Step Two

Intranet & Digital Workplace Awards

#IDWawards

Use this document to **describe your entry**, and why it's worthy of an Award ☺ Once you've completed this document, use the online form to finish your submission.

Full instructions on how to enter for the Awards can be found online.

The closing date for entries is **18 April 2025** (any time zone).

Contact Steve Bynghall from Step Two if you have any questions or need some advice.

Submission acknowledgements

- **Submitting organisations give full permission for Step Two to use the content and screenshots** in the Awards report, as well as in other publications and presentations.

- As the results of the awards will be communicated widely, **please ensure that no confidential information is included on screenshots**.

- When used or published by Step Two all submitted ideas and screenshots will be **fully credited** to their respective organisation.

- All material and screenshots submitted will only ever be used in **positive ways** that reflect well on the submitting organisations.

Your submission

Please use this Word form to submit your entry. Simply enter your details under the different headings but please try to avoid duplicating information within the form.

Tip! When judging entries, we are relying on the information you provide in these sections. In general, write more rather than less (although entries should not be of extreme length), and don't forget to focus on the business benefits provided by your idea. The more evidence, examples, numbers and quotes you can provide, the greater the chance you have of winning a beautiful glass trophy.

You are welcome to **embed screenshots** in the text to describe what you've done, but please note that we will **also need them to be recorded at the end of the form, and the images should be uploaded as a Zip file on the online form.** (Please also don't embed any images that you're not able to also upload.)

Use this sample entry to give you insights into what makes a winning entry. It's a fictional company but we've taken inspiration from our previous winners with parts of different sections resembling some of the entries submitted. We've also added a few relevant screenshots from winning entries too.

Bear in mind that every project is different. For example, in this sample entry we write about governance, but you don't need to necessarily cover that in your entry.

Your entry also does not need to be as extensive as this! Remember, we've added lots of bits from great entries. Every project has different strengths.

The length of the text here is about 5,400 words of original text describing the entry. Generally, entries stretch from around 3,000 words to a maximum of 7,000 words at the very most. You certainly don't need to have over 5,000 words – it really depends on your entry.

This entry has 12 screenshots, but most will include more images than this. You can include up to 30. Where appropriate, anything sensitive should be blurred out on a screenshot. We prefer blurring to blocks or strips to cover any redacted areas.

We hope you find this sample model entry useful!

Your name	Firstname Lastname
Your email	firstname@robertsonrogers.com.au
Organisation name	Robertson Rogers

DESCRIPTION OF ENTRY

Please provide a full description of your project or initiative.

This section is usually used to provide an overview of your project, the main challenge and some of the strategic context. Some entrants choose to make this section very short – even just a couple of paragraphs.

Robertson Rogers is an Australian legal firm based with offices in Sydney, Melbourne and Brisbane. Our 70 partners and 600 staff specialise in commercial, property and employment law, helping businesses of all sizes with astute guidance and technical know-how. With a

heritage stretching back to 1954, Roberston Rogers is recognised as one of Australia's leading law firms.

Our intranet, The Eagle, was launched back in 2010. Over the years it has come to be regarded as a valued resource with over 75% of users within the firm visiting each day. However, since 2021, adoption had begun to slip, primarily due to a number of issues:

- Search was poor with users complaining items are hard to find.
- A lot of the content was out of date.
- It was not available to view on mobile devices.
- It could only be accessed outside the firm via a VPN solution which is not always convenient.
- The user experience and design were outdated – the last redesign was in 2018.
- It lacked many of the features that you would find in a modern intranet solution.
- There was no opportunity to integrate any of the firm's core systems or applications.
- It was difficult to update and too expensive to add new features.

One major problem was that the mature technology behind the intranet posed a security and maintenance risk. The original intranet was a custom-built solution that was produced in-house. However, the development team who built it had long left Robertson Rogers and while the intranet's frequent glitches were usually solved, there was no full support for the intranet. There was a significant risk that we would not have the in-house expertise to get the intranet back up and running if there was a major issue. Perhaps most importantly, it was felt that there were potential security risks around the continued use of the intranet.

In 2023 a new modern workplace programme was introduced into the firm to modernise ways of working. This has centred around the use Microsoft 365 throughout the business, with the use of Microsoft Teams and SharePoint Online. In 2024 Robertson Rogers also refreshed its brand with a new logo and colour palette, and refreshed design standards.

The combination of the high risk around the intranet, the opportunity to leverage SharePoint Online for a new intranet and the need to update the branding, meant a business case was approved to upgrade it to a modern platform and improve the user experience. Project discovery revealed a deeper opportunity in the design of the interface and content to achieve an intuitive experience for users that is more findable, useable and trusted.

The new intranet was delivered as part of our wider modern workplace programme and uses a combination of out-of-the-box Microsoft 365 technology and the *Wonder Intranet* platform. The new intranet – Falcon – is designed to be a resource that helps all employees with their daily work, find what they need and stay informed, helping to increase productivity and efficiency, support engagement and ultimately help deliver world-class advice and guidance to our clients.
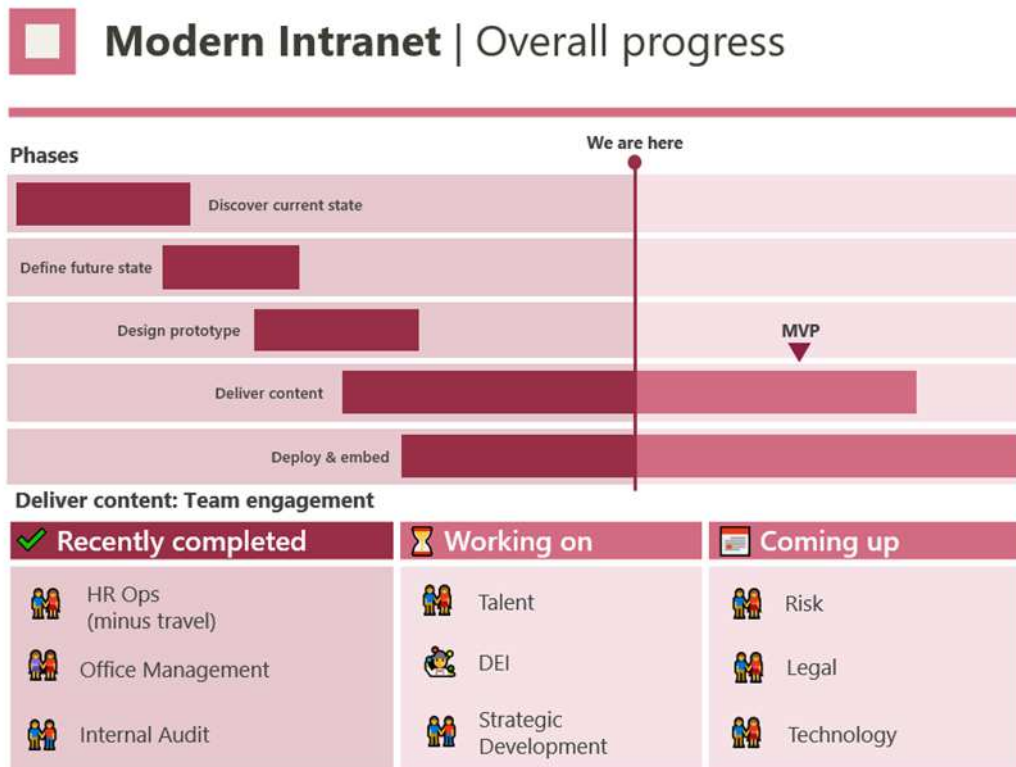
IMPLEMENTATION

