

GLOBAL

# Customer Success Awards 2021



# Celebrating change for the better

## Inspiring customer stories

Everyday around the world, people in organizations work tirelessly to make a difference, helping customers face their challenges head-on. The annual Workplace Customer Success Awards provides these organizations the opportunity to share their stories of innovation and celebrate their people.

Many have worked undeterred by the extent to which the workplace has altered beyond recognition. Each story is inspirational, telling how hybrid teams came together to collaborate and engage. How frontline workers were able to stay connected and how their organizations made changes for the better.

Read their inspirational stories here.



## Countries

Asia Pacific .....	03
EMEA .....	14
LATAM .....	25
North America .....	34



Contents

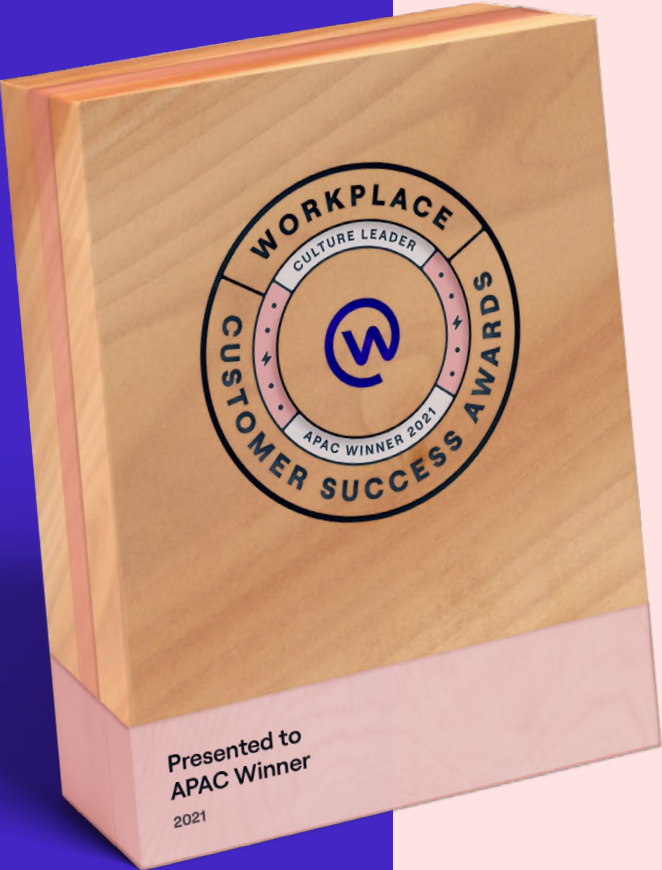
Amman ..... 4

CyberKid ..... 6

Freedom..... 8

LTI.....10

Pacific National.....12



# Achieving excellence through Workplace

## The challenge

As a mining company, many of Amman's 7,000 employees are frontline workers, ranging from haul truck operators to welders, mechanics, electricians and emergency response teams.

Ongoing contact is key to achieving operational excellence in all aspects of Amman's operations, and given the business's demographic breakdown, executing inclusive and effective internal communication is critical.

However, this is not always easy. Frontline workers have no access to corporate emails, and the Covid-19 pandemic made communication more challenging as in-person gatherings were no longer possible. The business was also facing communication problems as a result of ineffective communications tools.



Manufacturing



7,000



Second-largest copper and gold mining company in Indonesia



80% of its 7,000 employees are frontline workers



Recent rebranding process introduced a new logo, vision and mission

Outcomes:

79%

of 7,000 employees has been reached

2,215

views reached from the Workplace launch event, almost half of active accounts

40

active social clubs representing the interests and hobbies of employees







## The solution

### Brave thinking

In August 2021, Amman launched the AmmandiWorkplace project, which in English means both Amman is on Workplace and safe in the Workplace. The initiative introduced Workplace as Amman's new internal communications platform, and is led by its Corporate Communications Department, whose people are passionate about bringing technological disruption into a conventional industry. The move required brave thinking at all levels of the business, tying in with Amman's newly introduced mission.

### Champions of engagement

Site leadership teams now communicate important information to thousands of frontline workers daily. This can include directions from top management, operational strategies and safety protocols. The project also drives periodical campaigns to increase employee awareness and understanding of the company's new direction, identity and safety protocols, involving the site leadership team as champions that drive adoption, launch campaigns and initiate engagement.



“

Workplace helps us to open our perspectives, particularly due to the updated information flowing in the platform.”

Workplace Features





# Workplace enables social awareness

## The challenge

CyberKid Vietnam is the country's first social enterprise to work for children's safety in cyberspace. Through partnerships with the government, enterprises, social organizations and experts in cybersecurity and youth education, CyberKid provides children and parents with tools and knowledge to interact safely in cyberspace.

In the next three years, CyberKid aims to develop digital competency for five million Vietnamese children; open offices in Da Nang and Ho Chi Minh city, and bring solutions to ethnic minorities, mountainous areas and islands. CyberKid needed a platform to enhance collaboration, drive leadership visibility, and bridge the gap between employees and external members nationwide.



Not for Profit



75



Founded in September 2020 to address the issue of how to protect children in cyberspace



The first social enterprise in Vietnam built completely on ideas from Vietnamese people



To date, its solution has positively impacted more than 12,800 children

## Outcomes:

# 12,781

students have received  
388 internet safety classes

# 92

students have completed  
four cybersecurity courses

# 11,000

Facebook followers







## The solution

### Raising awareness and knowledge

CyberKid coordinates with internal and external members through Workplace groups and chats to make sure that each product serves a different goal. CyberSchool popularizes the issue of cyber safety to every child, while CyberClass delivers online free courses to provide cybersecurity knowledge and orientation. CyberHotline provides professional psychological, legal and technical consultancy, and CyberHome provides online courses to improve parents' digital awareness.

