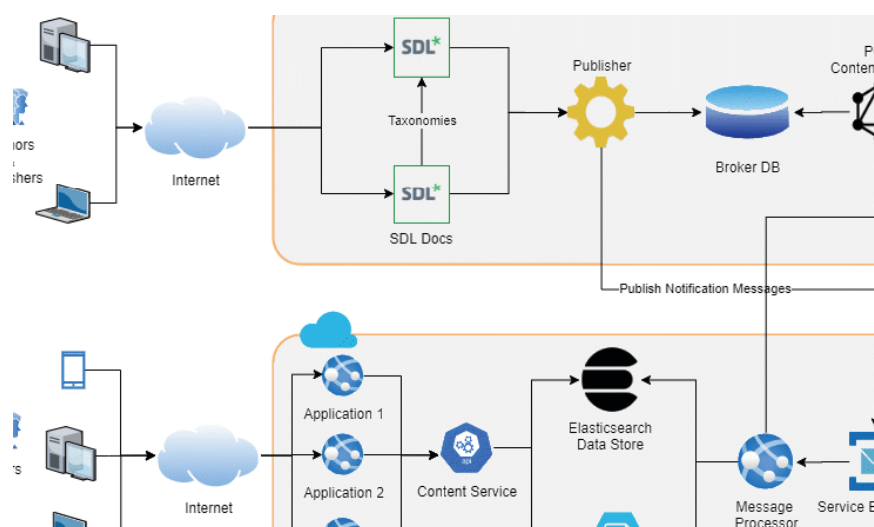
Powering the content and publishing is RWS' Tridion Docs and Sites platforms.

Sites is typically used for the creation of web and mobile applications, while Docs is a component content management system where content is created in the DITA format. Between these two systems, our client creates single source of truth content that is used throughout their digital and social platforms, as well as supports printed publishing. For example, the creation of instore marketing materials.

To bring this to life, Content Bloom developed a custom application that pulls content from Tridion as well as many other internal applications and data stores, while providing a simple and easy-to-use frontend that works seamlessly on any device.

In an employee portal of this scale, with millions and millions of pieces of information, is of little value unless it is logically classified and tagged to allow for easy access and retrieval.

Using the Pool Party taxonomy software, Content Bloom designed and implemented an enterprise-wide data classification model that is exposed to our client's Tridion content platforms as well as all custom data stores and other external platforms.



The Impact

The success of an employee portal relies on increased productivity, greater employee satisfaction, and an individual's awareness of company information.

Upon launch to a small subset of stores, the system was immediately adopted because it delivered on its promise of ease-of-use and provided simple access to information. The initial feedback was so overwhelmingly positive that the employee portal was rolled out to all stores across North America, with plans to expand globally.

Employee response and data regarding the success of this project has been extraordinary. In-store team members are more productive and empowered to independently resolve issues while, at a corporate level, the system is saving millions of dollars per year in productivity gains.

“In just 10 weeks, we’ve saved 1 year of a full-time partner’s time with this feature. Our stores are overjoyed.”

About Content Bloom

Since 2011, Content Bloom has been implementing content managed solutions to create everything from web and mobile sites through to digital products and online marketing campaigns.

Creativity, technology, and digital marketing

Our expertise is a unique blend of creativity, strategy, and technology that accelerates digital performance, delivering value that exceeds our clients' expectations.

Delivering results that matter

Our expertly trained team of consultants, developers, designers, and engineers have amassed many years of experience developing enterprise solutions around the globe.

Our extensive experience ensures the highest quality deliverables throughout your project.

By focusing on quality, we've exceeded our clients' expectations and have enjoyed mutually beneficial, long-standing partnerships built on trust.

<http://www.contentbloom.com>