

How Innostage united 1200 employees with an intranet

Main information about the case *

The main problem was the lack of a single information center - a space for employees where all news and useful information about the company's processes would be collected. This also affected the corporate culture. Innostage lacked a tool that would unite 1,200 people.

After analyzing the market and searching for a vendor, the company's management chose K-Team's corporate portal - a ready-made KORUS Consulting solution based on 1C:Bitrix24.

The intranet has become a strategically important tool for the company, which is simultaneously a source of information for the entire team, a means of communication and a convenient application from the "everything at hand" category.

The uniqueness of the portal is in its microservice architecture, which allows adding new functional modules very quickly.

Main results:

1. There are now about 800 employees - $\frac{2}{3}$ of the team - accessing the portal every day.
2. The portal changes the corporate culture in the company and makes the team more united. It is not only a daily channel of information, but also a good tool that allows you to talk to people directly.
3. The portal gives employees an opportunity to be heard: many start and end their working day on the portal, write articles and comments, actively support their colleagues.
4. The portal saves employees' time when searching for information, as well as due to convenient access to corporate services

How the project has changed users' lives *

How Innostage employees optimized their work:

- The time to receive corporate services and the burden on the HR department has been reduced. For example, one of the most frequent questions was "How many vacation days do I have left?". Now employees can get certificates and see the remaining vacation days in their personal office.
- Managers see all absences of their subordinates in a single schedule, this allows for better planning of the department's workload.

- The number of windows and authorizations that employees have to work with has been reduced. Now the necessary systems can be accessed through a single window - the corporate portal.
- One of the most expected modules - job booking, which was implemented in a single interface using a visual map of the office. Now you can quickly find an employee by name, find out what your neighbor's name is and what department he/she is from.
- Thanks to the Task and Project Management module, it has become much easier to set and control tasks.
- The work of the Training and Development Center in terms of creating and assigning courses and training programs has been fully automated.

How processes in general were optimized:

- The portal highlights points of growth in quite different business processes of the company. For example, the Idea Bank constantly receives suggestions for improving not only the portal, but also other areas. For example, employees recently requested that information about whether food was brought to the canteen be made visible on the platform. For this purpose, the portal organized an online broadcast of refrigerators.
- Employee familiarization with processes and regulations was optimized. Thanks to the Training module implemented by Impact LMS, boring regulations are transformed into interactive courses and online training that can be assigned to certain employees and to which the employee can return at any time.

Business problem and its solution *

BUSINESS TASKS:

- 1) Provide quick access to the necessary information at any time and from any device
- 2) Improve employee engagement in corporate life, establish internal interaction, and, as a result, reduce staff turnover.
- 3) Optimize the work of internal corporate services, increase their traceability
- 4) Provide prompt information about company news and events
- 5) Enable employees to comment on news, events and documents on the principle of a social network
- 6) Reduce the volume of routine tasks and allocate employee resources more efficiently

- 7) Make the educational process easier and more accessible, automate the system of training, evaluation and development

SOLUTION:

1. Stage 1 - MVP implementation

The Innostage team set a tight deadline for the project - 30 days.

In a month, we put together a minimally viable product. We took only those services that were definitely needed and filled them with basic information: a news channel, birthdays, information about new employees, and an idea bank. At the same time we set up integrations with 1C, so that we could spend as little time as possible on manual labor.

Even in the first version of the portal, all information was loaded automatically from the client's HR systems.

Immediately after the launch, Innostage had a large cross-functional team, which now includes representatives of IT, HR and in-house departments, who agreed to work according to the Agile methodology. The product approach made it possible to re-prioritize tasks in time and get a product that meets the needs of the business.

2. Stage 2 - working with feedback

The Innostage team presented the MVP to its internal customer - the employees. For this purpose, they organized a face-to-face and online presentation of the portal at the same time. No less than 500 people gathered - and that was only in the online format. During the presentation we told about the project and its development strategy, showed the product itself, and the demonstration was not on static pictures, but on the product itself - the portal.

Customer feedback is the most important stage of any IT project. It helps to make the final product so that you want to use it. Together with the Innostage team, we analyzed the feedback and based on it we started to make adjustments and improve the portal.

3. Stage 3 - finalization and development of the portal

This stage turned out to be the longest. For the first three months, we were communicating with employees, tweaking technical aspects. Then we started to add functional modules to the portal, which were requested by internal business customers (HR Department and Internal Communications Department): a training module, an office booking card, and others. The training module was taken from iMPact LMS and integrated with the portal. This vendor is focused on products for HR processes (training, development, assessment, etc.), and this focus gives it a huge competitive advantage over other offerings on the market.

We also added gamification, organized a merch store, and accrued points for different achievements. Once the updates were up and running - again organized a broadcast for the employees.

4. Stage 4 - portal maintenance

After the second presentation, colleagues from Innostage began testing the value hypothesis, tracking statistics: which sections are accessed more often, by whom, what tools employees lack. They launched an idea bank on the portal, where employees submit various suggestions for improvements and features. All this information was used to form a roadmap for the portal's development.

Business results

- The search for employee contacts has been reduced from 5-10 minutes to 30 seconds (now it is enough just to type their full name into the search bar).
- Audience coverage of mandatory courses has increased from 0% to 79%, with the ability to automatically monitor course assignments and completion.
- We measure employee engagement by our Friday posts, which we do in a free - fun or nostalgic way. We always get a lot of reactions, likes and comments.
- The portal now has a section called "Chief's Column", in which the company's CEO talks about plans, strategy, and significant results from the first person. The information coverage of the company's personnel with such information increased from 4-5% to 70%.

In-house developments, realization, technical details *

The portal is built on the principle of microservice architecture. The combination of modules together with the portal's PR strategy within the company and its positioning as a tool and channel for promoting corporate values, as well as a digital workplace, is a unique and integrated solution. Which can be subsequently scaled to other companies.

It is also worth noting the use of flexible methodologies (Agile, KANBAN, SCRUM) and the positioning of the portal as a product for users, not as another information system. This approach allowed forming hypotheses of demand for modules and testing them, ensuring a tight and constant delivery of value to users, keeping them interested, engaged and working to retain them.

Insights, hypotheses, creation process and interaction with the customer *

At the start, the implementation team did not clarify the business requirements of internal customers (e.g. HR) in order to get value from the portal implementation quickly. This was a strong risk, as the product might not be in demand in the company. However, at the MVP stage the portal had only the most necessary and basic services - company structure, directories, news block, task and project management. And this stage did not require critical funding. The team made every effort to make the portal an everyday working tool after the launch, and the risk was justified.

Customer comment

First Name Last Name **Anastasia Kupriyanova**
Position **Operations Director**
Company **Innostage**

The introduction of the intranet has triggered a change in the corporate culture: people started to get to know each other better, send thanks to colleagues for their help and become more involved in the company's life. One of the most expected wow-modules is job booking, which was implemented in a single interface using a visual map of the office. Now you can quickly find an employee by name, find out what your neighbor's name is, and what department he or she is from

Project Team

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Project start date: December 2022

Other info

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We use technology to respond to strategic questions, develop innovative competitive advantages and implement solutions that bring measurable results.

Our team consists of professionals with years-long experience in IT and key industries. We understand profoundly issues that companies face every day and we are ready to provide an appropriate solution.

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