Tell us your story. How was your project / initiative implemented?

This section is usually used to provide an account of the implementation of the project, telling the story highlighting any good practices on the way. For this sample entry we've taken inspiration from previous winning entries.

The project was delivered with seven main stages:

1. **Discover current state** – Identify and engage with key stakeholders and understand the current environment through user research.
2. **Define future state** – Conceptualise and validate future menu structure, define principles and approach.
3. **Choose the technology** – Select the base technology and product.
4. **Design and build technology** –Create the new environment, apply principles to templates, plan delivery based on approach.

5. **Deliver content** – Educate content owners, content redesign, populate the new environment, user testing, implement content governance.
6. **Deployment and launch** – Launch communications, technical cutover, floorwalking, post implementation review.
7. **Iterate and improve** – Post implementation review, improvement cycles, product management.


Fig. 1 – A timeline showing the implementation of phases during the project. (Screenshot appears courtesy of Guardians of New Zealand Superannuation).

Discover current state

Our 670 partners and staff are at the center of the new intranet and rely on Falcon to access news, information and key systems. To ensure we had good stakeholder engagement and covered all bases, the project team used ThinkPlace's "four voices" model, including the following voices in conversations about the new intranet:

- **The voice of intent** – The intranet's business owner and system owner, who set the project direction.
- **The voice of expertise** – Technology vendors and content subject matter experts, who ensured technical & factual accuracy.
- **The voice of experience** – Users and peers, whose experiences input into design decisions and project delivery choices.
- **The voice of design** – Project governance and delivery teams, who oversaw and implemented the project.
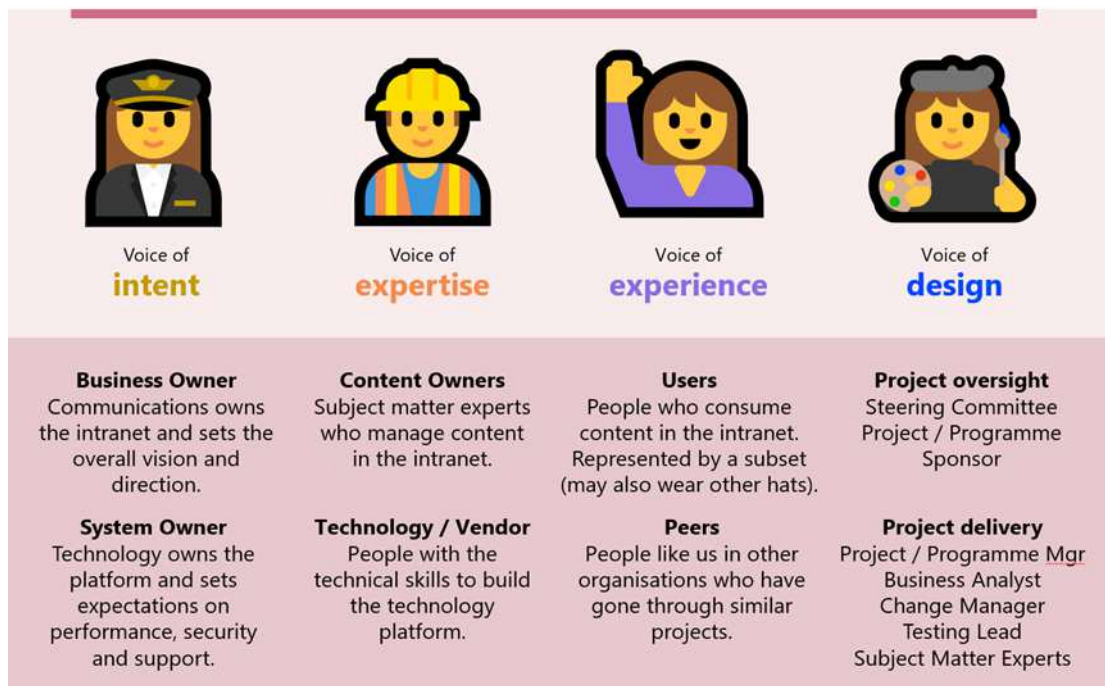
Fig. 2 – Key stakeholders

(Screenshot appears courtesy of Guardians of New Zealand Superannuation).

We began exploring the current context by talking with the key groups of people we had defined, as well as looking at a number of other data inputs:

- The results of a survey about how people currently used the intranet and relative pain points.
- A communications audit from 2022.
- The limited content analytics we have in place for the old intranet.
- An expert review of the current solution from a usability and accessibility expert.

We also undertook a comprehensive content audit. The analytics told us to prioritise where we could make the most gains for users. We found that 9% of the pages were getting 80% of the views. We knew if we focused our energies on this content, we would make the most impact.

A survey of content owners also told us that more than 60% of content was out of date and a further 20% was no longer relevant. It was clear a major overhaul of our content was required. It was also critical to put governance in place to prevent us getting back to this position.

We held a workshop with a group of partners and staff in our Commercial Law team. In this workshop we discovered that users could struggle to find information, often asking colleagues where to look, which was a waste of time. Even if they found the content, they did not trust it and would frequently contact the original content author to check it was truly up to date. We repeated this workshop with two other groups and found similar results. We realised an update of the content and its structure could help to make it more findable, usable and trusted.

Overall, the insights uncovered from discovery directed our priorities and overall approach. They informed our planning for the rest of our project and the key features that we would deliver.

Define future state

We carried out some further research and workshops to determine the scope, features and information architecture (IA) of the future intranet. For this we used a group with a cross section of business users.

