

Case study

HP revitalizes The Daily Inc. to better engage employees



HP TeamSite and HP LiveSite deliver a consistent and more personalized experience for visitors

Industry

IT

Objective

Relaunch The Daily Inc. website to deliver a cleaner, less cluttered and more personalized experience

Approach

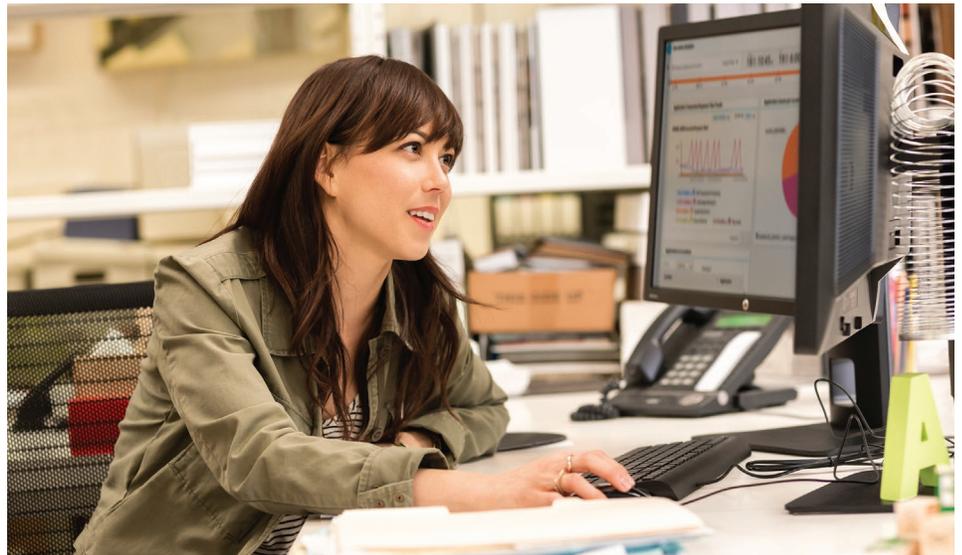
Reviewed external options while making the case for HP TeamSite and HP LiveSite

IT matters

- Reduces time taken to create and load new content, making site more dynamic
- Creates templates across the site, delivering a more consistent experience for visitors
- Avoids the need to book IT resource months in advance, making site more flexible and dynamic

Business matters

- Enables a more personalized visitor experience, creating greater engagement with employees
- Allows site managers to extend use of HP TeamSite to additional sites, saving external vendor and support costs
- Reduces cost by removing need to bring in specialist developers to create new functionality



“The advantages of TeamSite were clear. Consistency, personalization, and ease of use were big factors.”

– Adam Clark, global head of HR Systems, HP

Engaging with employees with a cleaner, more personalized experience

The Daily Inc. is the intranet site for employee services within HP. As HP prepared for separation from Hewlett Packard Enterprise, the site’s managers saw an opportunity to redesign and rethink the service. HP TeamSite and HP LiveSite help deliver a cleaner, more consistent and more personalized experience for users.



Challenge

An opportunity to relaunch and rethink

The Daily Inc. is the new portal for HP employees. Launched in November 2015 to coincide with the separation from Hewlett Packard Enterprise, The Daily Inc. provides a gateway to a host of employee services, from IT requests to travel booking, payroll to procurement.

“The split gave us an opportunity to rethink our employee portal - what we did, and how we delivered content,” says Adam Clark, global head of HR Systems, HP. “The previous site was not ideal. It was cluttered, difficult to navigate and not easy to load new content. There was a degree of inconsistency across the site and a real lack of personalization. There were broken links and visitors being sent to the wrong content. It wasn’t delivering an ideal user experience.”

The Daily Inc. needed to be the polar opposite. Clean, consistent and personalized, with the most relevant content automatically presented to visitors. It also needed to be redesigned, remapped and restocked with new content within four months. The relaunch would take a phased approach: an improved news portal in phase one, before adding country-specific content and additional functionality down the line. And, with resources being channelled into the split, it needed to make best use of in-house staff.

“This wasn’t a rushed job – our priority was to create a great experience for employees,” says Clark, “but it was a deadline we couldn’t miss. We worked with focus groups to determine exactly what users wanted. Four months was enough, but we had to be smart about what we wanted to achieve and what resources we had available.”

Solution

Consistency, personalization and ease of use

The previous, pre-separation employee portal was cobbled together with multiple technologies, including Microsoft® search, custom-built HTML and Vignette content management. “A mish-mash,” according to Clark. “We saw the relaunch as an opportunity to use our own products.”

