

Creating the Digital Workplace that Drives Digital Transformation for 200,000

Intranet Global Forum Richard Windross Jeff @jwillie
Willinger

HELLO

my name is:

Jeff Willinger
Director of Everything Cool 2.0


RIGHTPOINT

- **Passionate about enterprise social and “the connected company”**
- **Microsoft MVP and Subject Matter Expert and Strategist for Fortune 500 companies**
- **With Rightpoint since 2008– An independent customer experience agency with technology at our core – visit me!**
- **Follow me and Tweet “Listening to @jwillie rant and rave about the digital workplace @rightpoint “ #IntranetGlobal**

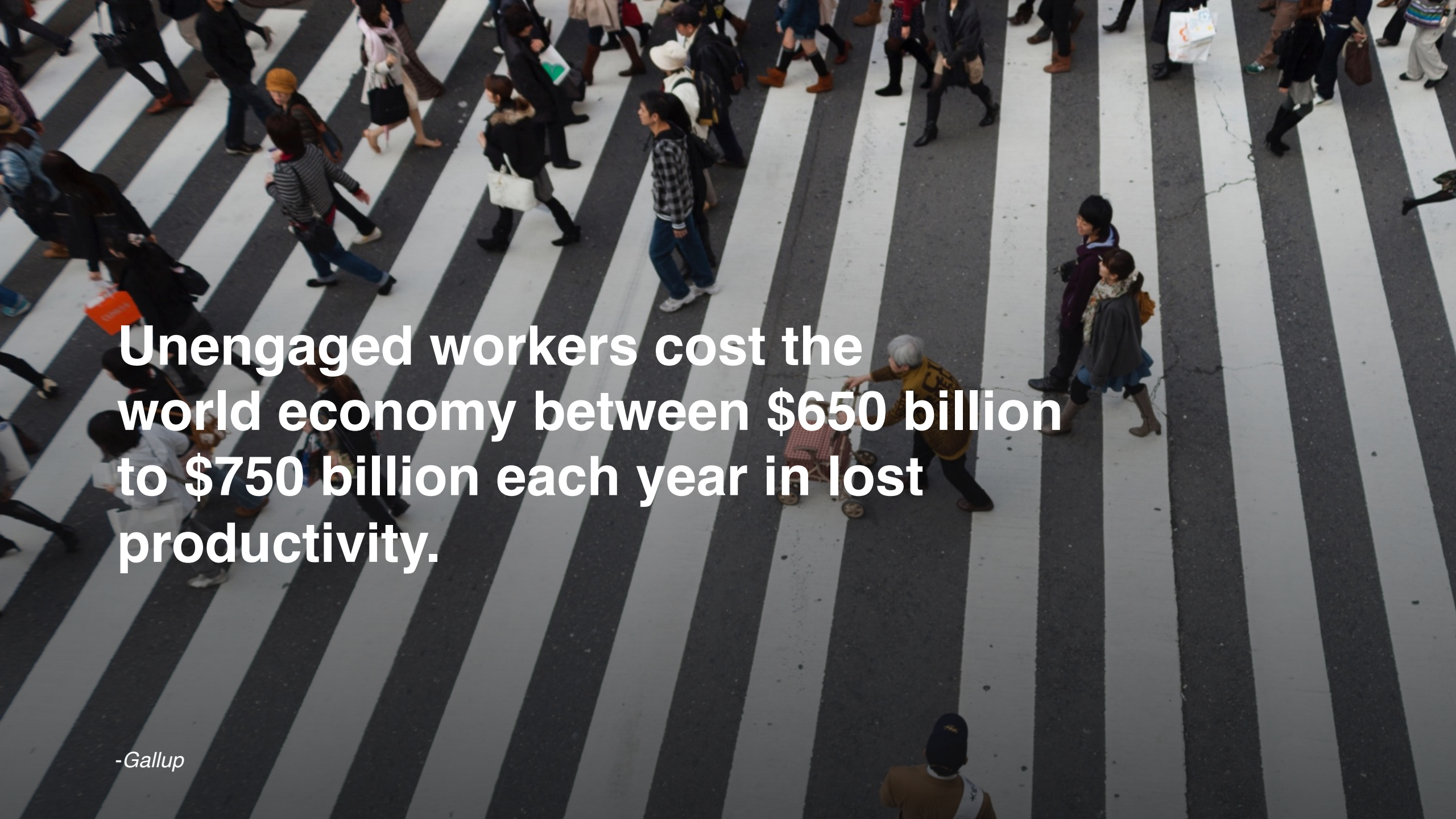




Our Point of View

A woman with a large, voluminous afro hairstyle is the central figure. She is wearing a bright red blazer over a black top with a grey geometric pattern. She is looking down with a focused expression. In the foreground, the side profile of a man's face is visible, looking towards her. The background is dark with out-of-focus city lights, creating a bokeh effect. The overall mood is professional and contemplative.

32% of the world's
workforce is actively
engaged at work



Unengaged workers cost the world economy between \$650 billion to \$750 billion each year in lost productivity.