Initially we engaged the group to think differently about the potential for the new intranet. To foster creativity and unconventional thinking, we encouraged participants to adopt the mindset of their favourite superheroes! This imaginative approach enabled participants to bring out-of-the-box ideas and a fresh perspective on what the intranet could be used for.

To determine the new IA, we carried out an open card sorting activity with a group of users to sort the tasks that they might use the intranet to learn how to do into different groups that made sense to them and then apply a label to each of those groups in their own words. There was a high degree of cross-over in participants' responses. (Later we would do more testing to verify and fine tune the IA).

We knew the homepage was going to be a critical part of the new intranet and getting it right would impact adoption. To help determine the new homepage we carried out two tests:

- Firstly, we asked users to rank home page elements on our home page in order of priority
- In the second test we asked them to click where they would look on the home page for each element, creating a click map.

This enabled us to incorporate the needs of the users and build a wireframe around where users would look for various things. We used the wireframe to create a prototype home page that could help us to choose the right intranet software and also demonstrate progress to stakeholders.

Fig. 3 – Tests for home page layout

(Screenshot appears courtesy of Guardians of New Zealand Superannuation).

Involving users in the design process as important. Not only did it show there was evidence behind our designs which gave them credibility and deflected some later requests for change

based on individual preferences from some of the partners, but also it helped bring users along on the journey who told us they enjoyed the process.

We also knew content was going to be important in that it has to have value, stay up to date, and be findable, but this was challenging with our community of devolved publishers. Users told us they wanted content to be more consistently designed and laid out across the whole intranet. To address this need we developed a set of principles to educate content owners on best practice and guide future content design choices towards a consistent end product; we also knew the new intranet would need to support these content principles and accompanying governance.

Choose the technology

From our discovery exercise, we developed a set of functional and non-functional requirements. We then conducted a market review and evaluation to select the right base technology and an intranet product.

While it has strongly been assumed that the new intranet would be based on SharePoint, we verified the requirements against SharePoint's capabilities and made the decision to also acquire an intranet product that sat on top of SharePoint. Following a detailed RFP and procurement process we selected *Wonder Intranet* as the preferred product, with implementation support from the vendor.

Design and build technology

During this phase we built the hub sites for our intranet; agreed upon governance principles and set up workflows that would support them; and created templates for our upcoming content delivery. More details about our governance are provided in the "Insights" section.

Deliver content

Our core team worked with a cross section of site owners and publishers across the business to define a set of core content principles that established the required standard of content for the new intranet. These were derived across a couple of workshop and then finessed with comments in a Viva Engage group.

At a very high level these are:

- User-centred design
- Evidence-based decisions
- Accessible to everyone
- Plain and inclusive language
- Evergreen and time-bound
- Searchable and scannable
- Snackable and stackable
- Quality over quantity
- Accurate and free of errors
- Distributed authorship.

Having established these principles, we then worked with different site owners with the following process:

1. Initial meeting with content owners to discuss content scope, allocate resources and outline the process.

2. Content training on the new intranet

3. Content drafting by the team with ongoing support through drop-in sessions and Via Engage group

4. Review by relevant subject matter experts to ensure accuracy

5. Review by core team to ensure the content meets the content principles

6. Feedback given and then tweaks made by editors

7. Final site check and approval by core team prior to launch.

Deployment and launch

We designed a deployment and launch plan which involved:

- A teaser video.
- Champions in each office / team helping to promote the new intranet and ask questions.
- A three-stage set of promotional emails.
- A blog post from the Senior Partner.
- A fun online "treasure hunt" that encouraged exploration.
- A focus in the next quarterly Town Hall.
- Follow-up in-person "lunch and learn" sessions at each office.

Iterate and improve

Sometimes it's said that the hard work really starts after launch. Here we have continued to follow a path of continuous improvement:

- Managing a backlog and introducing some features such as the integrations that didn't make the launch day.
- Migrating over content areas that were also not quite ready for the launch.
- Using feedback and analytics and then further testing to make smaller improvements and rectify errors
- Working to improve search, for example by introducing best bets.
- Working with Wonder Intranet to potentially introduce new features in the near future, including a new chatbot facility.
- Implementing and tightening up our governance framework.

KEY FEATURES

What are the key features of your initiative or project? Give us the detail we need to be able to get a sense of what you have delivered.

This section explores the main features of your project. These don't necessarily need to be functionality – it might describe a process or framework, or a piece of content. In this example, rather than describing every feature on the intranet, it focuses on key highlights.

This section covers a number of the most innovative features of our intranet.

Homepage

Our new dynamic and personalised intranet homepage helps support both communications and everyday work and includes:

- A personalised "welcome" greeting to make the intranet feel more friendly.
- A search box with type-ahead suggestions.
- News stories meant for the entire firm displayed in an attractive hero area.

