



Communication, Collaboration, Transaction & Mobility
The formula behind CCE's social intranet

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Coca-Cola Enterprises



Make
Distribute
Sell

Coca-Cola Enterprises

30 billion servings
to
170 million consumers
in
7 countries

Coca-Cola Enterprises

OUR BUSINESS

Product Portfolio



Manufacturing



Selling & Distribution



Marketplace Execution



Agenda

- CCE Intranet Journey
- Digital Audit: The Context for Change
- Communications Council Governance Structure
- Introducing iConnect
- The Secret Recipe: Communication, Collaboration, Transaction and Mobility
- Embedding technology, changing culture
- Key Learnings



Our Intranet Journey




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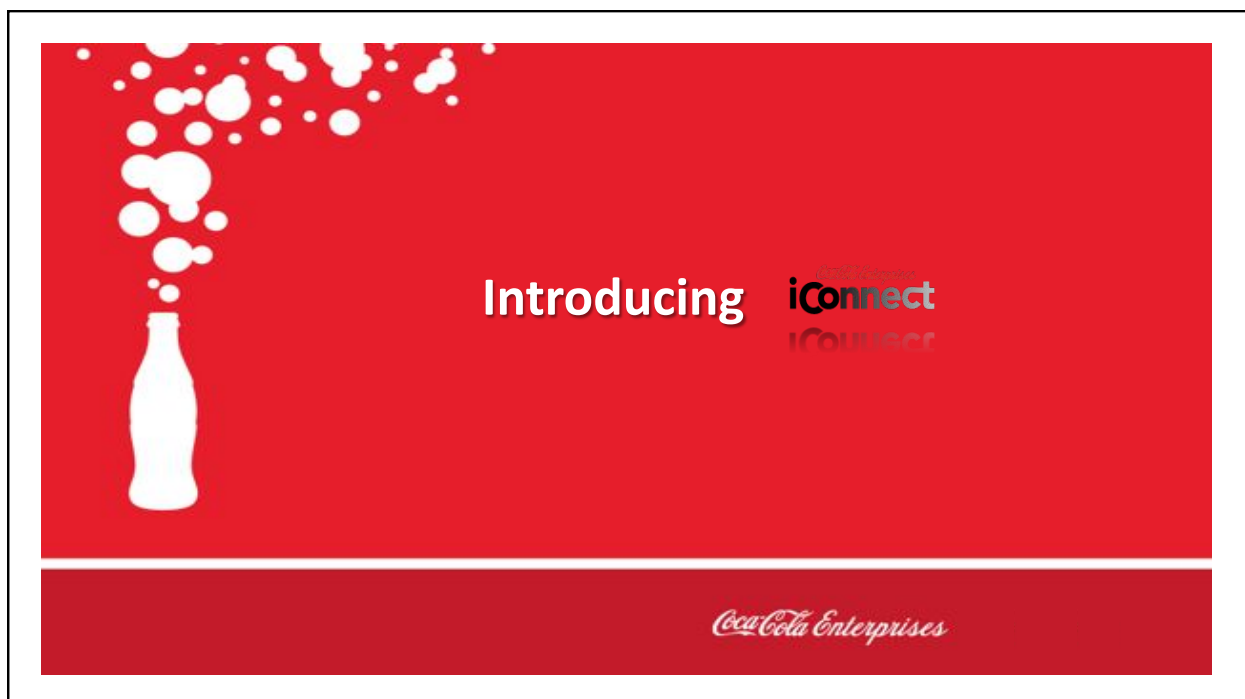
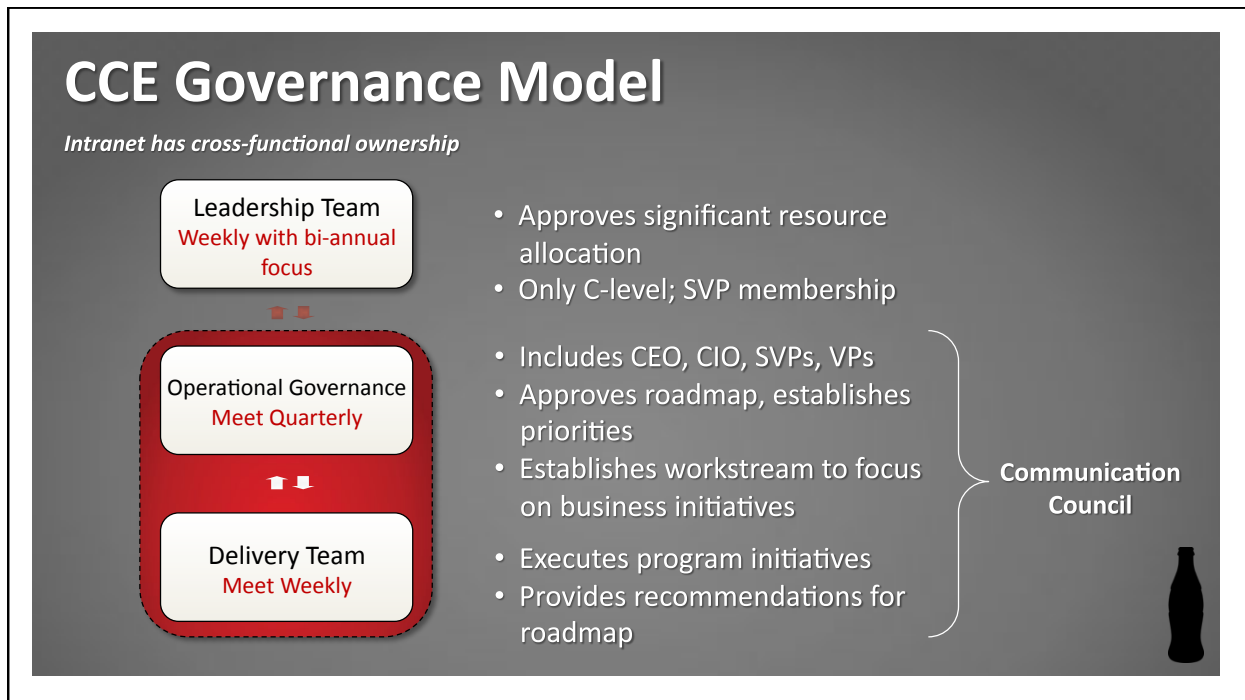
Three key pillars of our research

