Bringing Basil to life
A case study in passion and purpose
Intranets 2014 Conference
May 2014 – Sharon Stockman

Basil: a case study

- Introducing the Basils
- Bringing Basil to life
- What it took
- The made-over Basil
- Basil’s features
- Measuring success
The old Basil intranet homepage

Basil the dog
The real Basil – in all his guises

Basil's objectives

Basil, should be a vehicle that:
• partners and staff trust and want to use
• makes the right information and tools easy to find and share
• connects our people with our strategy
• connects our people with each other, and
• improves efficiencies.
Our internal messaging

For more than five long years, Basil's been unloved. He's had no voice. He's had no personality. He's been confused. He's been called "frustrating" and "useless". And he's finally had enough. Frankly, so have we, which is why we've decided to give Basil a complete makeover so he can have what he really wants.

What Basil wants more than anything

All Basil wants is to help you and be loved - just a little bit - in return. It's his purpose in life. Basil wants you to work him hard so that he can save you time and effort. He wants to be full of the tools and accurate information you need; and he wants you to be able to find them easily. And if he doesn't have what you want, he wants to be able to tell you where to get it. Basil wants to let you know about what's going on and, as a firm, where we're going. He also wants to know what you think and help you tell others too.
What 2,000 pages of copy looks like

The made-over Basil
More home page

Top navigation menus

Seven more sleepers: our new brand is coming on Monday

There were two words that summed up what we wanted through our brand values workshop—"more attracting". With the brand refresh, these aren’t words you’d ever use as a cliché anymore, but they do reflect what we think we offer and where we want to be.

We’ll be "more attracting" by demonstration, not statement. This means:

- We have substantial and productive relationships with our clients because we care about them.
- We care about being more attractive to the guide as clients use the way they measure success.
- We care about being more attractive to the clients on how we expect to change those success.
Measuring success – the old Basil

Using a scale of 1-5, where 1 is "No way" and 5 is "You betchah", please rate your agreement with the following statements:

- I want to use Basil
- I want to find the information and tools I need on Basil
- The strategy is evident on Basil
- Basil connects me with other people in the firm
- Basil creates efficiencies for me

Measuring success – the made-over Basil

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