- News stories for a user's particular location.
- News subscriptions on a range of topics ("My feed").
- A number of "How Do I's" information bars which provide guidance on how to complete a number of common tasks, plus a search box which is scoped for this content type.
- Access to personalised apps and links which can be configured by the individual employee.
- A fun daily poll feature which asks fun questions.
- An all-company Viva Engage feed.
- The firm's social media feed from LinkedIn.
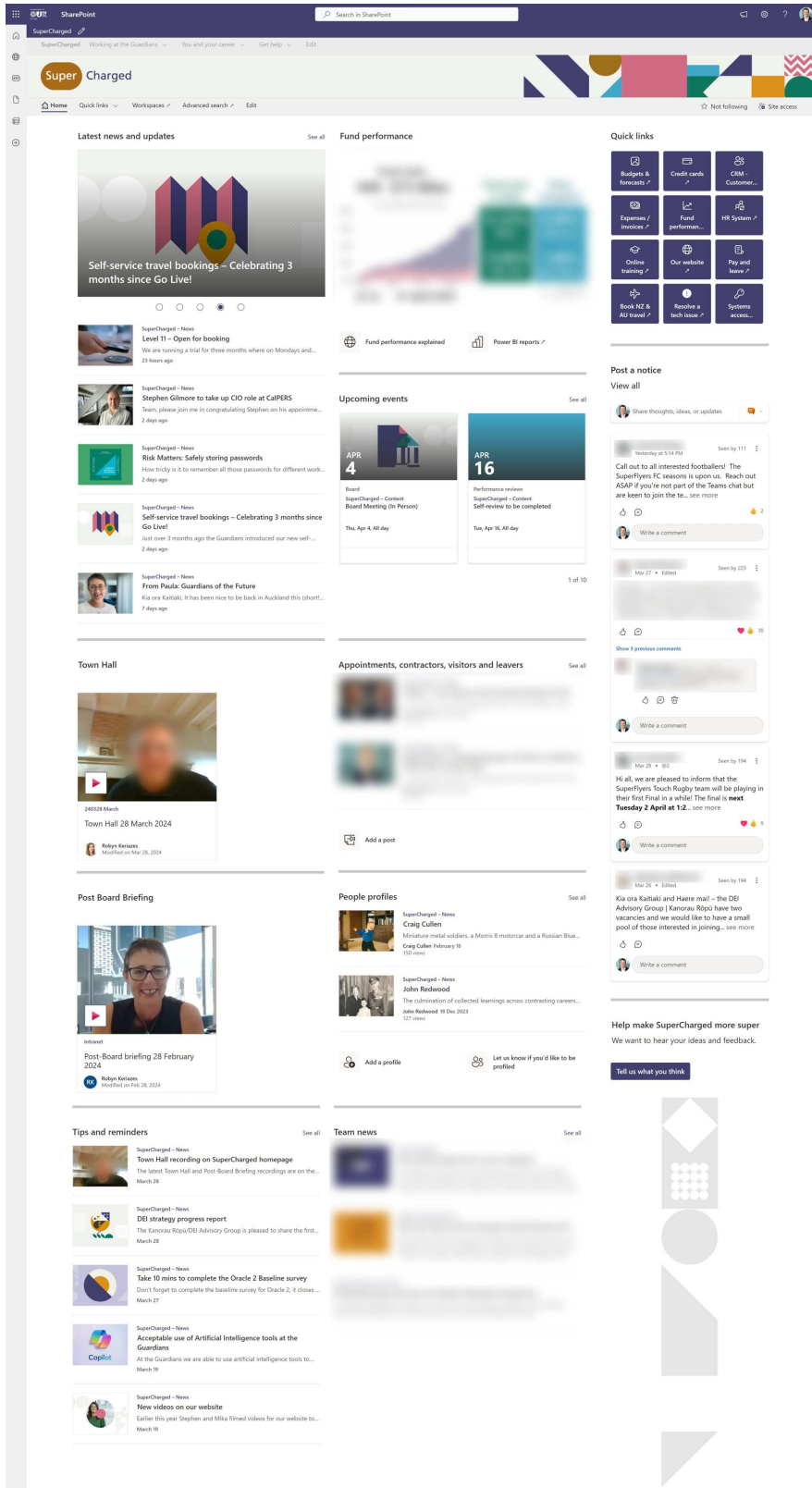
Fig. 4 –The new home page
(Screenshot appears courtesy of Guardians of New Zealand Superannuation).

My Resources dashboard

The My Resources dashboard is a one-stop-shop that provides access to employees to a range of personalised resources, as well as the ability to configure their intranet experience. It also has integrations with Workday and ServiceNow to save time and to encourage employee self-service. The page includes:

- A view of annual leave left with a link to Workday to request leave.
- A view of "My Tasks" which are found in the employee's Workday inbox which include learning reminders, approval requests and other notifications.
- A view of ServiceNow tickets with the ability to raise a new ticket and a click through to see progress.
- A view of any notifications that have come through on the *Wonder Intranet* content governance features including any content review or approvals.
- A list of personalised links and apps with a link to add to these. The first nine of each of these are also shown on the intranet homepage.
- Any "Saved for Later" pages to read.
- The ability to subscribe to any particular news feeds including for content that is targeted to one of the other locations.
- The ability to change language and accessibility preferences.
- A calendar of events that the user has registered to.
- A link to update different parts of their people profile.
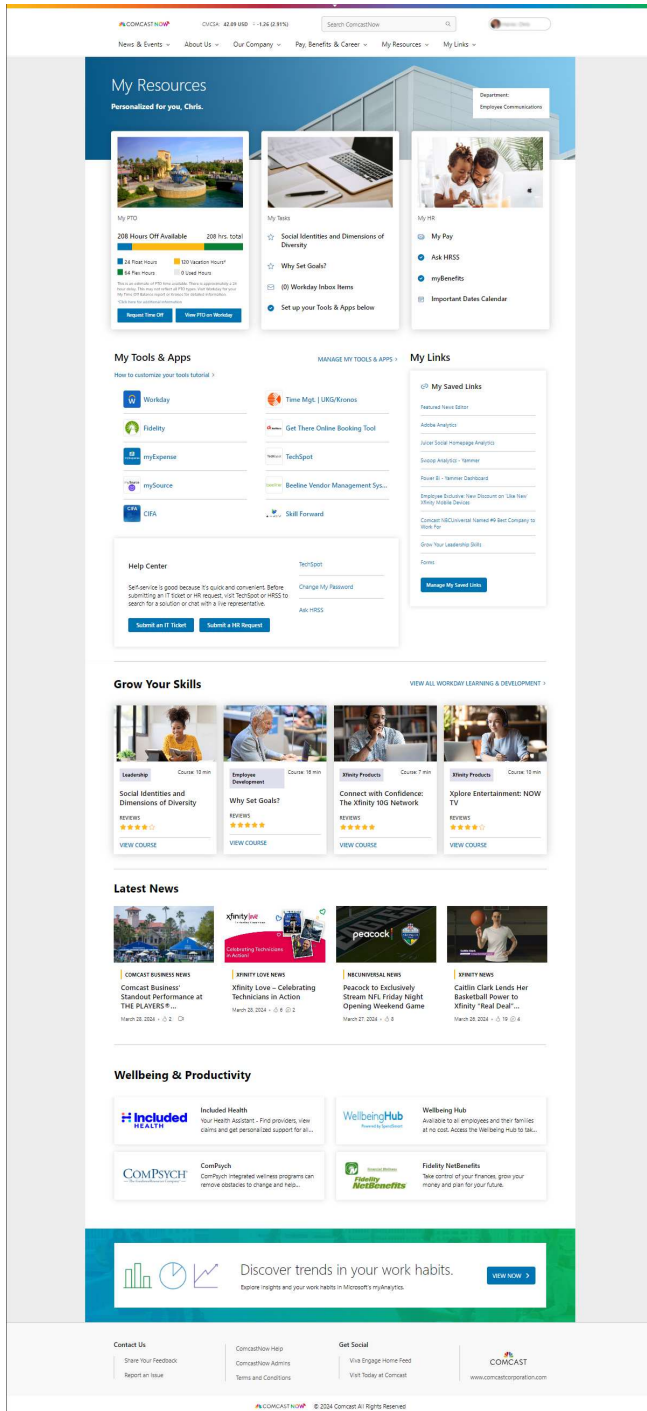
Fig. 5 –The My Resources page

(Screenshot appears courtesy of Comcast).