### An online office

Workplace acts as an online office that helps CyberKid connect with its staff and engage with the wider public. Using Workplace as a working and communication tool, over 100 CyberKid members can confidently make an impact on the communities they serve.

Using Workplace, over 70 CyberKid members now have a chance to communicate more easily and create an effective working space. For over a year and a half, CyberKid has reached several important milestones, and Workplace has been a significant tool in making these happen.



“

Over several months, Workplace has played an important role in helping us deliver over 350 information security classes at schools.”

Workplace Features



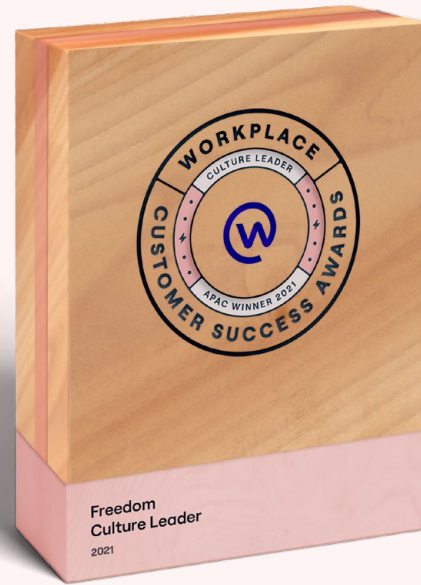
# FREEDOM

## Using Workplace to keep the connection alive

### The challenge

Freedom prides itself on being a team that is innovative, passionate and energetic, all working closely together in a high-performance culture. Freedom's frontline teams are an important part of this community and culture, but have in the past felt disconnected from its leadership and support teams.

With Covid-19 forcing Freedom to shut some of its stores in early 2020 and again in 2021, streamlining the business's communications tools to send messages directly to every employee became a priority. Freedom needed to keep the connection and culture alive.



Retail



969



Furniture, furnishings and decor retailer is a national icon across Australia and New Zealand



Employs more than 1,000 people in 60 locations across the two countries



Celebrated its 40<sup>th</sup> anniversary in 2021

### Outcomes:

# 99%

accounts activated at the start of 2021 with 95% monthly active users

# 33

live videos posted from CEO Blaine Callard

# 97%

of Freedom employees engage on the channel daily





# FREEDOM

## The solution

### New momentum

When Workplace launched at Freedom, staff could immediately see that it was going to bring its store people and support office closer together, as well as the Australian and New Zealand teams. This consistent and level playing field – regardless of role, location and tenure – has injected new momentum into bringing Freedom’s mission to life and building its employee experience, despite the challenges of the Covid-19 lockdowns and restrictions.

### A feeling of belonging

The immediacy of connecting to Freedom’s 1,000 team members when needed gave everyone the feeling of belonging to the company and the heart of the organization.

Store managers had a direct line to leadership and their team members to discuss rosters, sales performance, lockdown changes, store closures and online business operations. The connectedness and transparency that Workplace gave to these communications was instrumental in maintaining the strong Freedom culture.



“

**“This engagement is unprecedented. We’re getting 95%+ of our people seeing my posts. I know they’re listening and talking back!”**

Workplace Features





Let's Solve

# Workplace transforms global engagement

## The challenge

By late March 2020, all Larsen & Toubro Infotech (LTI) employees across the world were working from home. The business developed a structured mandate to drive internal communications across various channels to reach out to all its employees.

Timely communication and collaboration became the foundation of everything LTI was looking to achieve in terms of internal communications. All projects driven under this campaign focused clearly on three important factors: staying connected, ensuring employee safety, and focusing on business continuity.



Technology



45,000



Currently helping more than 485 clients succeed in a converging world



Over 45,000 staff with operations in 33 countries



Real-world expertise helps to solve the most complex challenges of enterprises across all industries

## Outcomes:

# 100%

movement from physical to digital employee engagement through Workplace platform

# 12K

messages from employees increased 12-fold

# 2.5K

monthly posts from employees increased from 700 to 2,500





Let's Solve

## The solution

### Everything from Home

From March 2020, all programs driven on Workplace reflected LTI's approach to its journey from simply operational to growing from home. LTI calls this approach Everything from Home, or xFH. Workplace enabled LTI to deliver messages from its CEO and group MD, keep employees engaged and in contact with managers and colleagues, and celebrate the business's Founder's Day remotely.

### Town halls and fireside chats

Webex with Workplace integration helped LTI to conduct live sessions such as town halls and live fireside chats, enabling multiple hosts and screen-sharing features. LTI also invited external partners as speakers for the sessions.

The Workplace Data Extraction tool helped LTI to extract data such as employees' comments and post numbers in a single process, while the campaign feature helped the business to draw insights into the various programs that were running under its Covid-19 awareness and vaccination campaign.

