

Global Transportation Services

Socialcast Mini Case Study

"I can communicate with the whole organization at once in real time!"

— Global Manager



Introduction

A global transportation services company needed to connect employees at headquarters with colleagues around the world in a real-time virtual team. Internal communications were challenging; instant messaging was not widely used by enough people to be effective, and email was useful only for people in the same time zone or country.



Business Issue

Management sought to improve the processes, productivity, and communications for these cross-functional project teams. Seeing that younger employees used social tools far more often than email, they also knew they needed to find a communications platform that would engage the entire workforce.



Socialcast Solution

The IT team partnered with a select group of employees to evaluate a number of Enterprise Social Networks and chose Socialcast. They appreciated the Socialcast platform's ease of use, ease of setup, and user-friendly interface, which ultimately meant fewer demands placed on IT staff for support and maintenance.

As the IT staff began promoting Socialcast to the rest of the company, they compared it to all their various internal project management tools. It became apparent that Socialcast could eliminate most of them. Over the next 12-24 months, the use of Socialcast spread and completely replaced these extraneous tools. Socialcast streamlined processes, provided a consistent look and feel to the organization of each project, and organically encouraged more collaboration among employees. Management found the use of Socialcast enormously beneficial; not only to the bottom line, but also to employee productivity.

Within months after deploying the Socialcast platform, poll results showed that employees considered Socialcast "mission-critical" to their respective jobs. Specific improvements to employee communication improvements were measured as follows:

- Improved team and departmental communication and collaboration by 10% - 20%
- Improved employees' connections with both colleagues and management by 20% - 40%
- Increased understanding of how one contributes to the business by 20% - 40%
- Increased knowledge of the company mission, vision and values by 20% - 40%