-Gallup

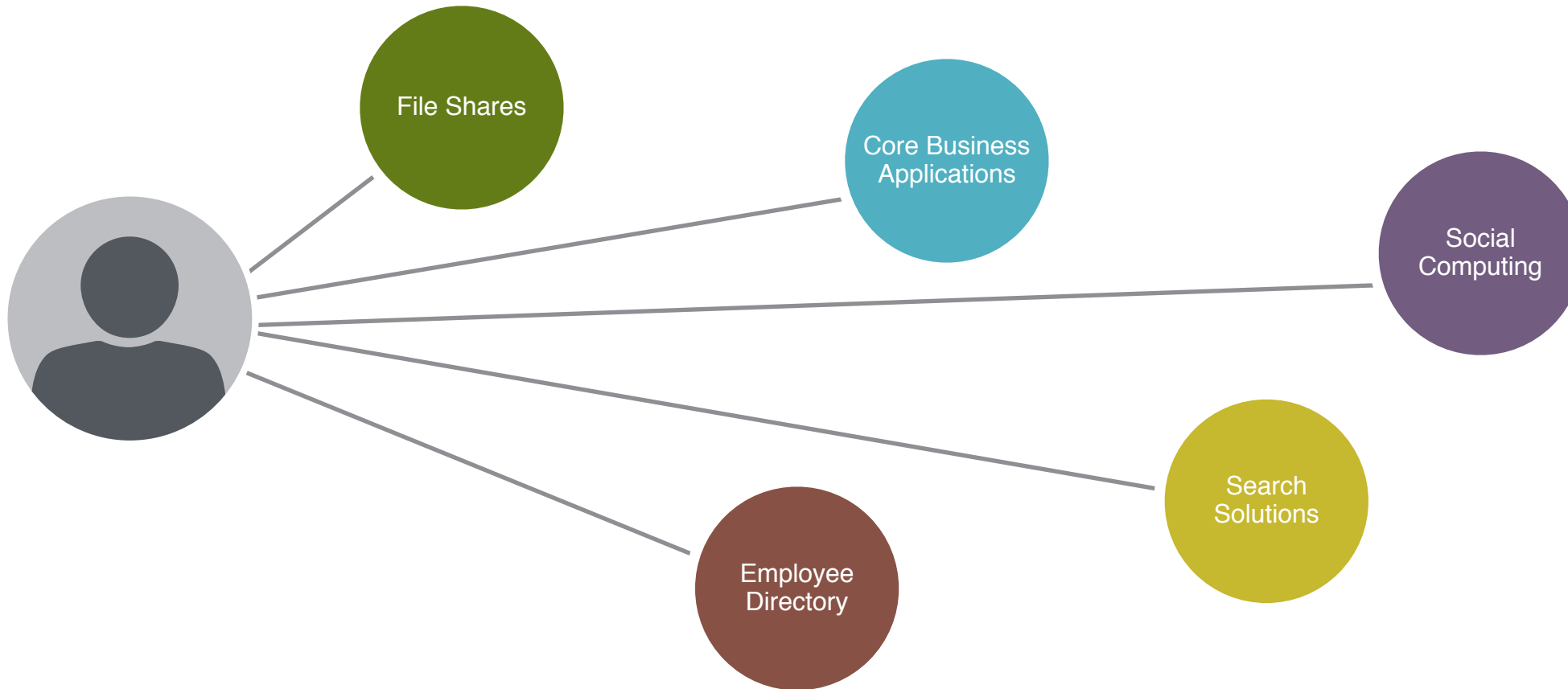
em•ploy•ee en•gage•ment

/em'plɔɪē in'gājmənt/

noun

1. One who is fully involved in and enthusiastic about, his or her work.
2. The property of the relationship between an organization and its employees. An “engaged employee” is one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization’s reputation and interests.

Point of View



Consider the Vast Platforms you have...



HOW ARE YOUR USERS NAVIGATING THIS?

Slack

Helpdesk
Spiceworks

Knowledge
Library

ARIE

Jira

Internal
Email Forum

OpenAir

Our Vision

A digital workplace experience that connects people and information through multiple destinations that meet employees where they work, gaining instant access to news, tools, knowledge, and the expertise I need to do my job. Anytime. Anywhere.

What if your Digital Workspace could...

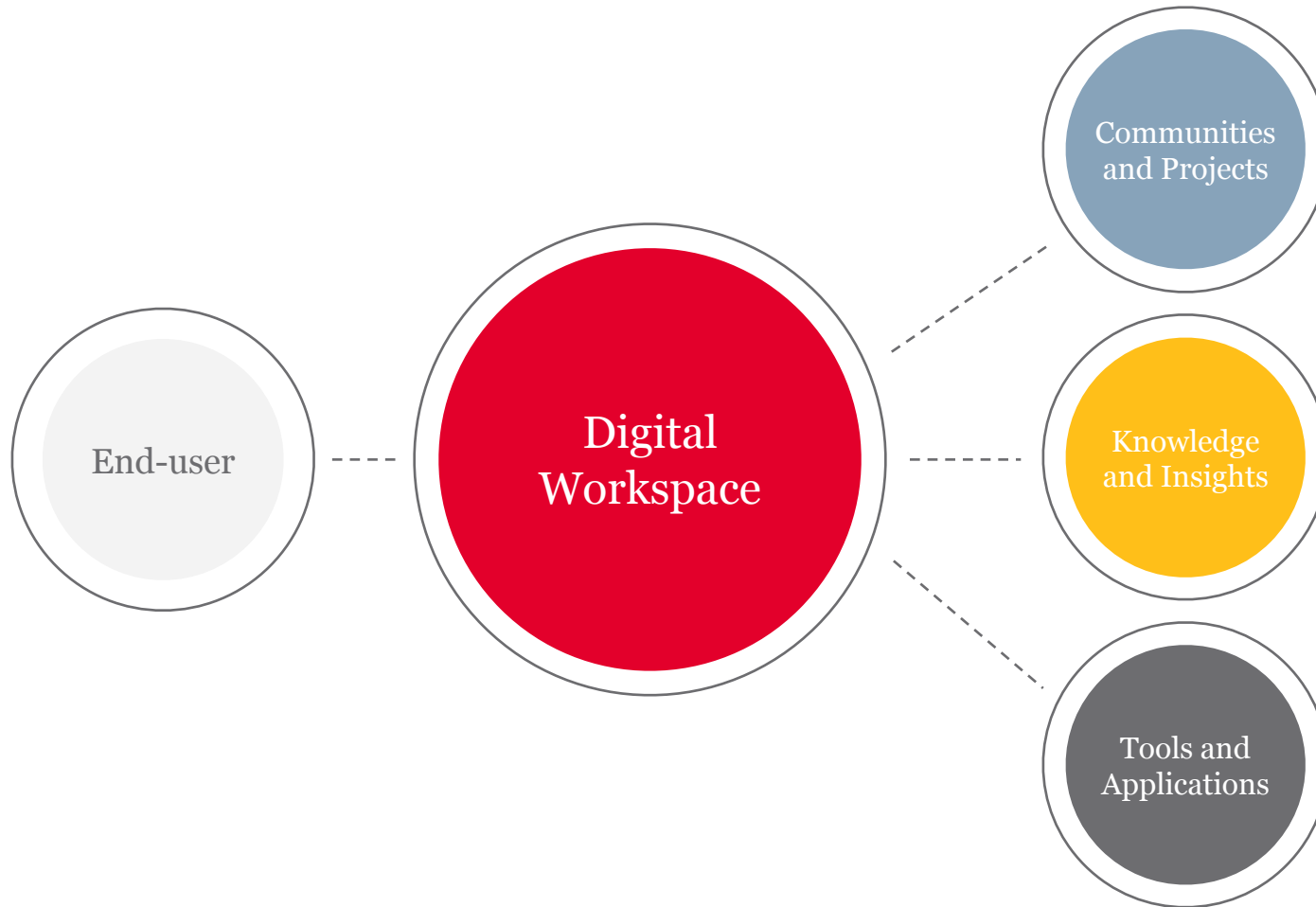


- **Personalize** your experience based on your role in the organization
- **Anticipate** the information you need and bring that to your immediate attention
- **Be available** anytime, anywhere, on any device
- Allow you to **search** (and find) information via structured and unstructured methods
- Surface key **business metrics** seamlessly and contextually
- Serve as a **communications hub** across the organization
- **Reduce repetitive inquiries** across your support organizations
- Serve as a **technology gateway**, bringing the right tools at the right time to your employees

What could this look like?

Digital Workplace Trends

What is a World Class Intranet?



A world class modern intranet is a digital workspace.