Workplace Features 



**“Numerous stories have been posted on Workplace thanking the constant support of LTI’s unsung heroes. Strengthening the LTI internal fabric even further.”**



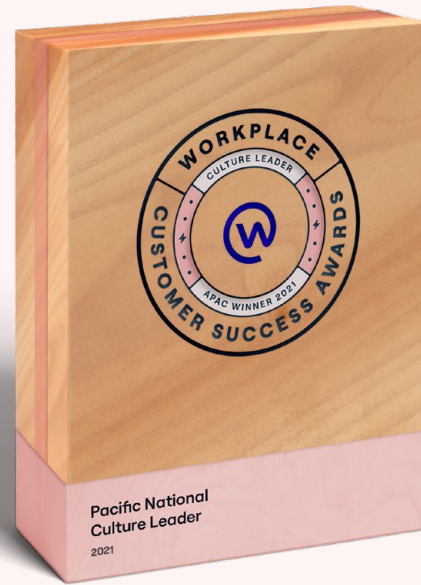


# Freight specialist delivers with Workplace

## The challenge

Pacific National's mission is to deliver what matters – for its people, its customers and its shareholders. As Australia's largest private rail freight operator, Pacific National is integral in keeping Australia's economy moving. However, the majority of Pacific National's team members work out 'on the track', transporting bulk commodities and containerized freight across Australia.

With such a dispersed mobile workforce, staying connected and delivering information efficiently and effectively has been a challenge. Pacific National wanted a more effective way to connect with its people, to provide important news and updates, to hear ideas, and to come together to celebrate achievements.



Travel



3,516



Australia's largest private rail freight company



Operates in all Australian mainland states and territories



Over 3,400 staff and over 580 active locomotives

Outcomes:

# 400

active contributors, compared to 40 on Yammer Workplace platform

# 25

posts per day on Workplace, compared to one a week on Yammer

# Experts

share their expertise across the business using Workplace



## The solution

### Connect, learn, share, celebrate

CEO Paul Scurrah saw an opportunity to transform Pacific National's communications and redefine the business's culture through an enhanced employee experience. He had seen first-hand the impact that Workplace has on a business and its employee experience, and wanted to bring the entire Pacific National network together to connect, learn, share and celebrate.

### Bringing culture to life

A key priority was to bring geographically dispersed teams together. Scurrah knew that the inclusive nature of an online forum would help to mitigate the siloed nature of Pacific National's workforce, break down barriers and provide the platform for workers to come together.

The resulting campaign was multi-faceted and incorporated formal and informal approaches, all with the intention to effect cultural change through greater engagement, education and most importantly, community and connection. Thanks to Workplace, Pacific National had a place where its culture could be brought to life.



“

**“It’s important that we create a space for everyone to be able to connect with me and other leaders, and feel comfortable doing so. On Workplace this happens quite naturally.”**

Workplace Features



Contents

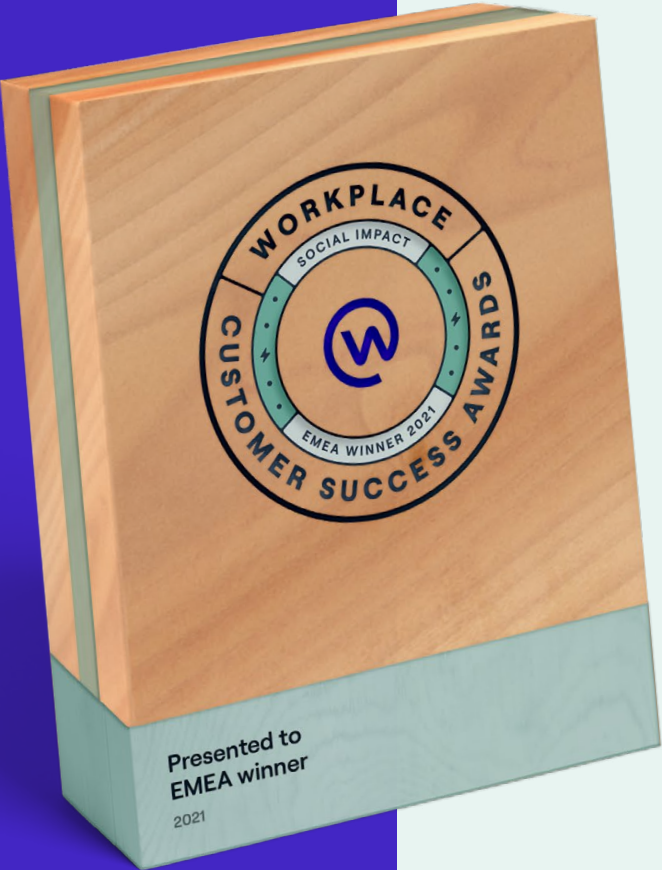
GSK .....15

Home Group.....17

MCRA.....19

North East Ambulance Service NHS Trust (NEAS) .....21

Zurich Insurance.....23







# Using bots to deliver Workplace interactions

## The challenge

The Bot Platform is a company that provides software to easily create bots without having to know how to code. GSK started working with the company in 2021 as a pilot, during which it evaluated whether bots would bring value to GSK as a long-term solution.

GSK had a number of key objectives. It was looking to the bots to save employees' time by introducing automated solutions, and amplify global messages, surveys and campaigns. It was also looking to introduce a more informal way of employee engagement, spark excitement around the company and add elements of gamification.



Pharmaceutical



90,000



British multinational pharmaceutical company headquartered in London (formerly GlaxoSmithKline)



The world's largest vaccine company by revenue



World's sixth largest pharmaceutical company in 2019, according to Forbes

Outcomes:

## 68K

employees have interacted with the bots to date

## 81%

stakeholder satisfaction in the overall experience

## 40%

average opening rate, compared to 24% for an internal news platform





## The solution

### Fun and interactive

GSK promoted the bots in its global Workplace groups to create a buzz about the new, exciting opportunity. GSK received over 60 submissions for bots and different use cases across the company, with people immediately seeing the potential and loving the new, less formal, less corporate, friendly experience. The bots helped GSK to turn often boring and formal messages into a fun and interactive experience.