Online survey	Focus groups	Leader interviews
2 weeks	1 week	3 months
<ul style="list-style-type: none"> ▪ Target audience: c.2,000 'online' employees ▪ Representative sample across BUs, territories and functions ▪ <i>Quantitative insights:</i> day-to-day digital comms users 	<ul style="list-style-type: none"> ▪ Target audience: Supply Chain and Field Sales ▪ <i>Qualitative insights:</i> 8-10 employees per focus group 	<ul style="list-style-type: none"> ▪ Target audience: key business leaders ▪ <i>Qualitative insights:</i> how digital comms can support key business initiatives

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Recommendations were grouped into four areas

Digital communications vision and strategy		
Drives:	Initiative	Output and reasoning
<ul style="list-style-type: none"> • Productivity • Customer service • Employee engagement • Learning & development 	IT enablement	Device review; new hardware to allow universal access to communication and collaboration solutions
	Awareness & Adoption Campaign	Driving appropriate adoption will leverage the current investment and help embed new ways of working into the organisation
	Targeted Internal Communications	Improved intranet; smarter use of other digital and traditional channels 
	Communities of Interest	Social Intranet facility for sharing of ideas and problem solving across region. Improves operational efficiency and drive greater creativity, innovation and employee satisfaction





Consistent experience
One business, one intranet

Intranet Communications
Local, Global, Targeted

Embedded Social
Communities of Interest; Collaboration

Drive HR efficiency
Front page HR info & transaction



Communication


- Strong local lead for internal communications
- Senior leader blogs at local and global level
- Internal advertising banner spaces
- Lightbox controls on videos
- Views, Comments, Likes