More than a company communications site, it must enable end users to:

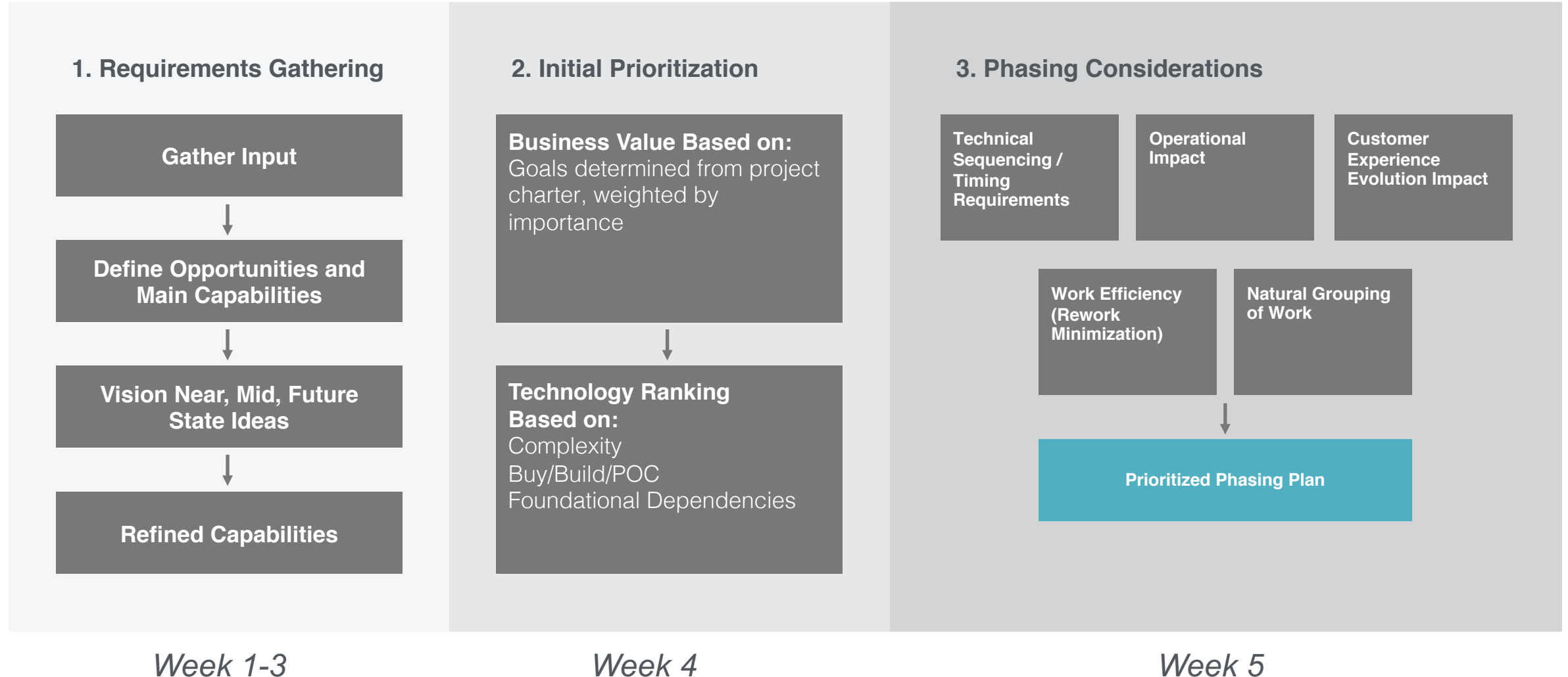
- Connect with colleagues and stay informed about the company and their area of it
- Get work done with colleagues across work teams, communities of interest, and projects
- Gain knowledge and insights; access common tools and applications

What is a World Class Intranet?

2017 key focus areas for best-in-class intranets at global companies, compiled from published articles and consultation with Gartner, Forrester, Neilson Norman Group, and Ragan Communications:

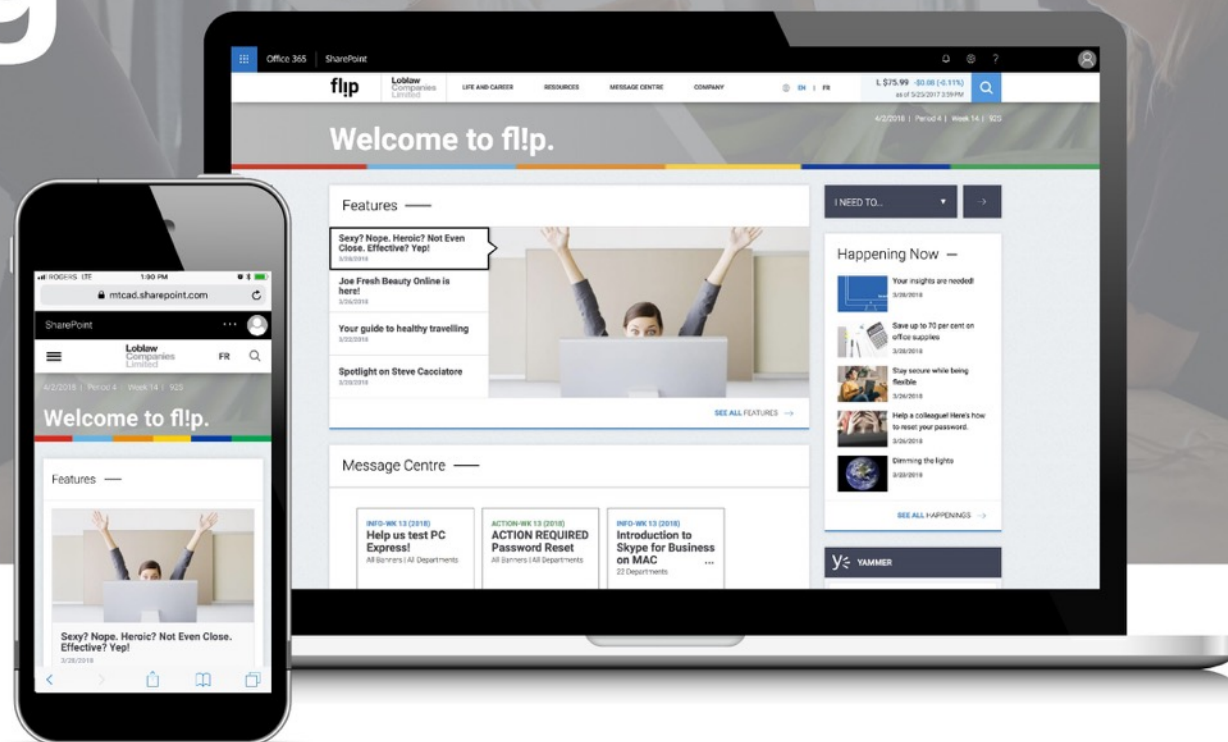
- **Personalization**
Experience should be targeted to the user's profile and needs by default.
- **Search & Navigation**
Must be intuitive and efficient – main complaint is users can't find what they are looking for.
- **Sustainability**
Ongoing initiatives to drive continued adoption and align with needs are critical – users must “be heard”.
- **Mobile/Responsive**
Embracing smartphone and tablet – and mobile usage patterns – as a primary design initiative
- **Enterprise Social**
More than a buzzword, intranets are using social tools to drive engagement and productivity at a site level and within online communities.