### Improving onboarding and adoption

GSK sees the bots as 'little helpers' that can facilitate work and bring excitement around different announcements. 'Steven the Bot' pops up for every new Workplace user, welcoming them to the platform and directing them to training materials. This helps GSK to drive Workplace adoption and improve the onboarding experience.



“

“It was great to see that level of detail which enabled us to carry out very targeted campaigns.”

Workplace Features



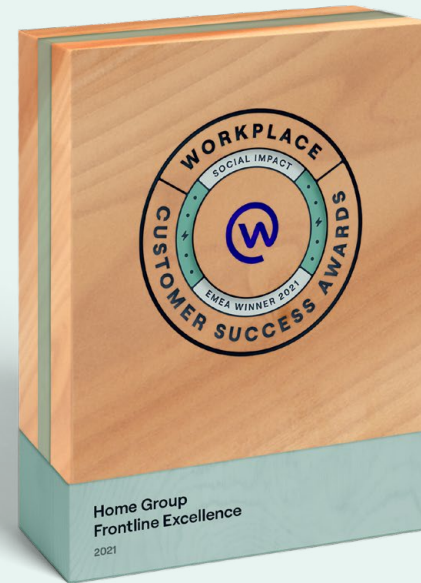


# Workplace steps up to maintain staff morale

## The challenge

Over the last year Home Group has worked with 20,000 vulnerable people, which made the pandemic particularly challenging. The impact of Covid-19 meant Home Group needed to shift its strategic goals. It developed an internal communication strategy based on needs identified by its Covid-19 response team.

Home Group's objective was to maintain colleague morale and wellbeing. It realized that the pandemic had split its colleague and customer base into two key audiences: the first being frontline carers, clinical support colleagues, and the vulnerable customers they support, and the second being desk-based colleagues who could work from home and non-vulnerable customers.



  
Social Enterprise

  
5,000



Social enterprise and charity is one of the UK's largest providers of integrated housing, health and social care



Houses 110,000 people in 55,000 homes across England and Scotland



With over 3,500 colleagues, it has been providing services for over 80 years

Outcomes:

**85%**

colleague trust score,  
increased from 79% in 2021

**7<sup>th</sup>**

place in the UK's Best Workplaces  
(super-large category)

**100%**

of the workforce now log on  
at least three times a week







# The solution

## Maintaining morale

Home Group planned to evidence the changes to colleague morale and wellbeing through objective external measurement. This would then be a key enabler for delivering key organizational priorities to protect colleagues and customers in the face of the pandemic.

Home Group developed a strategy of corporate and colleague communication with Workplace at its core, with creative integrated digital and physical campaigns based around four key principles: consistent messaging, regular daily and weekly updates, increased executive visibility, and open, two-way communication.

## The only official channel

Home Group took a number of key steps to deliver official guidance. It audited its communication channels, and reinforced Workplace as the only 'official' channel.



“We achieved remarkable success in maintaining colleague morale and wellbeing with Workplace at the heart of our strategy.”



# Creating a sense of community with Workplace

## The challenge

After its launch, under the Facebook@work name, Workplace was still perceived by many MCRA staff as a communication network, where many groups irritated certain employees, and where some content had no relevance to MCRA's activities.

As a result, some employees refused to activate their accounts or use them to carry out their roles or fulfill their contracts, forcing managers to systematically duplicate all communications by email. The overall business strategy was not yet clearly identified, and the vision not yet fully understood.



  
Medical Services

  
200



Only nationally recognized full-service amenities provider to the multifamily housing industry



Services include recycling, apartment turnovers, concierge services, wellness classes, home cleanings, and pet visits



Currently services 1.8 million homes a night in 40 states and performs more than 460 million events annually

Outcomes:

**99.55%**  
activation rate

**95.48%**  
of MCRA staff are now active Workplace users

**MCRA**  
won the Palme de l'Engagement,  
awarded by the French Association  
for Customer Relations





## The solution

### Raising awareness

Salima Belghit, MCRA's Digital Workplace Leader, teamed up with two helpers to draft the the Workplace Contributor Quality Charter, with the aim of involving business managers and raising awareness of their responsibilities. Based on Workplace's main objectives and functionalities, the Workplace Contributor Quality Charter sets out the different roles of Workplace's various contributors: members, moderators and administrators.

### Quality ambassadors

With deployment carried out by company ambassadors and 5,000 employees, and compliance established, the entire organization began to restructure through Workplace, putting the objectives of the Contributor Quality Charter into practice. As a leading content creator, Belghit's spontaneity and ability to communicate are now recognized across the business.



“

**“I feel very comfortable using Workplace and can support other employees on specific needs. Salima, meanwhile, is always on standby to continue developing new practices.”**

Workplace Features







**NHS**

**North East Ambulance Service**

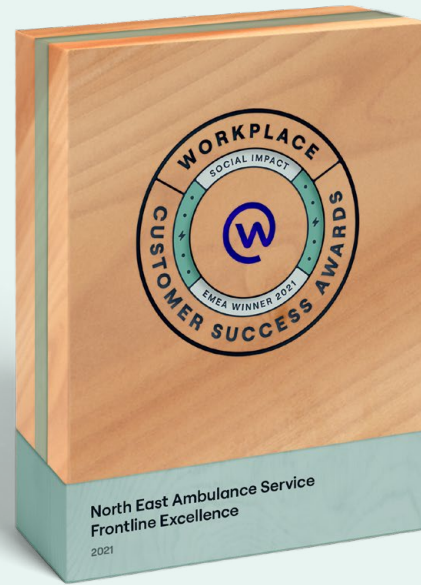
NHS Foundation Trust

# Workplace changes the game for NEAS

## The challenge

In 2021 it became clear that the Covid-19 pandemic was an ongoing crisis rather than a one-off disaster. In the face of the increasingly hostile and isolating working conditions that had become part of the daily routine, the North East Ambulance Service NHS Trust (NEAS) resolved to prioritize keeping its staff safe, connected and informed by implementing a robust and effective crisis management communications strategy.