Collaboration



- Single space for all collaboration tools: MySite, Chatter, teamsites, blogs
- Full Chatter SSO and integration in May
- My Site OOTB – primary source of employee profile data

Transactions



- HR transactions direct on the homepage alongside targeted information
- Lightbox controls on SAP transactions
- HeRe Online branding consistent with previous launches
- 70:20:10 service plan drives ROI

Lightbox Experience

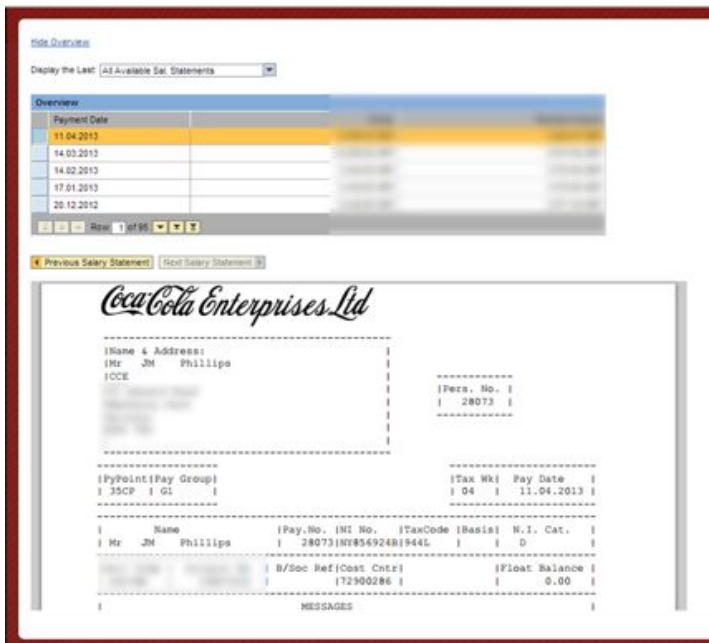
- Internet meets intranet
- Enriches the homepage
- Videos and SAP transactions