Approach: Vision



!

you are going to flip



**Loblaw
Companies
Limited**

For today

- Introduction to Loblaw
 - (fyi...we are not a law firm...)
- Our Background & challenges with out digital
- Tour & Deep Dive
- Summary & Advice...

Loblaw Companies Limited

A family business that goes back many years...



Overview of Loblaw Companies Limited

2017



Nearly
200,000 employees



Canada's **food
& pharmacy**
leader



\$46,385 billion
in revenue



\$3,852 million
in EBITDA



\$45,384 million
in retail segment sales



2,500

corporate, franchised and
Associate-owned locations



The nation's

LARGEST

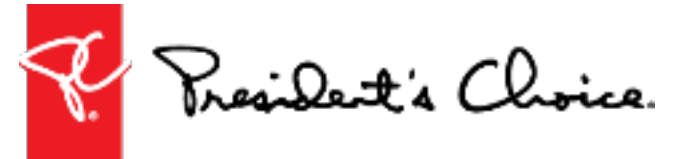
retailer



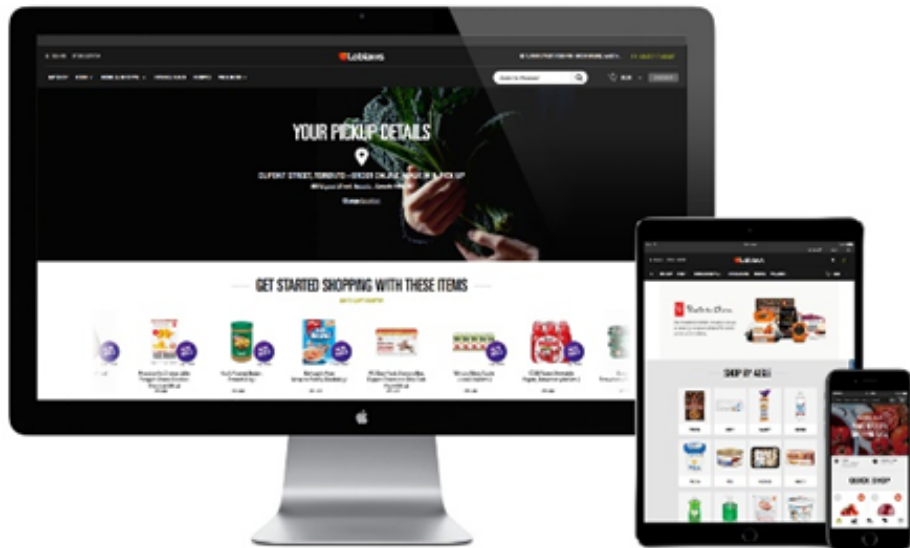
Live Life Well[®]

Our purpose supports the needs
and well-being of Canadians

**Best in Food, Health &
Beauty**

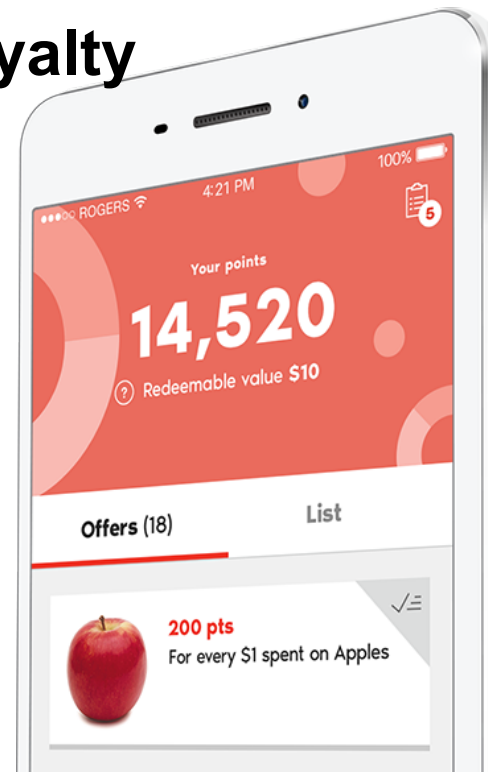


Digital



Loblaw
Companies
Limited

Loyalty



Health & Wellness



Our challenge...

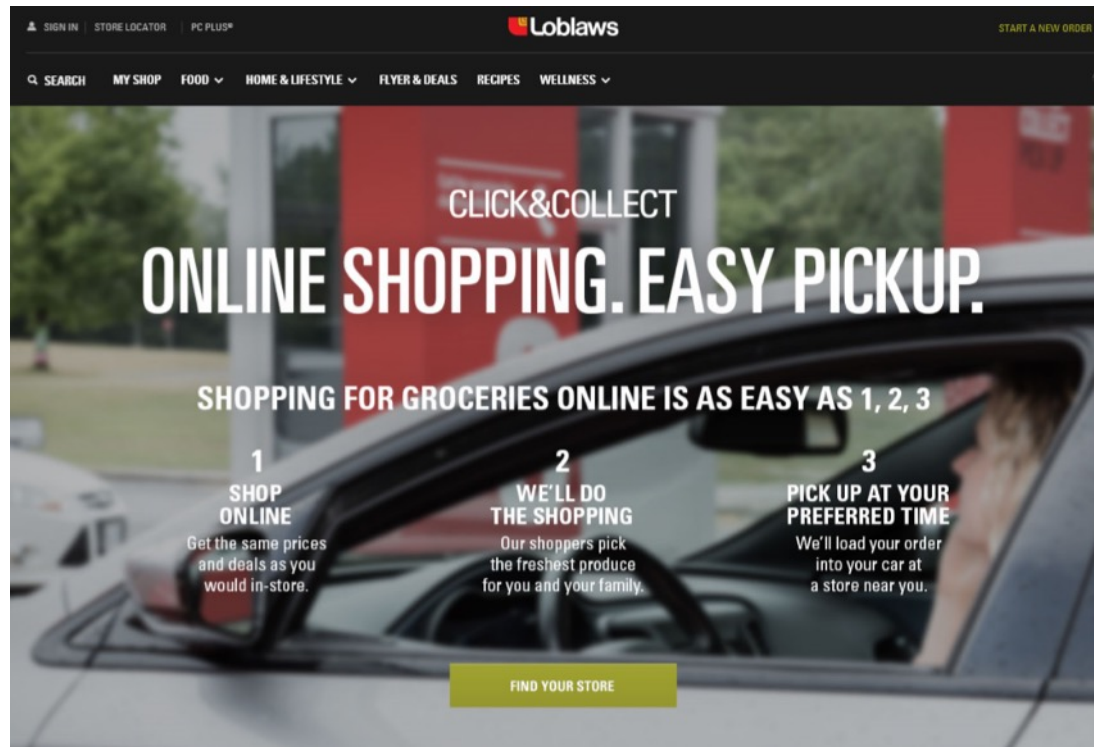


fl!p is...

- About **modernizing the intranets** through which stores and store support receive or retrieve most of their information.
- **Necessary.**
 - Platform currently 10 years old.
- Addressing a demand from **ALL** colleagues.
 - Single Source, Management of stores
- **Mobile & modern.**
 - Colleague expectations are changing. They want to retrieve/receive information through a modern and mobile-capable platform. They want to collaborate within & across divisions.



fl!p is also (and most importantly)...