Legal Resources Collection

The Legal Resource Collection (LRC) is a carefully curated repository of high-quality model documents, templates, and presentations prepared by the firm's subject-matter experts, and managed by the firm's knowledge team. Previously this had been presented in a separate SharePoint site, However, adoption was low, partly due to a lack of awareness and it being hard to reach. The site structure was also quite confusing.

In the new intranet, all the LRC content has been brought into the intranet, and there is a scoped search with four meaningful filters (topic, format, date, and jurisdiction) that makes it much easier to find. By bringing this into the intranet and improving findability, adoption of the LRC is rising.
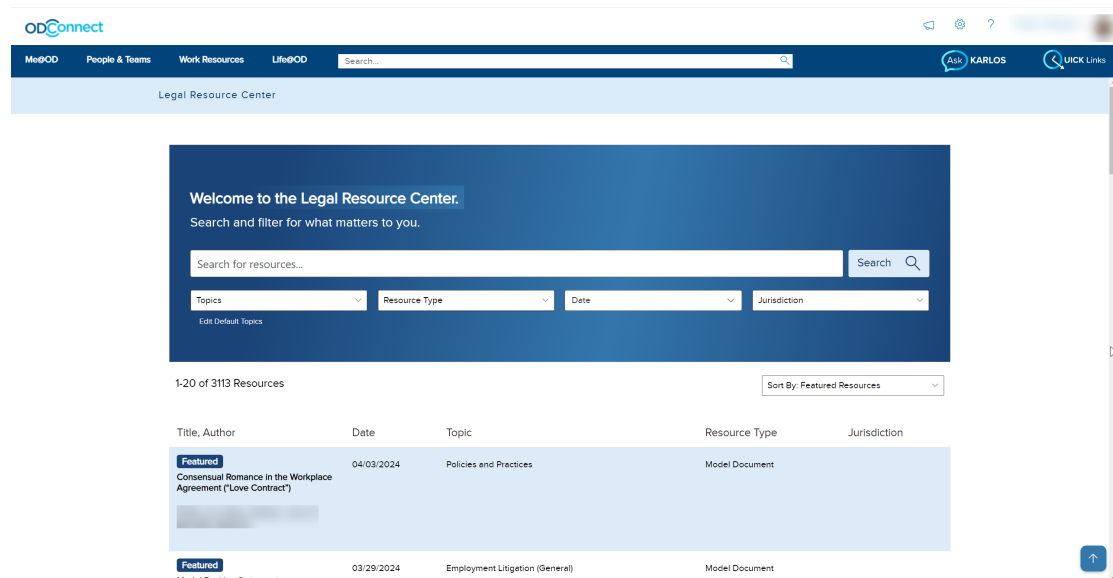
Fig. 6 –The Legal Resource Center
(Screenshot appears courtesy of Ogletree Deakins).

Life Moments

In creating the new intranet, the HR team were keen to use the opportunity to explore ways to help employees better understand the full scope and value of their benefits and also contribute overall to a better employee experience.

In order to better present benefits information, the HR and core intranet team worked together to run a card-sorting UX exercise to bundle together nearly 50 benefits-related terms into categories. This helped the team to focus on the development of a new "Life Moments" section where benefits information is presented based on themes around the needs of employees, with the use of clear and inclusive language.

Life Moments includes page with titles including:

- Managing your Health
- Managing Your Money
- Expanding your Family
- Exploring Retirement

And many more!
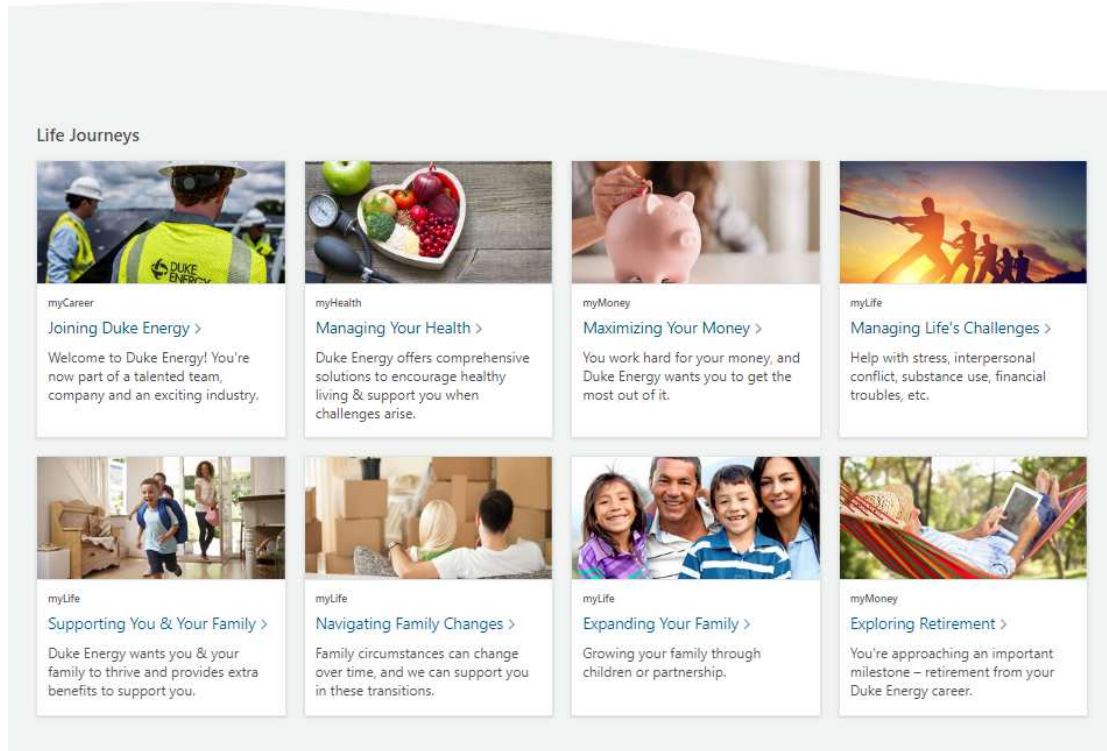
Fig. 7 – Life Journeys

(Screenshot appears courtesy of Duke Energy).

Pages were developed for each theme, aggregating disparate resources an employee might need to be aware of and consider. For example, on the "Birth of a Child" page, information not only includes information on how to find an in-network doctor, but also how to initiate parental leave, add your child to your health insurance, update any tax records, and also arrange the special gift from the company.

Overall, Life Moments presented an innovative way to navigate the maze of benefits, putting them into the context of a story built around employee experience. They reflect empathy about the life situations we all face by providing context, friendly language, and imagery.