However, as an ambulance service, NEAS employees are constantly moving across 3,200 square miles in 24-hour shift patterns, and with a constant high-pressure workload, they may sometimes only see their managers once a week.



Medical Services



2,200



Foundation trust responsible for providing NHS ambulance services in North East England



An average day sees 1,205 emergency 999 calls, 728 patients sped to hospital and 348 treated at home



78 of these are life-threatening conditions requiring immediate response

## Outcomes:

6

awards won for NEAS's communications strategy

12

months to increase average daily update readership from 1,775 views per week in January 2020 to 4,948

Link

between road staff and senior leaders on Workplace has been a 'game changer'



**NHS****North East Ambulance Service**

NHS Foundation Trust

## The solution

### Creating a safe space

When NEAS launched Workplace in June 2020, Chief Executive Helen Ray had a vision to create a safe space. It needed to be easy to use, accessible on any device, meet NHS guidelines on security and governance, and be flexible that employees could switch off while away from work.

### Proactive transparency

Ray and the internal communications team instigated a policy of 'proactive transparency' on Workplace, built on an active 'listening network' of communications and senior leaders. Their practice was to engage openly and give as much information as they can, tagging department heads to supply additional answers. This was transformative in building trust and breaking established 'us and them' barriers between management and road staff.



“

**“With Workplace in place NEAS was able to make significant changes to the processes and distribution of messages throughout the pandemic.”**

[Workplace Features](#)

# Simplifying a complex industry with Workplace

## The challenge

Zurich Insurance operates in a highly complex industry. It created the Zurich simplified campaign to promote and celebrate initiatives that simplify the way the business works. Its primary aim was to free up people's time in order to accelerate Zurich's efforts to become a simpler and better organization for its employees, customers and partners.

The campaign was run globally, and looked for examples of where staff were working to reduce complexities. Zurich wanted to encourage staff to share best practices, and reward and recognize those that had already implemented simplified solutions. However, it needed a platform that would enable this.



Financial Services



56,000



Switzerland's largest insurer with 56,000 staff, and customers in 210 countries and territories



The world's 112<sup>th</sup> largest public company, according to the Forbes Global 2000



Customers include individuals, small businesses, mid-sized and large companies, and multinational corporations

## Outcomes:

# 23K

reactions were registered over the course of the campaign

# 25K

Swiss Francs have been donated in total

# 1.2K

simplification champions received Workplace badges





## The solution

### An open challenge

Zurich used Workplace to issue an open challenge to all employees to showcase simple solutions already implemented across the business, helping them to show that achieving simplicity isn't complicated. For every engagement – like, comment, share – Zurich donated CHF1 to JA WorldWide, which aims to support young people with the employment and entrepreneurship skillsets and mindsets they need to succeed.

### Executive recognition

Every three weeks, Zurich encouraged employees to upload 'Simplified Solutions' for a chosen department. The format consisted of three simple questions: why do we need to simplify? How have we simplified? And what has the impact been?

All simplification initiatives shared on Workplace were assessed for scalability and their cross-country potential.



“

**“We wanted to reach all regions and all employees, and allow them to share successful initiatives implemented to simplify Zurich.”**

Workplace Features



## Contents

Marisa .....	26
Pernambucas.....	28
Petrobras.....	30
Qualicorp.....	32



marisa

# Live engaging CEO Workplace sessions

## The challenge

Before the pandemic, Marisa held important face-to-face communications, such as its General Alignment Meeting, with all office employees. These were then transmitted to stores, and covered issues such as the previous month's results and strategic projects.

The pandemic arrived, and within a few days Marisa's employees were working from home with almost all its stores closed. This created a challenge: how would Marisa's leadership communicate with store and office employees? The business needed to align information on what was happening, define the next steps for the business, reassure its employees, and reinforce Marisa's culture.



Retail



9,566



Founded over 64 years ago, Brazil's largest women's fashion chain



Approximately 400 stores and over 8,000 employees



Owns and operates retail and shopping mall stores

Outcomes:

## CEO Live

sessions are now a part of Marisa's culture

## NPS

employee score has risen since implementing Workplace

## Voted

best integration tool in Marisa's annual pulse survey





## The solution

### Frank conversations

Marisa decided that its president and CEO, Marcelo Pimentel, would hold weekly live sessions in the Marisa Brasil Workplace group, which includes all Marisa employees. Pimentel personally moved to make this happen, communicating it in his own posts and emails. At the height of the pandemic, Pimentel's frank conversations reported on areas such as the number of stores closed, how this affected the business, and the measures Marisa was taking to support employees.

### Simplicity and proximity

The live messages were sent from Pimentel's house, from his cell phone, with a focus on simplicity and proximity to Marisa's employees. They included guests, such as Marisa's HR and operations directors, to talk about developments in their areas, and all broadcasts included questions, read out on the spot and answered spontaneously without any preparation.



“

**Workplace was  
voted the best  
integration in  
Marisa's annual  
pulse survey.**



# Connecting communities with Workplace

## The challenge

As a pioneer of implementing social networking as a daily work tool in Brazil, Pernambucanas wanted to give a voice to over 14,000 employees. Pernambucanas CEO, Sergio Borriello, used the corporate social network to bring employees together in a welcoming way, and in line with the business's purpose and values.