One experience. **One** entry point.

Being strategic with our communication channels & deliver an experience for colleagues on par with our customer experience

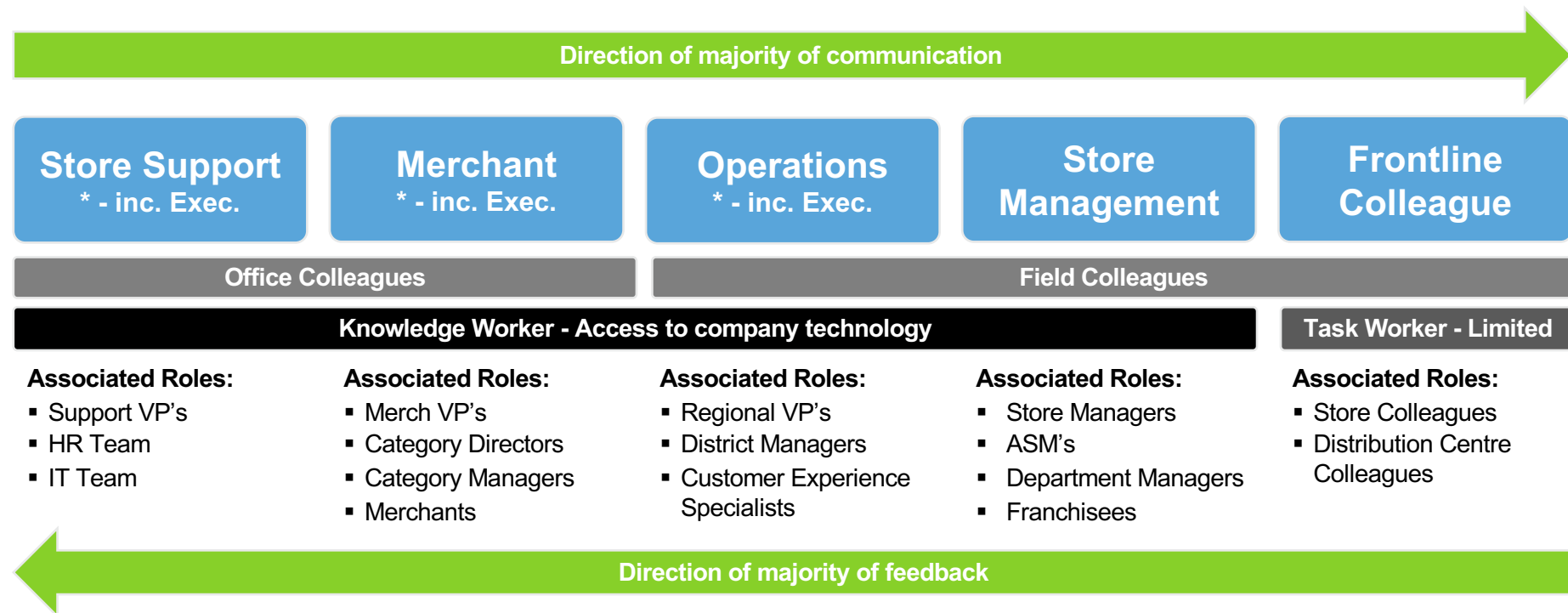


About **reaching** the under served majority
Right the first time!

We listened...and identified eight areas of opportunity

Opportunity	Business Benefit
1. Store Management	<ul style="list-style-type: none">✓ Decrease admin time✓ Increase time on shopfloor
2. Front Line Colleagues	<ul style="list-style-type: none">✓ Reach the under served majority✓ Unlock access to tools & information
3. Mobility	<ul style="list-style-type: none">✓ Anywhere; Any device
4. Intuitive Navigation	<ul style="list-style-type: none">✓ Decrease search time✓ Increase self-service
5. Personalization	<ul style="list-style-type: none">✓ Serve most relevant content first
6. Search	<ul style="list-style-type: none">✓ Please...✓ Pretty please...
7. Online	<ul style="list-style-type: none">✓ Two-way communication✓ Increase engagement & productivity

We needed to personalize...and reinforce how we work (that's you shared services...)



Every individual in the organization is mapped to these five personas

Division	Persona				
	Store Support * - Inc. Exec	Merchandising * - Inc. Exec	Store Operations * - inc. Exec	Store Mgmt (SM, ASM, Dept.)	Front Line (Store and DC)
Market	N/A	✓	✓	✓	✓
Discount	N/A	✓	✓	✓	✓
SDM	N/A	✓	✓	✓	✓
Joe Fresh	N/A	✓	✓	✓	✓
PC Financial	✓	✓	✓	N/A	N/A
Shared Services	✓	✓	✓	N/A	✓

Information and tools are targeted/secured by division and role.

flip

Amazing content
relevant across the
enterprise



Version française ci-dessous

ANNOUNCEMENT

To: All Colleagues, Employees, Franchisees, and Associates
From: Galen G. Weston
Subject: Q4 and 2016 Financial Results
Date: February 23, 2017

This morning we announced our financial results for both Q4 and full-year 2016. Overall, I am pleased with our performance against our financial plan. We had a solid finish to 2016, in which we achieved positive same-store sales, stable core margin, consistent leverage and services growth.

Information and tools are targeted/secured by division and role.

flip

Amazing content
relevant across the
enterprise

Unique content
relevant to divisions
and leaders



 **Market**

 **FINANCIAL**



How to drive Insiders
By Garry Senecal

*Welcome
to 2017*

A Message from
Barry Columb

Information and tools are targeted/secured by division and role.

