

# Service Spring Corp Case Study

Socialcast helps foster collaboration, teamwork, and productivity



*“Socialcast has brought our company closer together. Because of Socialcast, we no longer have ‘departmental islands’ and have broken down communication barriers.”*

— Katie Schroeder, Multimedia Producer, Service Spring Corp

## AT A GLANCE

### Industry

Manufacturing

### Corporate Headquarters

Maumee, OH

### Employees

165

### Socialcast Users

150

### Website

[www.sscorp.com](http://www.sscorp.com)

## IN BRIEF

### Business Challenge

Simplify communications across multiple sales offices to get work done faster and more efficiently without email.

### Socialcast Solution

An easy-to-use platform that provides common access to company information and real-time conversations.

### Business Impact

Greater transparency in communication enhances collaboration, teamwork, and productivity.

## SERVICE SPRING CORP

Service Spring Corp, an overhead door supplier and manufacturer founded in 1962, sells products globally to garage door dealers, distributors, and manufacturers. It operates manufacturing and distribution facilities for complementary products in Ohio and California.

## Business Challenge



With multiple locations and remote sales offices in the US, Service Spring needed a way to unite its dispersed workforce to communicate faster and more efficiently. This was particularly important for people who didn't have a corporate email address since email is the primary means of communication at Service Spring. The company was also using project management software, but it needed a way for different groups and departments to work more effectively together on projects.

In 2011, the management team, with the support of CEO Mike McAlear, conducted an interdepartmental review among its employees to assess where the company needed to improve. Communication was ranked as the number one area requiring attention. Because departments were operating in many organizational silos, the company and various groups had to spend some time trying to find the right person when specific company or project information was needed. They realized they needed a platform that not only served as a common repository of corporate information and answers to commonly asked questions, but also where topics could be introduced for real-time conversations.

## Socialcast Solution



Katie Schroeder, Multimedia Producer at Service Spring, was the person who would act as the company's primary promoter of the chosen platform. The team researched a number of Enterprise Social Networking platforms that they thought would appeal to both end-user employees and the company's technical and IT staffs. Immediately, the team recognized that the Socialcast platform had the best out-of-the-box experience. They determined that Socialcast had the right feature set for their use cases and corporate culture, and was also the most cost-effective solution for their needs.

To promote participation, Katie and her team introduced Socialcast as both a professional and personal social tool that was fun, easy-to-use, and one that would improve productivity the more it was utilized. Katie conducted training sessions for the company and proposed an 80/20 method for use. That is, 80% of the participation would be work-related content, and 20% would be more personal with topics and groups encouraging connections around sports teams, music, or other hobbies and interests.



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*"I've been at the company for five years and I've learned more on Socialcast in six months than I have learned in all the time that I've been here."*

— Service Spring Corp employee

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## Business Impact



Within weeks, almost 60% of the employees were using Socialcast on a regular basis. Part of Katie's responsibility was to monitor the usage data pertaining to Socialcast and she found that employee engagement increased immensely as employees began with more personal areas and proceeded to engage more naturally on company-related content. She recognized that the ability to connect personally laid primary foundations for relationships that led to improved communications among people in their workplace. Employees reported that they welcomed the new transparency and accessibility between upper management and employees, and they were inspired by a new sense of community.

California-based employees said they experienced a sense of being more a part of the company because Socialcast provided the means for their ideas to be heard, as well as facilitated direct access to people in different departments. Socialcast also directly enhanced knowledge sharing between tenured and executive-level employees and new and front-line employees. One individual said, "I've been at the company for five years and I've learned more on Socialcast in six months than I have learned in all the time that I've been here."

### **Additional Benefits:**

- » *Improved team communication and work collaboration effectiveness by 40% – 60%*
- » *Improved employees' connections to each other and to managers and executives by 60% – 80%*
- » *Increased employees' understanding of how they contribute to the business by 20% – 40%*
- » *Increased employees' knowledge of the corporate mission, vision and values by 40% – 60%*



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