

Industry	Construction
Founded	1999
Headcount	2500
Headquarters	Cottage Grove, MN



RENEWAL
by **ANDERSEN**
FULL-SERVICE WINDOW & DOOR REPLACEMENT



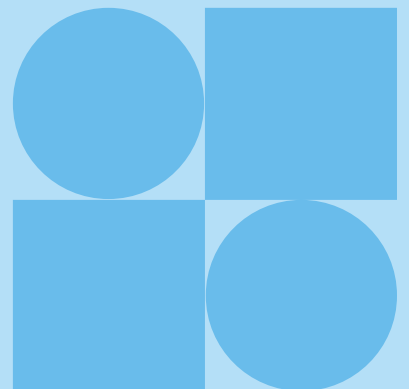
Renewal by Andersen
creates 'One Network'
to improve employee
experience and
community



We are working together as one network to share best practices, to lift each other up, and make our teams the best that we can be.

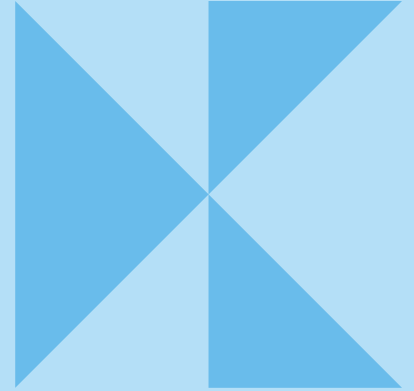
Ellery Jukkola

Communications Specialist,
Renewal by Andersen



The Challenge

The need for 'One Network'



Align dispersed nationwide affiliates on one platform

Prior intranet was antiquated, difficult to use, and not UX friendly

Lack of mobile connection

Renewal by Andersen (RbA) is an organization made up of a hundred other companies, all with the same goal: to replace custom residential windows and doors with quality and trust. Over a 100 franchise locations, known as affiliates, are spread across the United States and they all face unique challenges, but consider themselves part of 'One Network'. This philosophy enables the affiliates to work together to share best practices and build each other up to be stronger together.

With an expansive network spread over a hundred locations and various time zones, the organization needed a method to effectively communicate training, webinars and big business announcements. RbA realized their old intranet, created in 1995, was antiquated, difficult to use and not

visually pleasing. The affiliates, who are heavy users of the intranet, demanded a better solution to find product updates, company announcements and build connections with peers in other markets and regions.

From a corporate perspective, RbA recognized the power the media has to bring employees together through video, storytelling and people recognition. Due to all the challenges the organization faced with labor shortages, supply chain and COVID-19, they needed a platform to showcase employees working together toward a common goal. That philosophy of unity led the organization to choose Simplr to power their employee experience platform naming it 'The Link'.

The Solution

A new meaning for 'One Network'



Ease of use for Administrators
and Users

Seamless integration with
current tech stack

Connect affiliates across
100+ nationwide locations

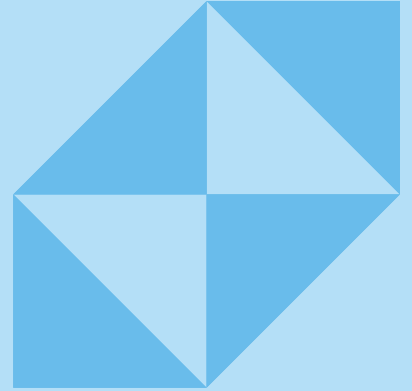
After a robust implementation process, Renewal by Andersen deployed 'The Link' to become a one-stop shop for business updates, team spotlights and critical operations updates. The organization wanted all affiliates to work together as one network, share best practices, empower each other and make their teams the best they could be.

With individual sites for each department (operations, sales, marketing, and IT), employees can get right to the areas that

interest and impact them most. And thanks to the communications team, the Renewal by Andersen News page enables everyone to see the best and most critical stories from all over the company syndicated from these many individual pages within the Simplr platform. To enhance the employee experience, The Link is available for employee groups to create and manage their own site to showcase the work their group is doing. This allows employees to own their communications and share best practices across the company.

The Results

The Power of 'One Network'



Developed a stronger company culture amongst all employees

Created a fully connected community through mobile and text alerts

Centralized social responsibility efforts

The Link is regularly visited by over 2500 Renewal by Andersen employees. With over 2300 pieces of content on their platform, employees heavily rely on the Simplr Search capability to find pertinent information. Oftentimes, that can mean up to 75 individual searches per day.

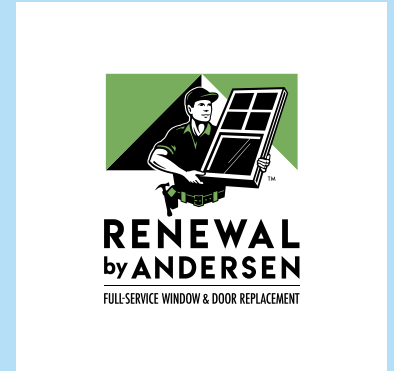
Renewal by Andersen is able to use The Link to demonstrate their commitment to the community, and bring employees together to do charitable work. The company's annual fundraising campaign with the American Cancer Society has raised over \$1M, with all of the internal communications taking place over The Link. The employee platform also detailed the story of RbA's work with USA Cares, an organization that helps post 9/11 veterans find their way back into civilian life. Multiple stories covered tales of a Fort Knox initiative to help a veteran with a housing remodel, catching the eye of the military group on The Link. Thanks to their efforts and elevating the story on the intranet, RbA ended up hiring the veteran themselves.

One of the top searches RbA noted was the American Cancer Society campaign. Having information about how to participate, raise funds, buy merchandise, and make donations easily accessible helped the company raise \$1M for the charity.

Every January, Renewal by Andersen hosts a nationwide conference featuring speakers, announcements, and presentations for the year ahead. Though traditionally an in-person event for RbA affiliates, the past few years have been online by necessity. In the last year, RbA used the Simplr text alert function to bring a sense of anticipation and excitement to the proceedings, offering messages such as count-downs and teases for the event, notifications of a taped event dropping on The Link, and brief heads-up announcements advertising speakers.

About Renewal by Andersen

Renewal by Andersen LLC is the full-service window replacement division of Andersen Corporation. Renewal by Andersen offers a replacement process that includes an in-home consultation, custom manufacturing, and installation through one of the largest nationwide networks of window replacement specialists. Learn more about Renewal by Andersen at renewalbyandersen.com



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.