These pages have had extremely good feedback and has even started to see a slight uptick in people claiming benefits that in the past have been underutilised due to a lack of awareness.

Fig. 8 – Birth of A Child Life Journey
(Screenshot appears courtesy of Duke Energy).

Lawyer profiles

Our employee profiles are one of the most heavily used features of the intranet. They aim to answer to every "Who?" question, from "Who's available to work on this matter?" to "Who can speak Vietnamese?".

During our redesign process, we spoke to our lawyers about their greatest pain points, and they shared that identifying colleagues for matter staffing or business development purposes was usually a four-stop journey: They would begin with an expertise search to identify candidates with relevant experience and admittance to practice, then move to the firm's pubic website for biographical statements, and other experience details. They would then open the people profiles of these candidates to assess standard and negotiated rates and finally open a standalone availability tracker to determine who had the bandwidth to work a matter in the coming weeks.

The new employee profiles incorporate *all* data from our public website profiles, and these data points have been fully indexed to inform expertise and people searches. All education, work history, bar admissions, and language proficiency data points on the profiles are clickable. We've also factored in rates and availability data, as well as a badging component to represent affinity group membership.

Fig. 9 – Attorney Profile Experience Section
(Screenshot appears courtesy of Ogletree Deakins).

CARRIE

CARRIE (**C**hatbot **A**t **R**oberston **R**ogers for **I**nformation **E**xchange) is our new chatbot facility to ask questions relating to IT and HR questions which can be accessed via the intranet sidebar on any page. It's still a work-in-progress but so far gas has proved very popular with staff. Based on *Wonder Intranet*'s in-built chatbot facility we are hoping to extend "her" coverage to documents covered in the Legal Resource Collection (LRC). An upgrade to a new generative AI-powered version of CARRIE is also planned.
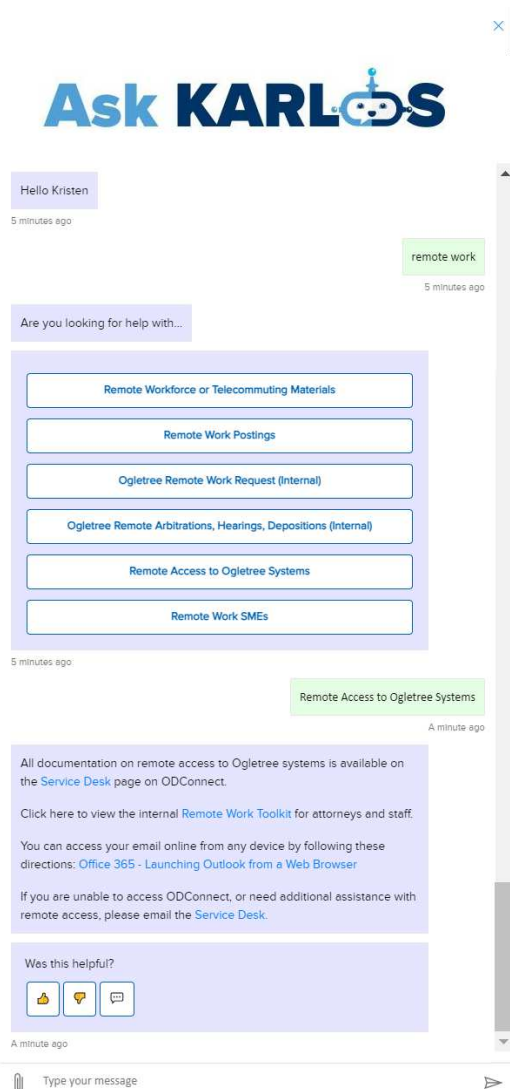
Fig 10: The KARLOS chatbot

(Screenshot appears courtesy of Ogletree Deakins).

INSIGHTS

How is the solution innovative or unusual? How does it provide new ideas or approaches that other teams can learn from?

This section normally explores anything particularly innovative or an aspect that a team is proud of. There are no hard and fast rules about what to focus on here! In this example, it covers governance.

Governance framework in action

One of the things that we are most proud of is our clear and innovative governance framework that ensures content stays up to date, accurate and findable, and meets our content principles. It also helps us to drive continuous improvement in relation to new features and content areas. Strong and findable content is essential for any intranet to sustain and adoption.

It truly takes a village to support effective content governance and there are a lot of different roles involved. Our content governance focuses on three strands:

- Clear content principles and expectations.
- Collaborative approach across a wide number of roles and groups.
- Governance reflected in intranet features using automation as much as possible.

Content principles

One of the outputs from the discovery phase of the intranet was having clear content principles. While we adapted these slightly for "business as usual", in practice these have changed very little. Publishers and site owners are trained on these and are aware.

Collaborative approach

Central to establishing strong content and also continuous improvement is the close collaboration and interaction between end users, the core intranet team (situated within our Knowledge Management unit), site owners and editors, our partners in internal comms, IT and HR, our digital champions, our senior leaders and our vendor. Everyone has clear roles:

- **Core Team (Knowledge Management):** Intranet strategy, content strategy, training, improvement, day-to-day management of the overall product, onboard new editors, enterprise search.
- **Employee Experience steering group:** We already have a senior employee experience group which meets quarterly and helps guide strategic direction and reviews budgets. We didn't see the need for to create an intranet-specific steering group.
- **Site owners and editors:** Ensures content on their own site meets content principles and guarantee resources if a person moves on. Additional subject matter experts are also responsible for reviewing more technical content.
- **Internal comms**: News content, "About Us" areas and elements of the homepage.
- **IT:** Responsible for the technical elements of the intranet, working with our vendor where appropriate and resolving issues, as well as monitoring our integrations, and elements from the wider Microsoft 365. Also responsible for IT pages and Application Directory.
- **HR:** Responsible for HR pages and ensuring people profiles and employee directory.
- **Digital champions:** Early adopters many of whom were involved in user testing during the project. Help promote the intranet, give feedback and ongoing input.
- **End users:** Contribute to global feedback loop regarding usability, content, technical issues and suggestions.
- **Vendor**: Technical input and upgrades, Support in helping introduce new features, via a Customer Success Manager, and access to a customer community.

Having a unified and structured framework ensures everyone is informed and can contribute meaningfully. This framework is actioned through a series of regular meetings and actions including:

- Weekly meeting between core team and IT.
- Quarterly steering committee meeting.
- Quarterly sessions with HR.
- Rolling monthly reviews with site owners and editors with the core team.
- Training for new editors plus ad-hoc top up sessions.

- Bi-monthly engagement session with champions.
- Monthly meeting with vendor CSM.
- Annual user survey and ongoing user feedback form.

