
Industry	Automotive Service Provider
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Headcount	18000
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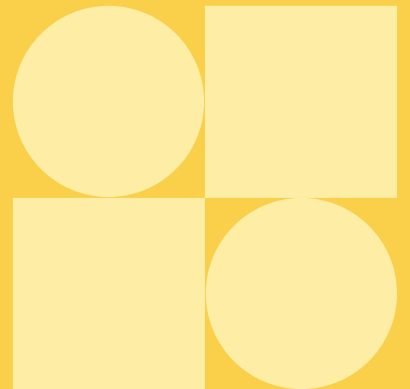
Headquarters	Indianapolis, IN
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Multinational Automotive Service Provider connects 18,000 distributed employees

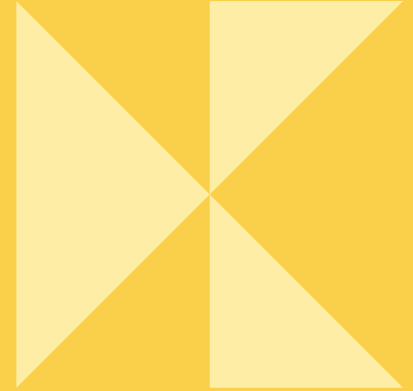


We're creating an online community that shares a wealth of information to help employees do their best work.



The Challenge

Flying blind: cumbersome system without tracking



Highly distributed workforce of 18,000 employees

Large mobile workforce across 128 locations

Intranet migration from a previous custom implementation

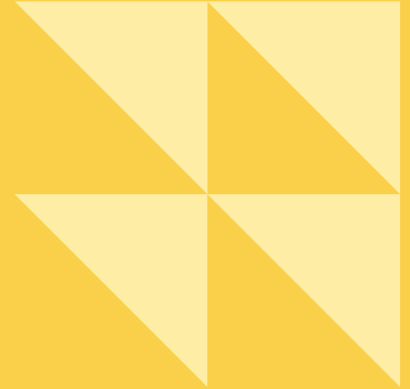
The multinational automotive service provider is a Fortune 1000 company headquartered in Indiana with nearly 18,000 employees across the United States, Canada, Mexico, and the United Kingdom. The company facilitates over 5.5 million transactions valued at over \$40 billion through physical, online, and digital auction marketplaces.

The Fortune 1000 company's main challenge was connecting their highly distributed workforce, given the nature of its industry. Content, including knowledge and important announcements, were distributed mainly through email without a way to track engagement. Deskless employees were disconnected from headquarters. Information and resources were difficult to find, leading to productivity loss and frustration.

Previously, the Fortune 1000 company used a custom implementation as an intranet, and it took a cumbersome amount of time to upload content. The custom implementation lacked analytics, making it impossible to track engagement. In addition, there was a heavy dependency on IT to make any content changes. Ultimately, the Fortune 1000 company needed to re-launch the company-wide intranet with a fresh new look with content that is dynamic and relevant to its employees, all within three months.

The Solution

Improved EX from desktop and mobile devices



Connect deskless employees with responsive and relevant content

Create and maintain content without IT dependency

Establish a baseline for engagement and create a continuous cycle of improvement with analytics

Led by internal communications, the agile team first established a purpose: to create a go-to employee-focused portal that provides relevant content, dynamic search results, and quick links to resources. The purpose connected and aligned each business unit, extending to site managers and content publishers.

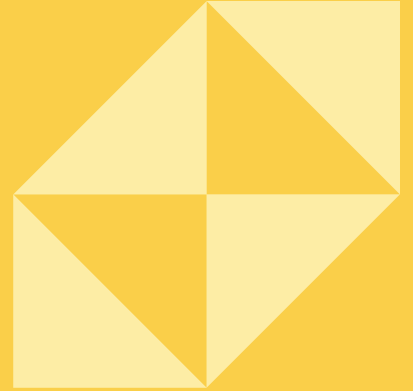
With Simpplr's point-and-click administration capabilities, the Fortune 1000 company is able to distribute site ownership across the organization without being tethered to IT, allowing them to move at the speed of business. This enables more frequent content publications, further engaging the workforce.

Before, the Fortune 1000 company relied on distributing information to their deskless employees through print-outs, shared workstations, and other methods that were out of their control. The newly launched intranet unifies the information shared to both desk and deskless employees, making it the hub for the entire workforce. Employees have full access to the intranet via both mobile and desktop.

Furthermore, Simpplr provides intranet and content analytics that site managers and app administrators can use to continuously improve engagement or archive what isn't effective. The Fortune 1000 company is finally able to track and understand how employees are engaging with content.

The Results

Enabled employees to do their best work



3 months to successfully launch and migrate all existing content

Highest adoption rate of 85% (to date)

80 sites with 4M page views

A cross-functional team that spanned IT, HR, Communications, Marketing, and the Office of CEO, the Fortune 1000 company was able to successfully relaunch their intranet within three months. Using Simpplr's technology, the Fortune 1000 company now shares and distributes a wealth of information to help employees do their best work. On top of that, they engage the entire organization through non-work related content, such as ugly sweater contests and photos of holiday events like never before. Simpplr's technology and intuitive design allows them to enable everyone to move at the speed of business, without being tethered to IT.

Today, the Fortune 1000 company has over 80 sites with over 4M views. The average adoption rate across the organization increased from 39% to 85% in less than a year with Simpplr.

About Simplr

Simplr is the leading AI-powered employee experience platform. Organizations use our forward-looking, adaptable products to deliver personalized experiences that inspire and engage their employees. Wherever people work, Simplr enables them to flourish.

Trusted by more than 500+ leading brands, including Zoom, Snowflake, Moderna, Eurostar, and AAA, our customers are achieving measurable productivity gains, increased employee engagement, and accelerated business performance.

Simplr is headquartered in Silicon Valley, CA with offices in the UK, Canada, and India, and is backed by Norwest Venture Partners, Salesforce Ventures, and Tola Capital. Learn more at [simplr.com](https://www.simplr.com).

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