



Maarga Increases Content
Update By 5 Times Using
IBM Connections!

Maarga's Adoption Framework

Enterprise Social Adoption is about subtly effecting a big change in the way the organization communicates. Maarga's framework includes common key factors that contribute to a successful rollout of Social Software. It is designed to provide a road map to help organizations plan,

prepare, implement, and sustain Enterprise Social Software. The Adoption Framework was introduced to the client. After some customization, the framework was adopted by them. Many of the elements of the framework, such as the awareness drives, training plan, content restructure and building self-service communities helped the users to adopt the social software.



Enterprise Social Adoption Framework

Maarga Helps European Engineering Giant Adopt IBM Connections And Increases Content Update By 5 Times!

The client is one of the largest Gases and Engineering company with approximately 63500 employees. The company has operations in over 100 countries worldwide.

A pilot run of IBM Connections was started in the year 2011 and 900 users signed up for it initially. But like any large enterprise with a highly dispersed workforce, the client faced the challenges in making the users adopt the social software. Most of the users registered for Connections didn't return to contribute or collaborate. Communities were created but not actively used by the members.



I never knew that adoption is such a critical phase of any collaborative suite rollout. Maarga proved once again that it is the execution that makes the difference between a 'push' of a process and the 'pull' of a fun activity.

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Awareness Drive

Creating awareness about the social platform within an organization is a key for adoption. Numerous methods were considered for the client, so as to cut through the noise in the work life of the employees.

Posters: Custom made posters on IBM Connections features, benefits, use cases were created and deployed at various places and the soft copies were shared across the organization through various digital channels. This created interest among employees and they were found talking about the Connections at break rooms and near water coolers.

Mail Campaign: Mass mailers were sent out to all the employees giving more details about Connections and explaining the benefits of using it, along with the registration link. In order to avoid bulk registrations thereby to avoid server overloads, the mailers were sent out in phases. The mailers were received well by the audience and there was a gradual increase in the number of registrations.

Executive Sponsorship: The top leaders were briefed about IBM Connections and about the benefits. They were requested for support not just to encourage adoption, but to lead as an example by posting blogs for communications and to post status updates. The top leadership took the initiative to talk about the social software at meetings and they started using Connections for their day-to-day work. This created credibility about Connections and sent out a message across the workforce sent out a message to the workforce that it should be taken seriously.

Building the Concept

Now that awareness about Connections was created, working concepts needed to be introduced. Maarga's Adoption Framework provided various options for the client, of which the following were chosen:

Demo for New Users: The list of new users was generated every week and they were sent a welcome mail, along with an invitation to attend a one hour session. Users were given a brief introduction about the features and they were given a live demo of the key features. Time was allocated for the users to ask questions and get them answered. Hundreds of end-users have derived knowledge and benefit from these sessions.

User Group Community: A community for all the Connections users was created and the training materials, best practices, guidelines and other help-guides were posted for the benefit of the users. Discussion Forums were created for different categories such as: Technical Queries, How To Questions, Errors (or) Incidents etc. These forums were monitored every day and the queries were answered by assigned experts. Ideation Blogs were also added to the community to get improvement suggestions from the users.

Video Trainings: Demo videos were created and embedded to the wiki pages of the User Group Community. People who were unable to find suitable time for the training sessions made use of the videos. The videos were helpful for people who wanted to recall what they had learnt during the training sessions as well.

Practical Application

After the users are familiar with Connections, they had to use them in the real life scenarios. A few of the strategies adopted by the client were:

First Steps: Users were asked to do things that could be done easily, such as updating profiles, liking a piece of content, uploading a file on their hard-drive. This provided the initial pull for the users to use Connections, giving them exposure to the real life scenarios. It created a window for them to see what others were doing on Connections.

Use Cases: Use cases from real life scenarios were created and were presented to the users. The use cases ranged from basic activities like sharing a file to advanced ones like managing a project. This made the users understand how they can use Connections in their day-to-day work. They were also allowed to submit their use cases, thereby building a repository of use cases. Basic users of connections became advanced users .

The Impact

No. of unique users increased from 1,694 to 3,392

No. of content updates increased from 10,400 to 51,700

Quantum of content shared increased from 12 GB to 24 GB

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