HP HR already used HP TeamSite and HP LiveSite for web content management and personalization. “It wasn’t a slam dunk that we’d use TeamSite. We had to make the case to the employee communication team, and we looked seriously at external options. But the advantages of TeamSite were clear,” says Clark. “Consistency, personalization, and ease of use were big factors.”



HP TeamSite delivers an easy-to-use, modern web content management (WCM) platform helping Clark's team take control of The Daily Inc.'s multichannel digital experiences. It covers site design, layout, rich media management, and analytics.

Crucially, it ensures targeted content tailored to any type of visitor - whether they are logged in or not. Faster, simpler content uploads empower new content creators to develop digital experiences using a modern drag-and-drop interface. Plus, TeamSite integrates seamlessly with HP MediaBin, allowing Clark's team to organize and reuse digital assets.

"It was an advantage having TeamSite in place and in use with HP HR," says Clark. "Once you have TeamSite in place it's much easier to bring up new sites. Many templates already exist, which is way different than creating each site with custom-built HTML. You're not starting from scratch."

Benefits

Cleaner, more engaging

The new Daily Inc. launched successfully to 50,000 HP employees in 63 countries on November 1st, 2015. As planned, phase one delivered a cleaner, more personalized news portal for HP visitors.

"There is still work to do, but we now have a far greater level of consistency to the site," says Clark. "Using agreed templates makes the creation and uploading of new content far quicker. We can reuse common components. We're also far more personalized."

For example, visitors are now met with industry and country-specific content. "An employee in Costa Rica working in print will have a very different content experience than a US staff member working in the PC business," says Jenifer Dyer, HR Systems manager for the HR portal and content management lead for HP. "TeamSite allows us to recognize – and act on – these differences."

The previous Vignette solution, she says, failed to match this: "It would rotate the same 10 pieces of content, billing them as either 'most viewed' or 'most favorited'. And this content hogged the whole page for every employee."

Pushing existing content to the right audience is only half of the story. Dyer says the real opportunity is in creating new content, faster. "It could be that we want to upload something for employees in Chennai, India, related to the local flooding. Or create news for a small, but very specific team. It's all possible now."

Customer solution at a glance

Software

- HP TeamSite
- HP LiveSite

This makes for a more compelling experience for visitors, but also delivers benefits for the business. Where previously Clarks' team would have needed to plan IT resources up to 12 months in advance or bring in specialist developers, new content can be added using standard employees. It saves costs and makes the site more flexible.

TeamSite, Dyer continues, has created a more efficient content workflow and enables content to be shared with other sites. "Departments can see The Daily Inc. is cleaner and more relevant, and they now see how easy it is to create and load content. That creates buy-in. The more people who want to be part of content creation, the richer the experience."

"HP TeamSite allows us to use agreed templates making the creation and uploading of new content far quicker. We can reuse common components. We're also far more personalized."

— Adam Clark, global head of HR Systems, HP

Content is now being synched with Yammer, allowing readers to comment on content, further improving employee engagement. TeamSite ensures version control, allowing Dyer to find and check previous content: "We are able to take the pulse of employees; we have a stronger legal fall-back."

Clark says work continues on extending the impact of TeamSite. "We have improved the front end of The Daily Inc., no question, but there is still work to do on the end-to-end experience. We want to take TeamSite capabilities deeper, for the procurement, travel and payroll pages, for instance. The goal is to be more consistent. The benefit of TeamSite is that you can make existing components available to other sites.

Dyer says the goal must be to improve employee experiences. "We want employees to be able to do things for themselves, whether it's booking travel or logging an IT request. The better the self-service function, the faster they can get back to their day job selling HP products and developing HP solutions. A more efficient Daily Inc. contributes to this."

Learn more at
hpengage.com

About HP Software

HP Software empowers organizations to understand and engage audiences, reach new customer segments, and deliver dynamic and personal experiences across every channel, including print, web, contact centers, and augmented reality. With a portfolio of industry-leading products, including HP Exstream, HP TeamSite, HP MediaBin, HP Qfiniti, HP Optimost, and HP Aurasma, marketers can increase revenue, conversion rates, and customer loyalty using the diverse and growing volume of information that powers today's world.

Sign up for updates
hp.com/go/getupdated



Share with colleagues



Rate this document

© Copyright 2016 HP Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

Microsoft is the U.S. registered trademark of the Microsoft group of companies.

4AA6-4169ENW, April 2016