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 **Market**

 **FINANCIAL**



How to drive Insiders
By Garry Senecal

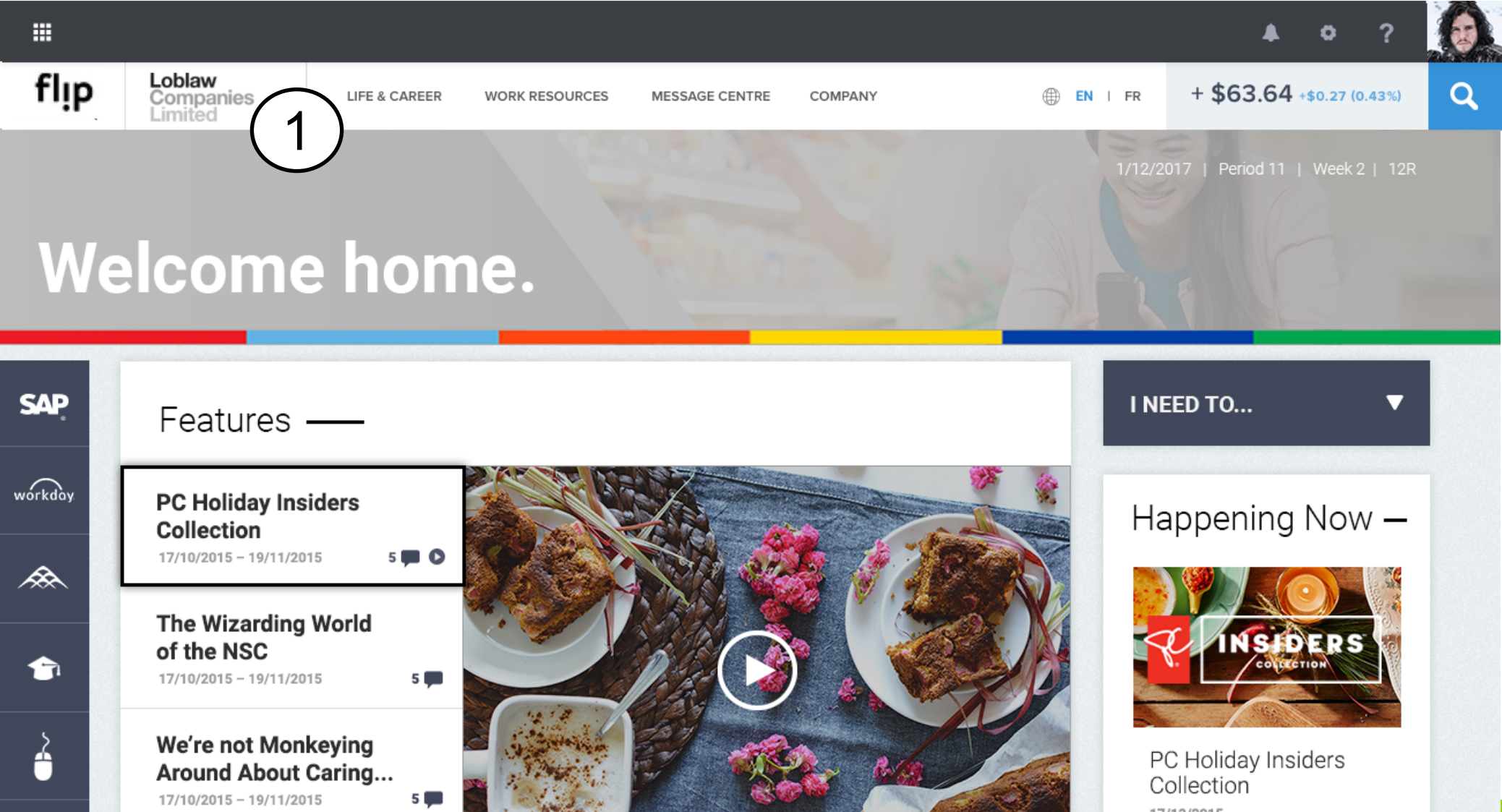
*Welcome
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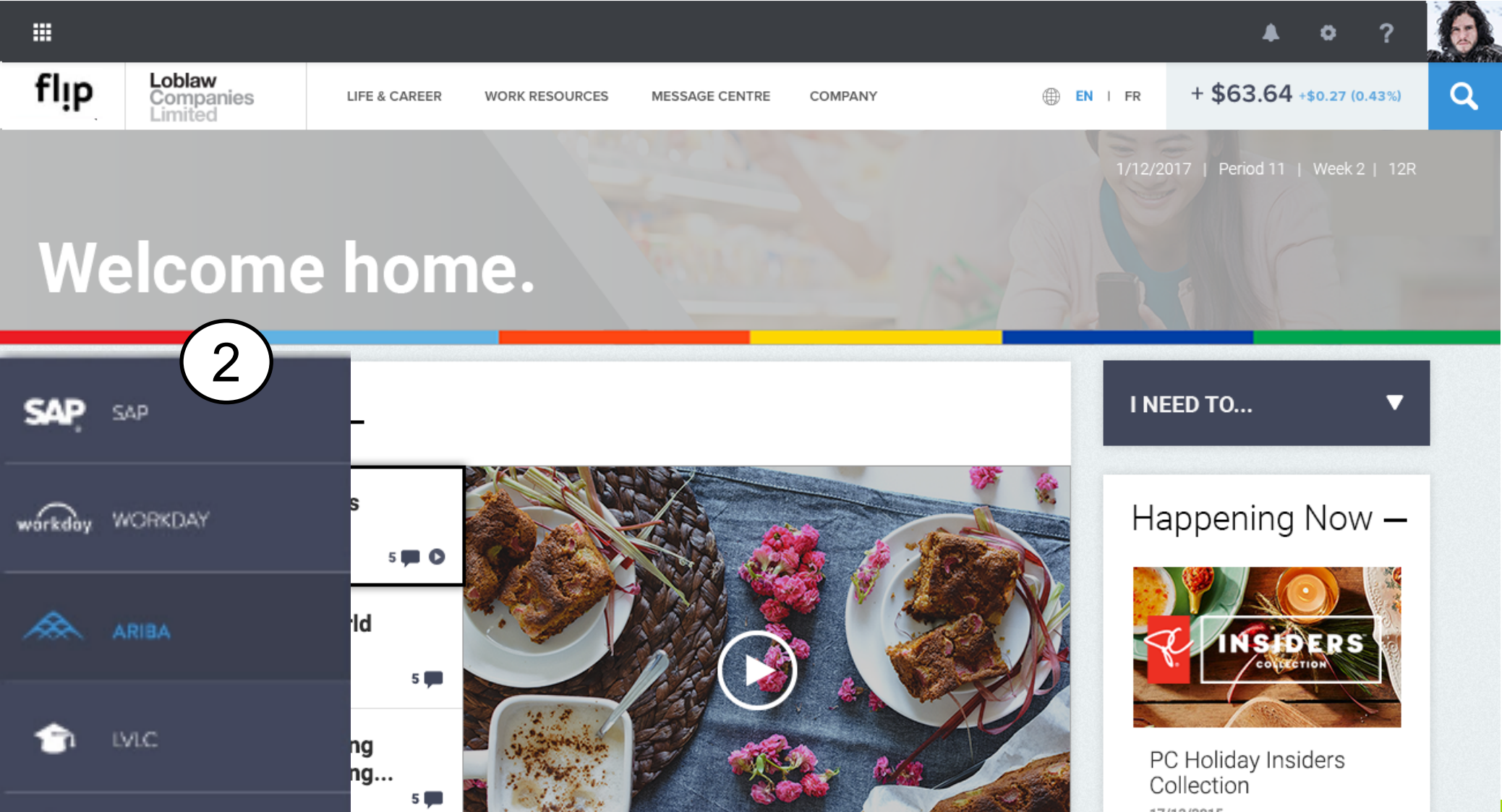
Targeted content and
messaging by
role/persona

- Store Support
- Merchandising
- Store Operations
- Store Management
- Front Line

Top rail is common across all personas. Content underneath is both targeted and secured.



Quick links surface frequently used tools. This is targeted by division and persona as well to ensure a relevant experience for our colleagues.



