



## INDUSTRY

Media and Entertainment

## CORPORATE HEADQUARTERS:

New York, NY

## EMPLOYEES

15,000+

## SOCIALCAST USERS

5,000+

## WEBSITE

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

## BUSINESS CHALLENGE

Facilitate communications across multiple countries to bridge cultural differences, improve collaboration, fuel innovation, and increase productivity.

## SOCIALCAST SOLUTION

Eliminates geographical barriers to teamwork; more effective than email.

## BUSINESS IMPACT

Socialcast boosts productivity and accelerates innovation by making it easier to share best practices, find answers fast, and align executives and employees.



DIRECTV Latin America is the leading provider of digital television entertainment services in Latin America, and is one of the operating units of DIRECTV, one of the world's leading providers of television entertainment (traded on NASDAQ under the ticker symbol DTV).

DIRECTV Latin America delivers a premium video experience through state-of-the-art technology, unmatched programming, and industry-leading customer service to more than 18 million customers.

DIRECTV Latin America provides service in the region through three divisions: SKY Brazil, SKY Mexico and DIRECTV PanAmericana, which covers Argentina, Colombia, Chile, Ecuador, Peru, Puerto Rico, Venezuela, the Caribbean and Uruguay. The company currently employs more than 15,000 people in the region.

## Business Issue

Spread across multiple countries in Latin America, DIRECTV's Latin America workforce is geographically dispersed and culturally diverse. While a large percentage of employees have access to the Internet and use email for work, there was no single collaboration/communications platform for all countries. Building a cohesive company culture through email, phone, and travel was proving a challenge.

Using traditional means of communication, employees were finding it difficult to understand the organizational structure or to identify their respective functional counterparts in each country. As a result, synergies were overlooked, with duplicated resources on one project and gaps left on another. Potentially useful information remained trapped within email or country-specific operational systems, making it tough for employees to find business-critical resources.

The DIRECTV Latin America leadership team wanted a way to break down these geographical communication barriers and facilitate information sharing across the region. They wanted to make it easier for employees to share information such as documents and presentations, to collaborate, and to ignite conversations about ideas and strategies across country boundaries. The solution had to be more effective than email, and it had to be simple to use, cost-effective, and easy to deploy.

## Socialcast Solution

While not avid social media users in their personal lives, Bruce Churchill, President of DIRECTV LatinAmerica, and Jacopo Bracco, President of DIRECTV PanAmericana, understood the value of a social media platform for creating connections and streamlining conversations. Seeing the potential for social networking in the workplace, they joined forces with the web development and new media team to evaluate several leading enterprise social networking platforms, including Socialcast®.

Socialcast quickly emerged as the best platform for the organization's needs. The team found that Socialcast was far more than a place to post comments; it provided a forum for sparking ideas and making them better. Socialcast made it easy to create, share, and discuss ideas, either within a specific group or across the entire company. Conversations around ideas, as well as the ability to "like" them, were now in one centrally accessible location, giving groups a new way to collectively hone best practices and improve services.

***“I find Socialcast to be a highly effective communication tool for a global workforce.”***

Jacopo Bracco  
President,  
DIRECTV PanAmericana

The ability to create a post and edit it as things changed was also appealing, as it meant content could be kept current and relevant. Ultimately, Socialcast won out on every criterion: a user-friendly and familiar interface that needed little training, easy deployment with minimal demand on IT resources, and cost.

Incredibly, there was no official rollout of the Socialcast platform, which was rebranded internally as the VOX community. Bruce and Jacopo kicked off the launch by example, sending out positive messages about the tool, its value, and how it can be used in lieu of email.

“Socialcast is the most effective way for me to communicate to a broad audience and to stay up to date with the many initiatives and events happening throughout our operation. It is far superior to sending group emails,” says Bracco. In fact, he encourages employees to reach him through Socialcast, not only to receive a quick response but also to benefit the community from the open dialogue.

### **Business Impact:**

Of the approximately 8,000+ employees in Latin America with access to the tool, more than half are actively using VOX and this number continues to grow.

DIRECTV Latin America executives are committed to creating a more fluid, people-centric workplace by leveraging social technologies. “VOX helps us share best practices across geographies in a way that was not possible before,” says Bracco. “Individuals, and ultimately the company, benefit from open, transparent communication. With VOX, we can increase dialogue between our executives and the rest of the company. I find it to be a highly effective communication tool for a global workforce,” he adds.

Efficiencies resulting from increased use of VOX can be measured in a variety of ways. By making it faster to find just the right piece of information or the answer to a question, VOX can save time, from days to minutes, and boost productivity enormously. Perhaps more important, VOX has given DIRECTV Latin America employees the opportunity to share and learn, and to feel a part of an organization larger than their local office or functional team. This has had a dramatic impact on morale and engagement.

Ana Diaz, senior manager of Internal and Corporate Communications for DIRECTV Latin America, relays how a member of the organization developed a presentation to answer complex and commonly asked questions about the product, and shared it on VOX. Within weeks, it had generated more than 100 comments and hundreds of “likes”. It continues to receive comments and downloads and has proved to be a document many people need. “Without VOX, people were spending significant amounts of time trying to identify and contact the right person to answer questions. With VOX, these answers are now easy to find and instantly accessible by everyone,” Diaz explains. The added benefit is that the team member who developed this highly-valued presentation feels recognized and rewarded for his efforts.

While Socialcast solves many communication and collaboration challenges facing geographically dispersed organizations, Diaz points out that many cultural differences still exist regarding how (and how often) people prefer to interact with each other in an open forum. DIRECTV Latin America is working through these challenges and overcoming hurdles by example. Creating groups within Socialcast, either by topic or area of interest, is helping to make content more relevant for employees, resulting in greater use. “VOX has helped make us more aware that we are a part of a larger company, and see further than our own individual country operations. As a part of a broader network of people, we are all unified in facing similar challenges, sharing similar experiences, and solving similar problems,” says Diaz.