Borriello also needed a strategic platform in order to engage, motivate and approach employees in an increasingly assertive way, and to reinforce their importance.



Technology



13,039



Traditional Brazilian retail chain, founded in 1908 in Recife



Operates both physical and online stores



Offers four main product categories: homes and textiles, fashion, electricals and electronics, and financial products and services

## Outcomes:

# 1K+

publications from the Culture Leadership profile

# 54K+

comments and 79,000 reactions

# 60K+

comments received from employees on publications





## The solution

### A feeling of belonging

Using the hashtag #TamoJunto, Borriello uses Workplace to connect all employees through videos and posts. Today, all employees use Workplace to engage with internal commercial and institutional campaigns, with an overall goal to promote a feeling of belonging for all. Borriello also uses Workplace to give a voice to employees and instil confidence and a feeling of proximity to Pernambucanas' leadership. He makes himself available to everyone through the Work Chat function, offering support in different situations.

### A member of the family

As trade reopened in 2021, many employees thanked Borriello for all the information they had received during lockdown. During Borriello's visits to stores, whether located near the business's central office in São Paulo or in Mato Grosso, he is now received warmly and welcomed as if he were a member of each employee's family. This demonstrates the bond built between collaborators on Workplace.



“

The CEO of Pernambucanas, Sergio Borriello, is a “heavy user” of Workplace and uses the platform strategically in order to engage, motivate and approach employees in an increasingly assertive way.

Workplace Features





# Workplace channels Energy

## The challenge

Petrobras' XXX project has a 10-year history of supporting Brazilian Olympic and Paralympic sport. In 2020 it was faced with the challenge of communicating and engaging employees in the XXX team that, due to the pandemic, its administrative buildings were closed and the company's entire administrative function would be working remotely.

During the 2020 Olympic games, eventually held in 2021, Petrobras was also tasked with connecting administrative employees working from home and operational staff at the games, who had limited access to computers, in engaging with Team XXX athletes so they could connect with the wider public.



  
Energy

  
76,267



State-owned Brazilian multinational petroleum corporation



Ranked at 120 in the Fortune Global 500



World's 70<sup>th</sup>-largest public company in 2020

## Outcomes:

3

live events with athletes attracted 1,580 spectators and over 200 questions

5

promotions led to 1,980 participants and 333 user-created posts

Total

of 75,549 views (29,764 unique), 6,179 reactions (3,396 unique) and 1,130 comments



## The solution

### Channelling the energy

Petrobras set up a communication plan called A Energia da Torcida (The Energy of the Crowd), and chose Workplace as its main platform for sharing information, engagement and exchanges about the XXX Team and its performance during the Tokyo Olympic and Paralympic games. Employees could use the Sponsored Events Agenda group to find out everything about the athletes, including their achievement histories, results and other content.

### Communicating and connecting

Other channels in Petrobras' internal digital ecosystem were then used to reinforce communication and guide users to the Workplace platform. Petrobras separated its actions into three phases, each with different objectives. This allowed the business to create a communication journey with its internal public, increasing the levels of engagement in each phase. This innovative way of communicating, activating sponsorship and connecting internal users with the XXX Team generated extraordinary results after five months of activity.



“

The proposed innovation in the way of communicating, activating sponsorship and engaging the internal public with the XXX Team brought extraordinary results after five months of actions.

Workplace Features





# Enabling strategic communications

## The challenge

How to change Qualicorp's official communication tool, empowering employees but without necessarily relying on the approval of executives and senior leadership? This was the question Qualicorp sought to answer.

The business wanted to segment audiences and direct the right information to the right person in order to avoid noise and personalize the experience, but also unite different collaborators, areas or brands of the same group to create unity and a sense of belonging. It needed a platform with enough functionality to enhance communication, and also enable staff to contribute and offer possibilities.



Healthcare



10,000



Leading full-service healthcare benefits administrator and management service provider



Largest manager of collective health plans in Brazil



Provides access to quality healthcare for millions of Brazilians

## The impact:

# 85%

of accounts activated within 15 days of launch

# 1.3K

unique views on average per shared post

# 15%

increase in live presentation views compared to before Workplace







## The solution

### A compass for employees

When launching Workplace as its main internal communication tool, Qualicorp's aim was to unite communications in one place. Centralizing information would bring visibility and clarity to everything happening in the company, and also act as a compass to guide employees through changes taking place.

In addition, Workplace's wealth of data and indicators means internal communications can be even more strategic. Users can explore different formats for different content, find the ones they like the most, and ensure that information is flowing throughout the company.

### Communications and objectives

Just 15 days after the launch, Qualicorp made a live broadcast of the presentation of its new brand via Workplace. It advocated that important communication and strategic objectives be made exclusively through Workplace. Workplace now continues to update staff on important topics such as diversity, quality of life, development and organizational culture.



“

Workplace enabled us to achieve our goals of communicating quickly and effectively.”