Search works...(what else do you want to know?)

flap | Loblaw Companies Limited

LIFE & CAREER | WORK RESOURCES | MESSAGE CENTRE | COMPANY

+ \$63.64 +\$0.27 (0.43%)

Project Flip Nam | →

Intranet: | People: | Google:

Advanced Search This Site ▾

SAP

workday

Icons representing various applications or features.

I NEED TO... ▾

Happening Now —

PC Holiday Insiders Collection
17/10/2015 – 19/11/2015

The Wizarding World of the NSC
17/10/2015 – 19/11/2015

We're not Monkeying Around About Caring...
17/10/2015 – 19/11/2015

3

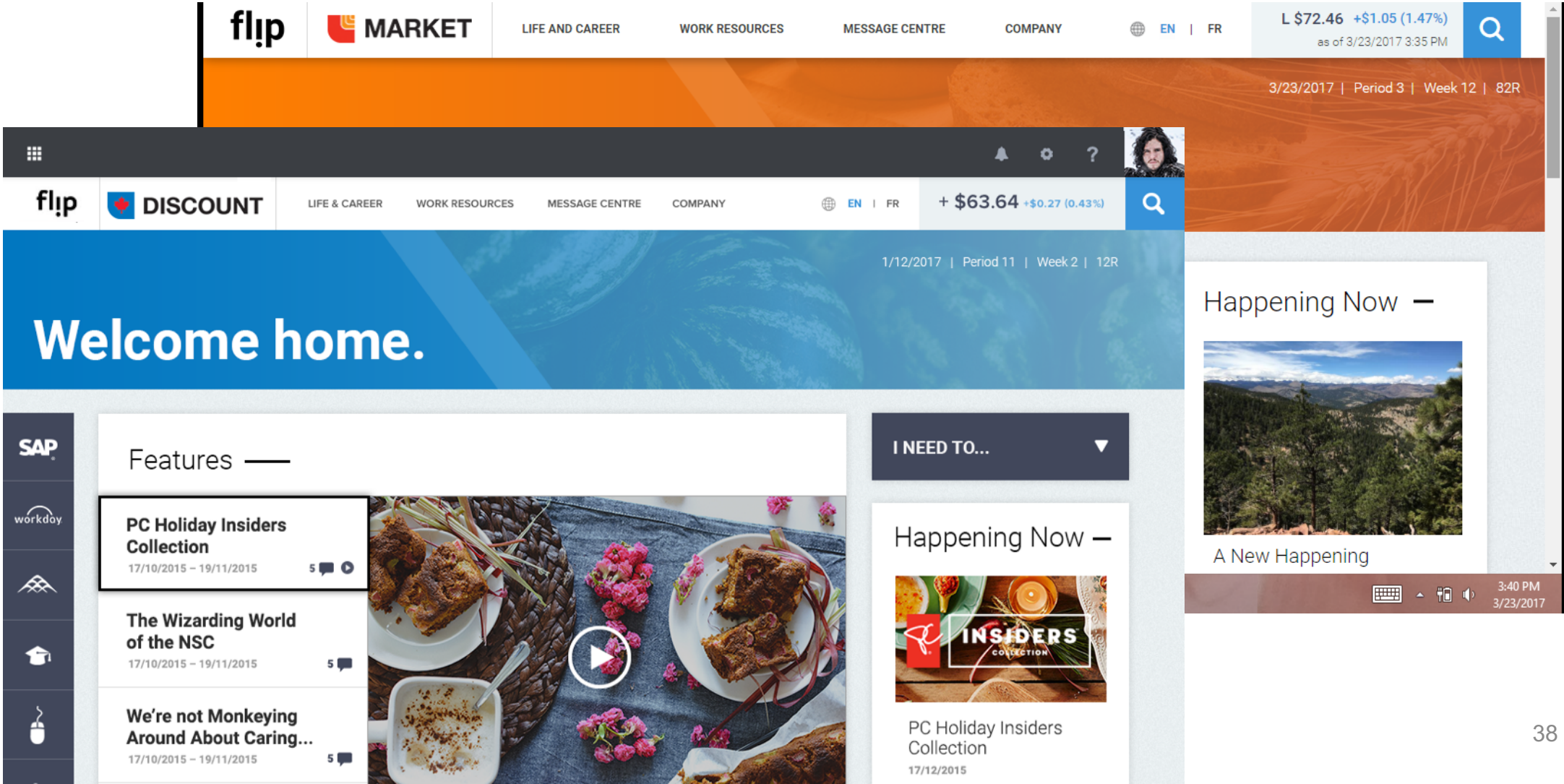
The “I need to...” menu is a feature used to surface information / tools / pages that are pertinent at the moment.

[illegible]

The communication team has various content tools available to engage colleagues.

[illegible]

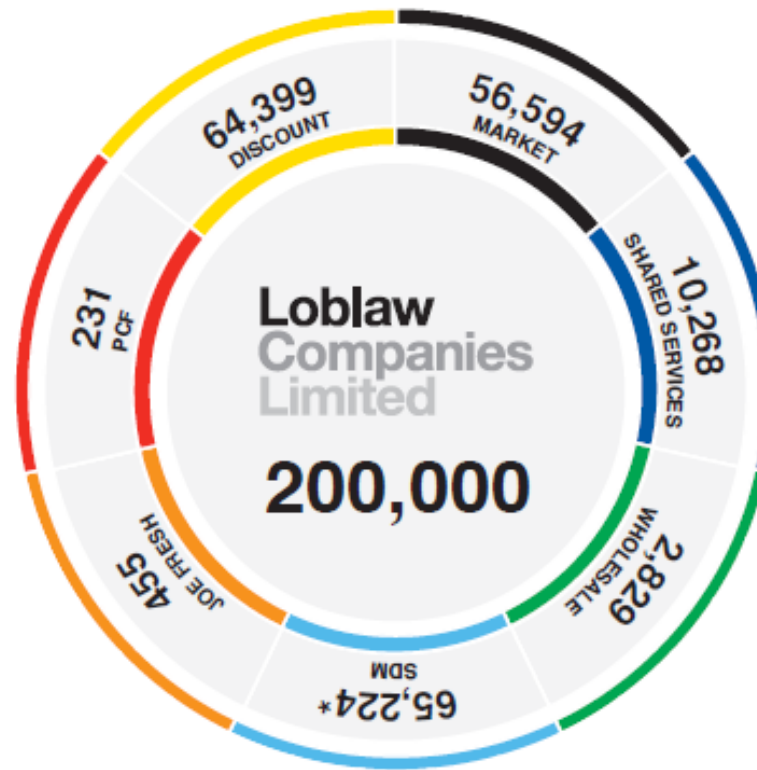
The experiences are targeted with content. The ‘look and feel’ is targeted as well. This has been important to drive engagement within the divisions.



Our next challenge...do the unthinkable! Reach those colleagues that **ACTUALLY** serve customers...