Rich Features

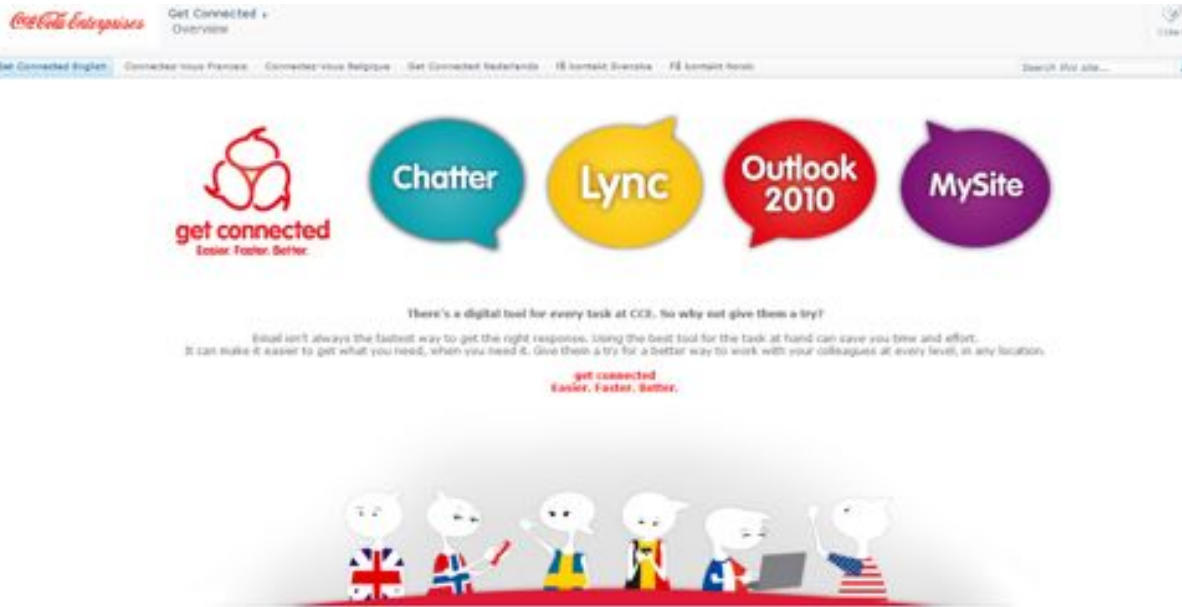
iConnect provides

- HR transactions
- Appraisal process
- CCE Academy
- IDP
- HR To-Do lists
- Objective Management



News Articles

- Local: 5 per week
- Global: 2/3 pw
- Always in local language (10 for CCE)



It's good, but ...



The best of iConnect ...

Communications
Local News, Global News, HR News + Archives, Exec Blogs

Collaboration
Chatter, Lync, MySites, Blogs

Transaction
Payslips, Leave management, Talent Management, travel, expenses

Knowledge Management
Teamsites, policies, company profile, brands



... in your pocket

Communications
Local News, Global News, HR News



Transaction
Payslips, Leave mgt, Talent Management

iConnect
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iConnect Mobile Communications



- Local, Global and HR news available from smartphones
- Targeted content for mobile employees

