

Global Blue, a Financial Services Company

Socialcast Mini Case Study

"It's a common platform for communicating and sharing information."

— Director, Global Blue



Introduction

Global Blue SA provides merchants with access to international travelers who shop and spend abroad. This financial services company enhances tax-free transactions between merchants, banks, and shoppers worldwide, and facilitates currency choices that allow international travelers to pay for products and services in their home currency.



Business Issue

Like so many international companies, Global Blue needed a better way to keep its employees around the world connected in real time. The company recognized that its existing systems were outdated and unable to support modern ways of communicating. The management team wanted a platform that could improve productivity and collaboration by giving everyone the ability to share important information and best practices. They wanted a platform that would encourage more employee interaction among team members and with managers, creating a sense of community and improving morale.



Socialcast Solution

Global Blue evaluated a number of enterprise social networking (ESN) solutions and unanimously chose Socialcast for having the best overall out-of-the-box experience. The evaluation team considered both end user experience as well as the technical resources required to set up and maintain the system.

Socialcast surpassed all other ESN solutions considered in its ability to be easily deployed and configured, requiring very few technical resources to set up and maintain. Both social media-savvy and novice users alike found the interface very intuitive, easy to use, with little if any training required.

Global Blue employees quickly took to the Socialcast platform, happy to participate in this new, more effective way to share information, ideas, and experiences. Participation grew exponentially within months. Both employees and decision-making executives agreed that Socialcast had greatly improved the way everyone can work together, with early results measured as follows:

- Improved team communication and work collaboration effectiveness by 20% - 40%
- Improved connections among each other and with managers and executives by 40% - 60%
- Increased employees' awareness of how they contribute to the business by 20% - 40%