Intranet governance features

To support the model, we have a number of intranet features and areas that help underpin content governance:

Ownership

Every site and page have a designed and named owner, which is displayed on the page. Last created and last modified / reviewed are also displayed.

Editor dashboard

A key reason for choosing the Wonder Intranet product was that is has a comprehensive editor dashboard that provides an overview of:

- All pages a person has responsibility for.
- The status of each page.
- Notifications for any required actions including reviews and approval workflow for new items.
- Access to any feedback from users.
- Access to basic adoption and engagement analytics.
- An automated content score for each page, based on readability.

The editor dashboard has been very well received by site owners and editors.

Fig 11: The Editor Hub

(Screenshot appears courtesy of MAN Energy Services.)

Review workflow and automation

The new intranet offers automated approaches to support content governance. Content owners will be notified:

- If existing content already exists when creating a new content (avoiding content duplication).
- If a user provides feedback to a content owner about their content (outdated, suggestions, errors etc.).
- When their content requires review (avoiding dated content).
- When content that is not reviewed is going to be archived.

Pages that require review are either approaching an agreed review period or have not been modified for the past 180 days. When this happens, the following notifications are sent:

- Notification 1 – Page is up for review (four weeks from due date)
- Notification 2 – Review overdue (on due date)
- Notification 3 – Archive warning (ten weeks after due date)
- Notification 4 – Archive date (twelve weeks after due date)

A page will then be stored in the archive for 2 years before being completed. During this time, it can be restored, if necessary.

Fig 12: An email sent as part of the content workflow

(Screenshot appears courtesy of MAN Energy Services.)

Site for publishers

We have a comprehensive site for publishers that includes:

- How-to-resources, guides, FAQs and templates, including access to videos from Microsoft, Wonder Intranet and also the intranet team.
- Recordings of intranet training sessions and our event / training calendar for upcoming sessions.
- An embedded Viva Engage group where our site managers and editors can swap best practices and ask questions.
- An in-take form for requests and questions that routes to either the IT Help Desk or the intranet team, depending on what it is.

Walk-throughs and tooltips

The Wonder Intranet product has some useful features including the ability to build custom walk-throughs of different pages and features, as well as relevant in-page tooltips. The walk-throughs can be targeted to news users but are also available on demand. We applied these to help our editors get the heads around the editing suite.

Sandbox environment

We have a sandbox / demo environment where new and existing editors can get used to the functionality and experiment, knowing that content won't be seen, and their actions won't crash the intranet!

IMPACT

How has the solution helped the workforce and measurably benefited the business? Please describe how the initiative has changed how the workforce operates, or how it has delivered business value and benefits.

Note that impact is 34% of the scoring.

Proving the impact is often what trips up some entries. It makes up a third of the scoring. Entrants use the "Impact" section and the "Evidence of Impact" section to demonstrate the judges that your project has been beneficial for your organization and your employees.

Some entrants choose to add more text in this "Impact" section and then focus on summarising their metrics in the "Evidence of Impact" section. In this example, more has been added to the "Evidence of Impact" section, with this "Impact" section acting more of an introduction. Both approaches work. The emphasis is up to you! The extent to which you can show metrics will also depend very much on the project – sometimes the impact is more about enabling new processes, for example, which are hard to measure as a "before" and "after".

Since launching, the intranet has had a highly positive impact on the firm and its employees. We now have a modern intranet platform that is the envy of our competitors. It reduces the risks and inefficiency associated with the legacy intranet and has also significantly reduced running costs.

It supports improved productivity with a superior user experience and much stronger findability. Better search, improved usability, integrations with our key systems and removing duplicated content are leading to saved time for employees which can be focused back into client work or core activities.

On a strategic level the new intranet is supporting our quest to improve communications, employee experience and collaboration across the firm, particularly across locations. The intranet is also truly accessible for all staff for the first time.

Feedback from partners, associates and support staff has been highly positive and adoption has been very good.

The evidence of the impact across all these areas is described below.

EVIDENCE OF IMPACT

Please submit any evidence of impact including specific metrics, feedback and stories. See the entry page for [detailed tips] on how best to demonstrate impact.

Only use the categories that are relevant for your project, *and don't worry, you don't need to fill it all in!* ☺

See the previous section for notes about "Evidence of Impact".

Category	Your evidence (only fill in categories where relevant)
Business problems solved	1. **Security and risk issues:** The legacy intranet presented potential security vulnerabilities and some risk issues, with the potential for it to fail at any time. These risks have been completely removed with an up-to-date, modern platform. 2. **Removed duplicated and dated content:** Automated controls are now in place to notify content owners of expiring content, automated archiving of expired content and allowed readers to contact owners via the intranet with suggestions and feedback. This not only reduces risks associated with erroneous information but has significantly improved search and helps prepare us for using generative AI. 3. **Improving self-service:** The integration of Workday and ServiceNow has helped to increase the use of self-service on these systems, with more people finding either the information they need or logging IT tickets, reducing pressure on our HR and IT helpdesk resources. 4. **Improved accessibility:** The current intranet has improved accessibility with support for screen readers, for example. This is helping support our commitment to a fair and inclusive workplace.
Strategic benefits	1. **Employee engagement:** The intranet is contributing to a tangible improvement employee engagement across the

	firm, which has risen by 8% since from November 2022 to November 2024. While the intranet is not solely responsible for this, many comments mentioned the intranet as a great example of the improved communications and healthy culture change.
	2. **Strategy enablement** LTeams across the firm are coming 'side by side' to learn from each other, to solve common problems and to deliver better outcomes for our clients.
	3. **Removing duplication of effort:** We have consolidated our policies and removed duplication, housing policies in a centralised site on the intranet.
	4. **Supports Microsoft 365 ROI:** The firm has made a substantial investment in Microsoft 365. The new intranet helps extend the ROI and value of the platform, while also increasing adoption of key tools like Viva Engage. It also sets us up to better support investment in generative AI by using Microsoft Copilot.
Money made or saved	Equivalent annualised cost saving of $318,000 per year versus the costs of upgrading the existing platform.
Usability benefits	A baseline was captured by carrying out tree-testing of the old intranet's menu navigation structure with 25 of staff. This showed that users successfully landed on the correct page just 44% of the time. Conducting the same test of the co-designed menu structure, the 24 users who completed the activity successfully navigated to the correct page 83% of the time, reflecting a 39 percentage point increase to the success rate between the old and new structures.
Time savings	1. **Increased speed**: 78% decrease in time to find documents from an average of 84 seconds to 10. 2. **Reduced effort:** Out of 40,000 searches for content, it's taking users only 1.1 clicks on average to find the information they need, estimated to have reduced form 4.0 3. **More time for client work:** We estimate that the above equates to 868 hours each month which can be dedicated to client work. 4. **Publishers:** The time spent work for publishers is now 50% faster. Overall, we think this amounts to an additional 100 hours per month across the firm.
Adoption and usage	Our analytics show an increase in adoption and usage of the new intranet compared to the old one: 1. There is a 22% increase in users accessing the intranet per week, and a 38% rise per month. On average 89% of employees enter the intranet per week. 2. Engagement with content has risen by 47% reflected in commenting, likes and shares. 3. Views of news is up by 56%.