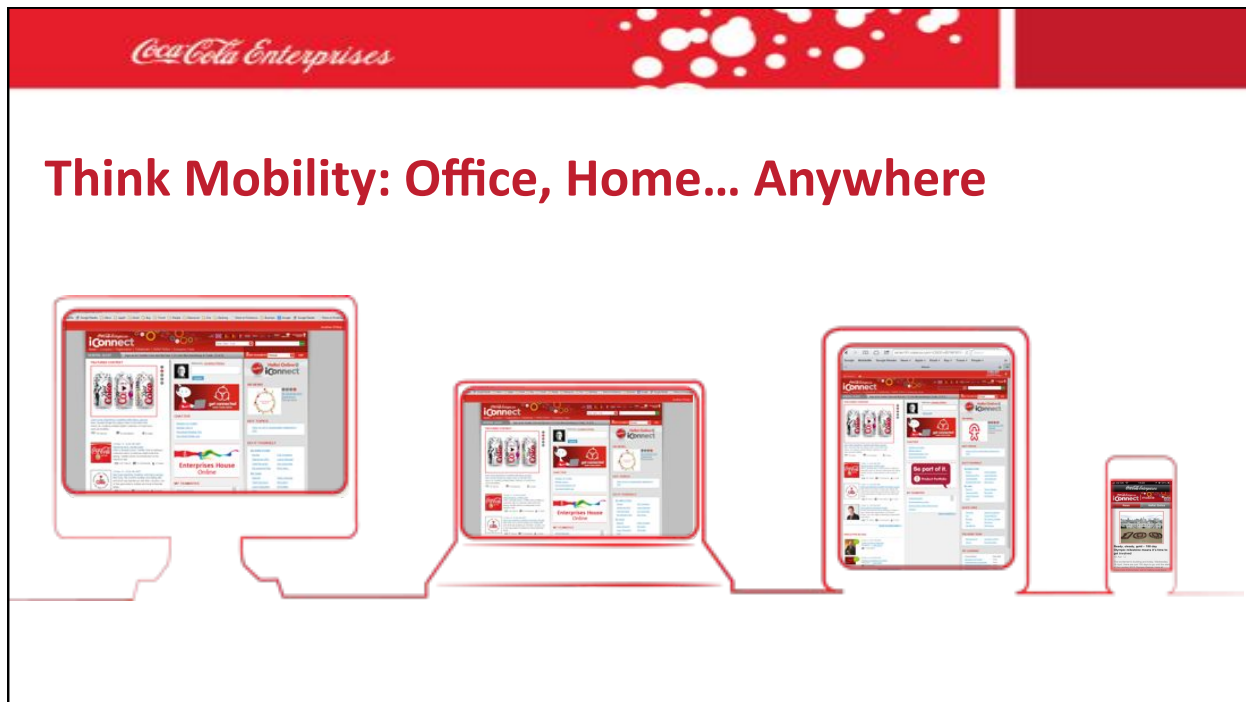


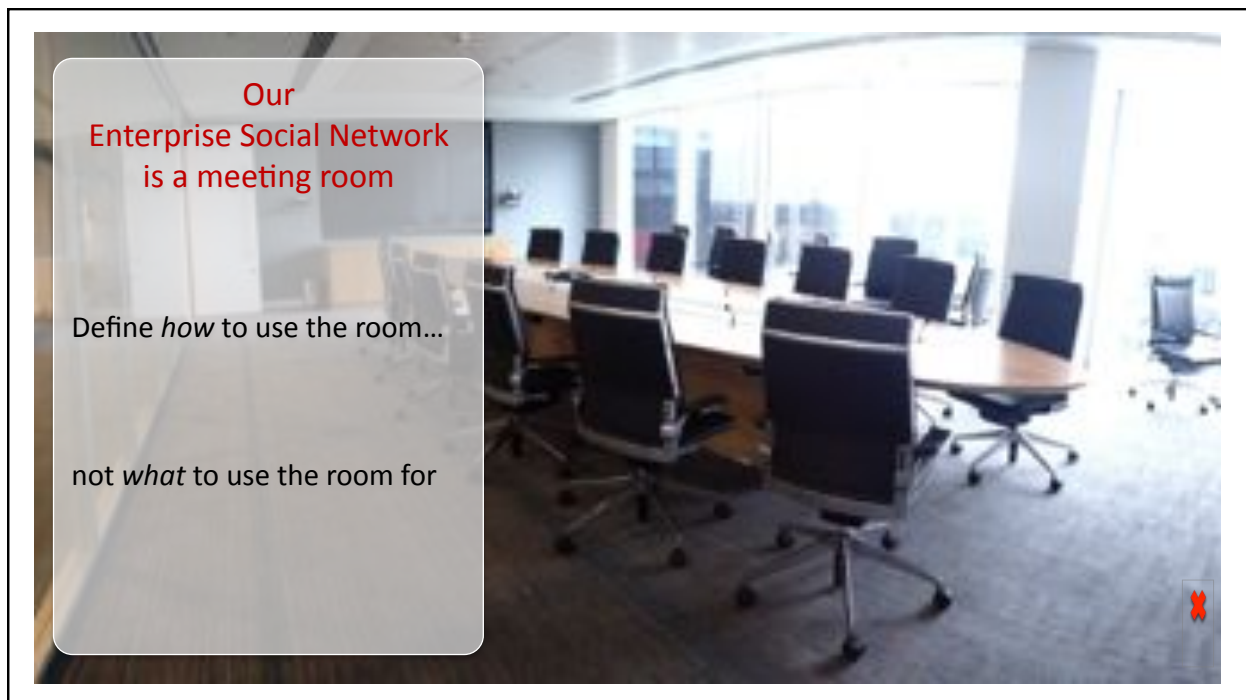
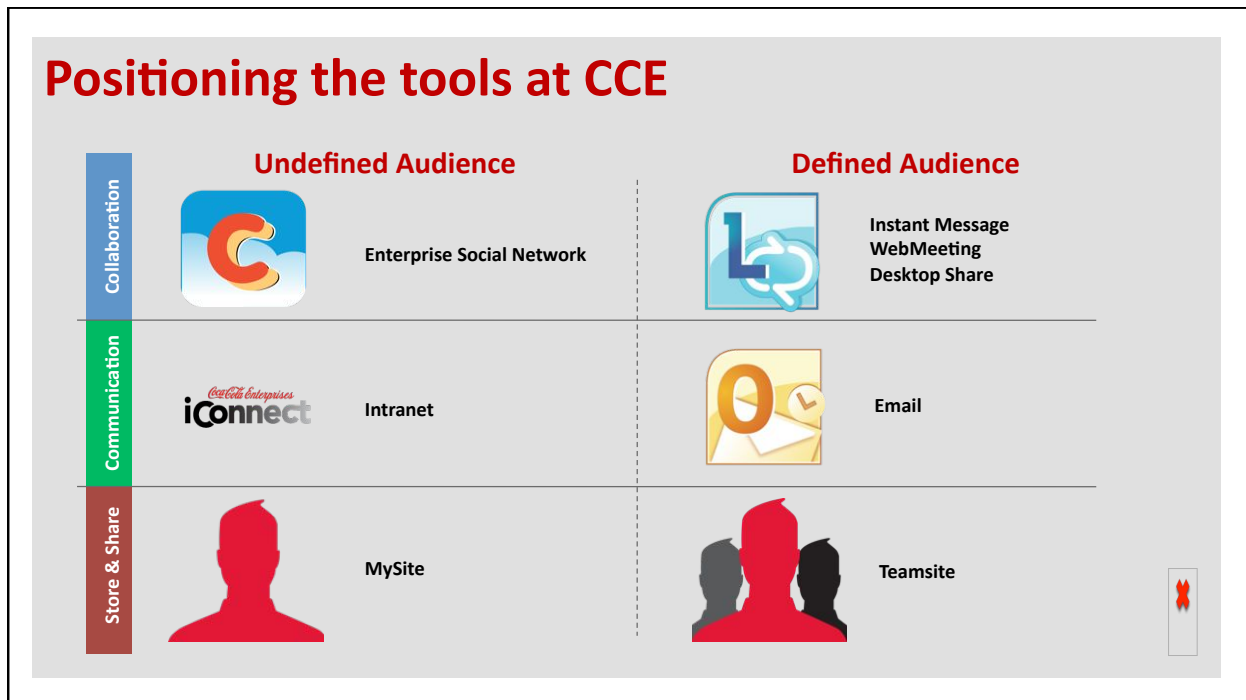
Transactions on the move