Workplace Features



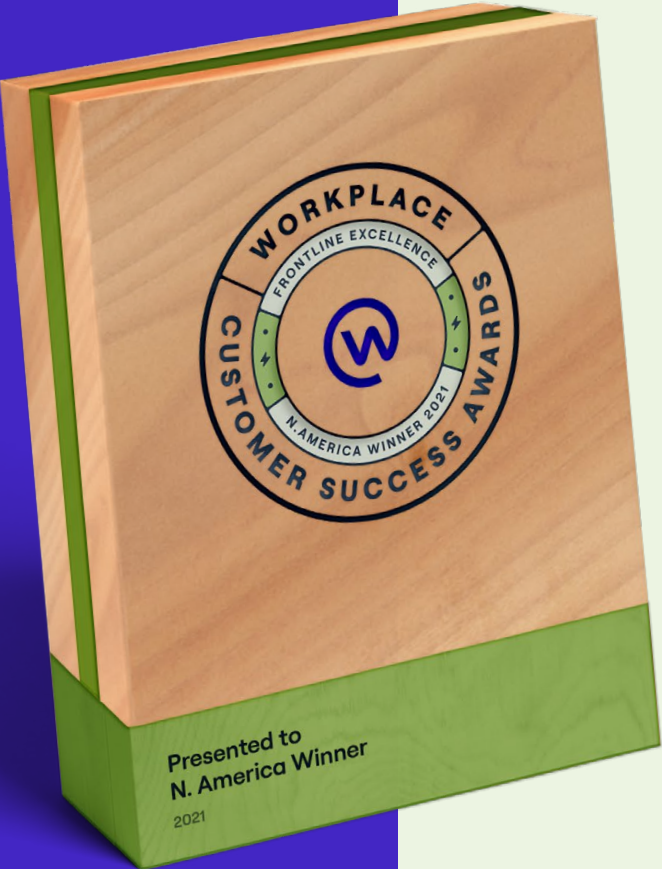
Contents

eXp Realty .....35

McDermott Will & Emery associates ..... 37

Memorial Health .....39

Valet Living ..... 41



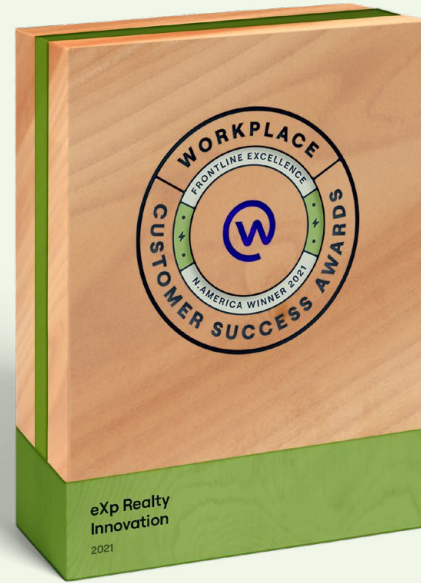


# Revolutionizing real estate with Workplace

## The challenge

eXp Realty's aim is to foster a global, cloud-based community for agents and staff. The business works to keep agents and staff engaged, informed and empowered in a positive and fun atmosphere.

To achieve this, it was looking for a platform to allow agents to communicate, share successes, and build engagement. Agents often share referrals for homebuyers and sellers, and eXp Realty wanted to utilize this collection of knowledge to create a real community based on helping each other earn, learn and grow.



  
Real Estate

  
68,000



Operates a brokerage service for 68,000 agents across 17 countries



Established the eXp Innovation Hub, a collaborative environment for real estate agents, in 2021



World's fastest-growing cloud-based brokerage, powered by cutting-edge technology

Outcomes:

## Increased

net promoter scores

## Named

on Glassdoor's best places to work list

## \$1.1Bn

record revenue reported in 2021







## The solution

### Creating a global cloud-based community

Through Workplace, agents and staff collaborate, attend live virtual training, tune into meetings and instantly reach colleagues through chats, voice calls and groups. By creating a single sign-in, the agents and staff can easily access relevant apps, including Workplace.

### Opportunities through Workplace

Every day, eXp agents and staff post their success stories, share best practices and conversation-starting realty memes, host events and contribute to meetings and classes.

Workplace is integral to daily operations at eXp Realty and its core values of community, sustainability, integrity, service, collaboration, innovation, transparency, being agile and fun.



**“Interacting on Workplace is a way to get and give referrals and discover more information that can help me grow in my career.”**

Workplace Features

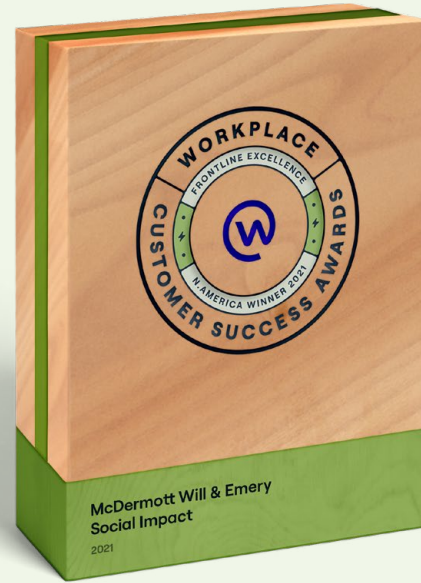


# Rising to new challenges with Workplace

## The challenge

In the wake of the George Floyd tragedy, as communities around the world turned their attention to racial justice, a group of McDermott Will & Emery associates gathered to discuss how the firm might be able to move the needle toward greater racial equity. From this, the idea for McDermott Rise was born.

With an aim to help entrepreneurs of color in securing funding and reaching other critical business milestones to launch and scale their ventures, McDermott created a dedicated McDermott Rise steering committee. However, it needed a platform on which to share announcements and develop and promote the program.



Legal



2,837



International law firm with a diversified business practice



One of the largest grossing law firms in the US and globally



Lawyers represent a wide range of commercial, industrial and financial enterprises

Outcomes:

31

members

\$7M

raised for program member Tynt

Donate

hundreds of hours of legal counsel



## The solution

### Propelling success

McDermott launched the program in July 2020, sharing internal updates through Workplace and external updates on its website and social media platforms. Each year it provides free legal services to entrepreneurs of color, to help them launch and scale their endeavors.

