

The Business House

Socialcast Mini Case Study

“The key benefit Socialcast provides for us is the ability to communicate quickly with fellow employees across dispersed locations more easily and in an open and productive way.”

— Naziruddin Panakkat, Chairman of The Business House



Introduction

The Business House is a diversified group of companies based out of India (Kannur), with business interests in Automobile dealerships (Suzuki Motorcycles and Honda Cars), Real Estate and Project Lighting.



Business Issue

The Business House has been growing rapidly over the last three years, opening new companies and remote branches across various locations within the Kerala state in India. Its workforce grew exponentially, doubling in size year after year, and the management team wanted to preserve their small company culture. They believed an Enterprise Social Network would add value to their employees' work experiences and boost productivity by providing a platform that could easily connect everyone. They wanted an easy-to-use, engaging interface with practical features and functionality that would encourage participation and help maintain their corporate philosophy.

HR Manager Sudha Bharathan led pulled together a small team to evaluate Enterprise Social Network solutions. By far, they found Socialcast to be the most user-friendly and easiest to use. From an IT perspective, Socialcast provided all the appropriate features and functionality needed to manage the environment easily and with minimal resources. Key to their decision was Socialcast's feature set, particularly Town Halls. Sudha said “Socialcast features met all of The Business House's requirements, exceeding all of the other solutions evaluated, and offered us creative new ways to engage with fellow employees.”



Socialcast Solution

Socialcast has changed and improved the way in which The Business House employees and management communicate. While email is still widely used throughout the company, the Socialcast platform is preferred and used more often. The company's philosophy and corporate culture strives to minimize managerial hierarchy and to limit communication delays that can accompany excessive management processes. Because the Socialcast platform facilitates fast, direct, and private correspondence among any and all employees, The Business House can work more efficiently while connecting more employees, regardless of their position or title at the company. Candid and thoughtful conversations occur, with senior management participating along with employees across all levels of the business. Management attributes improvements in communications, attitude and culture to the Socialcast solution.

Individuals and teams use Socialcast to connect and share best practices and experiences, and to keep group project work on track. The Business House uses Socialcast to conduct monthly sessions called “Talk Your Mind,” and they use Socialcast's Town Halls to make these meetings more interactive and engaging; what had been fifteen minutes of monologue have become extended full-day sessions that encourage robust dialogue well beyond the in-person meeting. The ease of use of Socialcast has enlarged both interest and participation in these monthly meetings, according to management.

At The Business House, employee participation with Socialcast is not mandatory; it is viral. As more people sign on to Socialcast, participate, and enjoy their experiences they share with their teammates and colleagues and the community grows naturally and organically. The company promotes the platform through email invitations, during new employee orientations, and staff members direct employees to seek out all corporate news and information through Socialcast. Human Resources also hosts discussions and programs through Socialcast as well, which has encouraged and expanded participation.