- SAP applications, available on 'any glass'
- Key transactions :
 - Labour Distribution Reports and approval
 - Payslip Review
 - Leave Management







Leadership is at the heart of social adoption

Engaging Leaders

- *Walled garden* introduction
- Invitational
- Entrepreneurial

The Role of Leaders

- Legitimises and adds weight to new channel
- Makes processes social
- Living and practising example, drives adoption
- System Entropy: Add energy to maintain order




Transparency, Increased engagement, Improved Ideation, Quicker knowledge transfer



Social Enterprise Strategies at CCE

Strategy	CCE Deliverable
Define the rules, don't define the purpose	Social media guidelines for every employee
Legitimise Social <i>"It's work, not work avoidance"</i>	C-Level execs visibly using Social channels
Find and nurture evangelists	Seed content and community through key people
Integrate into existing workflows	Leadership conferences to initiate thinking
Smart small and build	Chatter launched 6 months before iConnect
Publicise successes	Use IC channels to share successes
Create, then curate	Community Manager roles

Strong Feedback




We needed confident that employees would gain **simple access to tools and information** as well as **connect** with each other and to the business. I think iConnect found the right balance.


Pam Kimmet,
SVP HR

Technology that enables CCE to **win every day**


Esat Sezer,
CIO




International Recognition




Winner
DIGITAL COMMUNICATION AWARDS 2012




#INSIDE STORY
WINNER




Runner Up
DIGITAL IMPACT AWARDS 2012




11th Annual
MELCRUM SUMMIT & SCM AWARDS 2012
Shortlisted



CIPR PRIDE AWARDS 2012 SHORTLIST
CIPR



INTRANET INNOVATION AWARDS
Commendable



Key Learnings

- Build the team: IC, IT, HR, Change Management, L&D, Legal
- Ban Google Translate – translations need the human touch
- Think employee at every step: webparts, pages, locales, intranet
- Benchmark from day 1
- Intranets are journeys, not destinations



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intranetizen

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