### Onboarding transparency

McDermott Rise members receive free access to webinars, conferences, networking events and all sponsored or affiliated programs. McDermott also helps them navigate complex legal issues related to business formation, capitalization equity compensation, intellectual property protection, employment matters, privacy issues and other areas pertinent to business growth.



“

“McDermott Rise has helped teach us what we didn’t know and worked us toward solutions to new challenges. I can’t sing enough praises of the support they have offered.”

Workplace Features



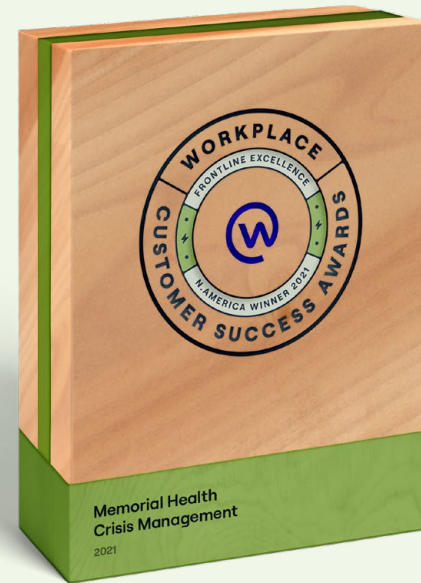


# Enabling communication and education

## The challenge

The Covid-19 global pandemic was the biggest and most pervasive crisis to hit the healthcare industry in over a century. For Memorial Health, navigating the pandemic required swift and solid decisions based on strong scientific evidence, followed quickly by immediate timely communication to its target audiences: colleagues, physicians, patients and community.

Memorial Health anticipated the critical need to keep people informed and in contact, primarily with one another, and then with colleagues throughout the system. For constant, real-time communication, Memorial Health turned to Workplace.



Healthcare



9,300



A community-based, not-for-profit organization made up of 9,300 colleagues



One of the leading healthcare organizations in Illinois



Offers over 70 clinics that provide services for hundreds of thousands of people throughout the region

Outcomes:

# 80%

steady monthly activity

# Solidified

use of Workplace during the pandemic

# Tools

provided by Workplace to reach beyond communication and education



## The solution

### Communication and education

The Covid-19 pandemic suddenly presented Memorial Health with a crisis of unprecedented proportions. However, with convenient access to Workplace on both desktop and mobile, Memorial Health colleagues could stay up-to-date on the latest information, especially when it came to visitor restrictions, masking requirements and vaccine opportunities. But even beyond communication, the need for education was paramount. Again, Workplace provided the necessary tools and features.

### Staying true to core values

Workplace helped Memorial Health stay true to one of its most important core values: creating a safe environment for patients, visitors and colleagues.



“

**“Workplace was our organization’s answer to communicating quickly and efficiently during our planet’s first pandemic in more than 100 years.”**

Workplace Features

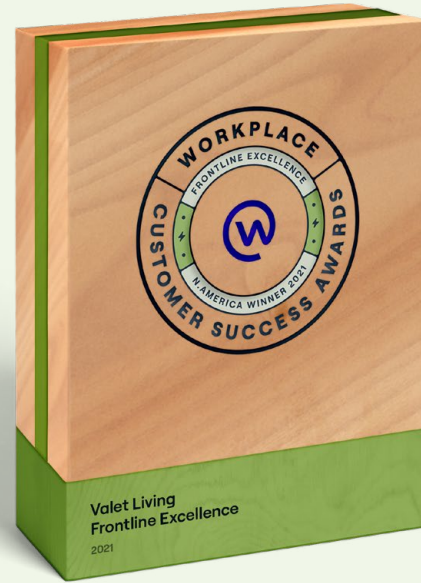


# Creating a sense of community with Workplace

## The challenge

Valet Living's frontline associates did not have access to company email, internet or any company devices. With no way other than a frontline manager to communicate with them, a large gap was created within the company. Although the opportunity for internal advancement was large, the inability for executives to communicate opportunities was causing low employee retention.

On the contrary, the frontline was unable to communicate to executives. There was a clear need to create a space for the frontline to be able to inform executives of their needs, be integrated into the company community and learn about the opportunities to turn their part-time positions into full-time careers.



  
Property



8,275



Only nationally recognized full-service amenities provider to the multifamily housing industry



Services include recycling, apartment turnovers, concierge services, wellness classes, home cleanings & pet visits



Currently services 1.8 million homes a night in 40 states & performs more than 460 million events annually

Outcomes:

**50%**

internal promotion  
rate has doubled

**Growth**

opportunities now visible  
for associates

**20%**

increase in associate  
retention





## The solution

### Bridging the gap

Valet Living chose to implement Workplace as the source to bridge the gap in communication. To start the onboarding process, an account was created for every associate, and default groups were implemented to ensure that all associates would be placed in necessary Workplace Groups.

### Opportunities through Workplace

With the implementation of these groups, Valet Living hoped to create opportunities that would not have been available without the use of Workplace. A weekly Workplace report list is emailed to all Valet Living managers with the percentage of team members activated with a goal of 80%. This weekly report reminds and encourages managers to help their team activate their accounts.



“

I truly enjoy going on Workplace daily, learning from our associates, and getting to see first-hand the amazing work that they are doing.”

Workplace Features



GLOBAL

 workplace  
customer success  
awards

©2022 Copyright.