	4. Since launch, there has been a corresponding 27% rise in the use of Viva Engage, partially helped through embedding an Engage feed on the homepage. 5. Our annual communications survey shows that 78% rated the intranet as "very good" or "good", and 86% rated it as an improvement on the previous intranet. *Sometimes people embed visuals which show adoption and engagement metrics in greater detail.*
Before and after comparison	There is a dramatic improvement in the look and feel of the old and new intranet. The old intranet was dated and inaccessible. The new intranet is modern and fully accessible and confirms to the AA level of the WCAG 2.1 regulations. (Sometimes people add *screenshots that illustrate what a solution looked like before and after the project, for example an intranet homepage).*
Quotes from staff or stakeholders	Here is a selection of feedback received by the team: *"Falcon is a major improvement on the old intranet. It's so useful to have all the link to tools on the homepage and being able to check my annual leave".* *"I really appreciate having the information I need accessible on the intranet. As a new employee, I was able to look for information easily with the search bar. Having a centralised solution for my questions and needs helped my transition into the company."* *"The new intranet is so much better. Looks way improved. Well, done team!"* *"Loving the new format for news and events. Much easier to stay informed."* *"The new HR area with all the Life Journeys was so helpful in working out everything when I was preparing for my maternity leave."* *"Search is way better! At last, I can find stuff."*
Other evidence of impact	Our Workday and ServiceNow integrations on the intranet have helped led to a: • a 16% reduction in calls to the IT helpdesk. • an 8% increase in people logging IT tickets. • a 5% decrease in calls to the HR helpdesk

LESSONS LEARNT & ADVICE FOR OTHERS

If you had a chance to do the work again, what you do differently, what suggestions or tips would you give to others considering similar ideas?

One way to think about this section is what you would advise peers in another organisation who were carrying out a very similar project.

Use curation and governance

Content curation and governance are not glamorous, and doing it well seems to defy human nature, but it is essential to a quality search experience, and it will be even more essential as Generative AI solutions take root.

Search engines and AI chatbots can only give back and attempt to make sense of what they find. The time spent managing content, while it's always been valuable, will pay even bigger dividends in the future.

Focus on partnerships

Focus on partnerships across the organisation to support the broad digital employee experience. It can be discouraging to work from different teams when so many products have an impact on the day-to-day experience of employees, but it takes time for organisations to change and create new alignments.

In the meantime, communication and transparency can go a long way to make things better and lay the groundwork for effective partnerships.

Intranets are never done

Intranets are never finished, and that's okay. There are always new problems to solve and opportunities to innovate.

Clean your profile data

Clean profile data is critical to the success of personalisation and automation. Without accurate and complete profile data, it is impossible to deliver effective content targeting. If people are not seeing relevant items, it can also impact adoption and trust in the new intranet.

Halfway into the project while testing some of the functionality, we realised that some of our Microsoft Entra ID profile data had some gaps and errors. To solve this, we worked closely with our HR and IT teams to clean up the data, so it was complete, up to date and accurate.

Celebrate your impact

Celebrate the difference you can make. While change can seem slow, and budgets fall short of visions, working on an intranet is a position of influence unlike any other. Your work touches every employee, and it matters.

SCREENSHOTS & VIDEOS

Important guidelines for screenshots:

- **Please provide up to 30 screenshots. Try to get coverage across all aspects of your submission, as more screenshots will help us to better judge your submission.**
- **If appropriate you may also send a video with your submission.**
- Save each screenshot as a separate file.
- Save images in **PNG** format (not JPEG).
- Put this into a ZIP file to upload into the entry form.
- Please **do not** add captions or notes to the images, as we require clean images for use in the final report.
- Name each image as follows:
  OrgName_Description.png

  For example:
  AbcCorp_StaffDirectory.png

- Please ensure that any confidential information is removed, blurred or replaced with filler text. For example, this might be personal names and contact details, photographs or sensitive news stories. (The screenshots for submissions may be published publicly.)

Confidentiality	☐ I confirm that no confidential material is included in the screenshots or other material provided.

In this section list all your screenshots, all of which will have been embedded within your entry above. Note that most entries will include more screenshots. You can include up to 30.

Screenshot	Filename	Caption (1-3 sentences)
1	RobertsonRogers_timeline	A timeline showing the different implementation of phases during the project.
2	RobertsonRogers_keystakeholders	A diagram showing the key stakeholders in the project. We used ThinkPlace's "four voices" model as inspiration.
3	RobertsonRogers_homepagetestlayout	This slide summaries our home page test layouts. Using analytics and getting input from users ensured we took a data-driven approach to creating our homepage.
4	RobertsonRogers_homepage	The new homepage including personalised news feeds and access to apps and links. It has received very good feedback from employees.
5	RobertsonRogers_MyResources	The My Resources page provides a personalised page with access to data from Workday and ServiceNow, as well as personalised links to different apps and sites. This is the place where users can also change their settings and preferences.
6	RobertsonRogers_LRC	The Legal Resource Collection provides access to a range of curated documents written by subject matter experts. There is a powerful search facility so our

Screenshot	Filename	Caption (1-3 sentences)
		lawyers can find exactly what they need.
7	RobertsonRogers_LifeMoments	Our Life Moments landing page which presents benefits information on different themes in an employee-centred way.
8	RobertsonRogers_LifeMomentsBirthPage	The Birth of a Child page within the Life Moments area.
9	RobertsonRogers_LawyerProfile	The experience section of one of our lawyer profiles. Useful information includes their rate and availability.
10	RoberstonRogers_CARRIE	A view of the CARRIE chatbot which uses the chatbot feature in Wonder Intranet. We are planning to expand the scope of the chatbot and to eventually power it through generative AI.
11	RogersRobertson_EditorDashboard	Our editor dashboard. This includes an overview of all the pages a person is responsible for and lets them know of any upcoming review tasks, as well as analytics.
12	RogersRobertson_WorkflowEmail	One of the automated emails sent out as part of the content review workflow.
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Screenshot	Filename	Caption (1-3 sentences)
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Video(s)		