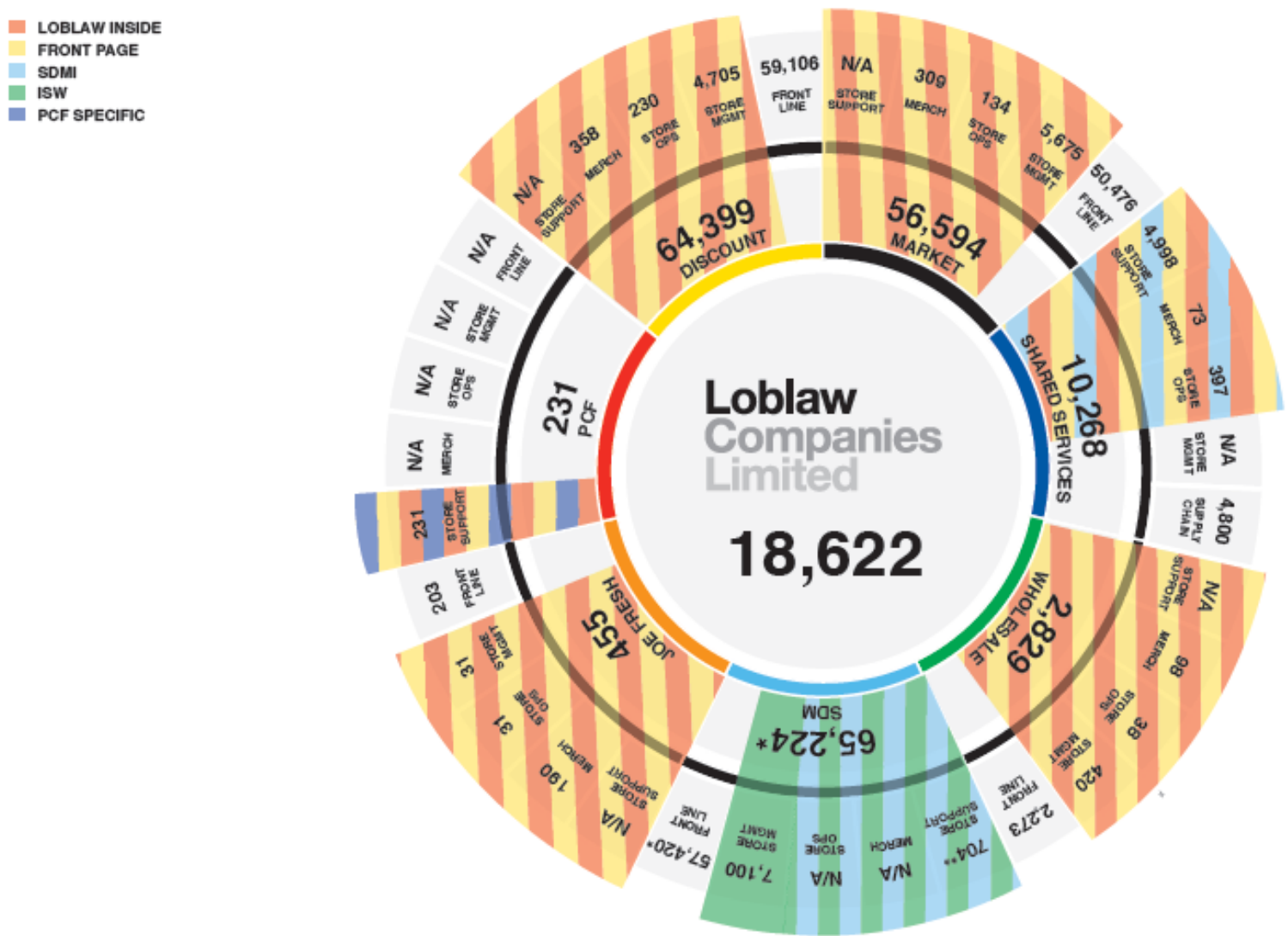
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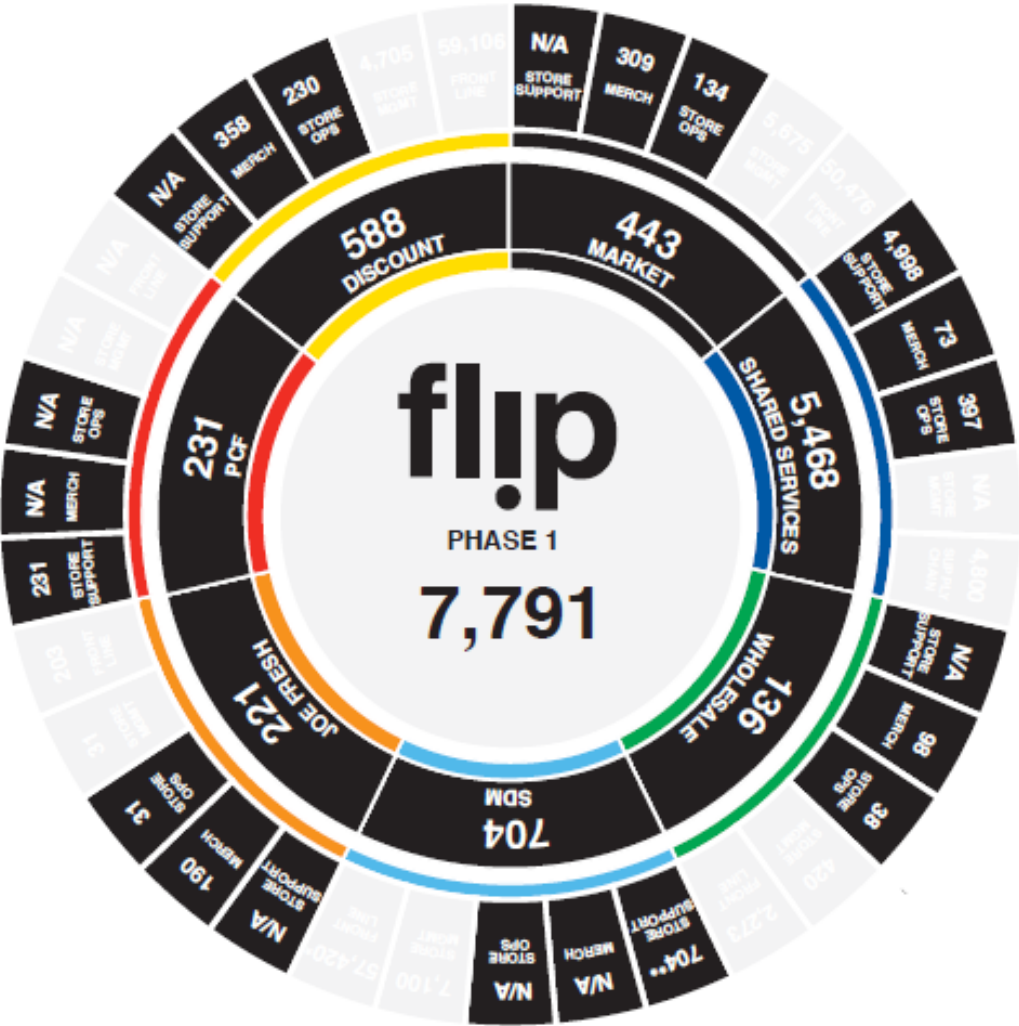
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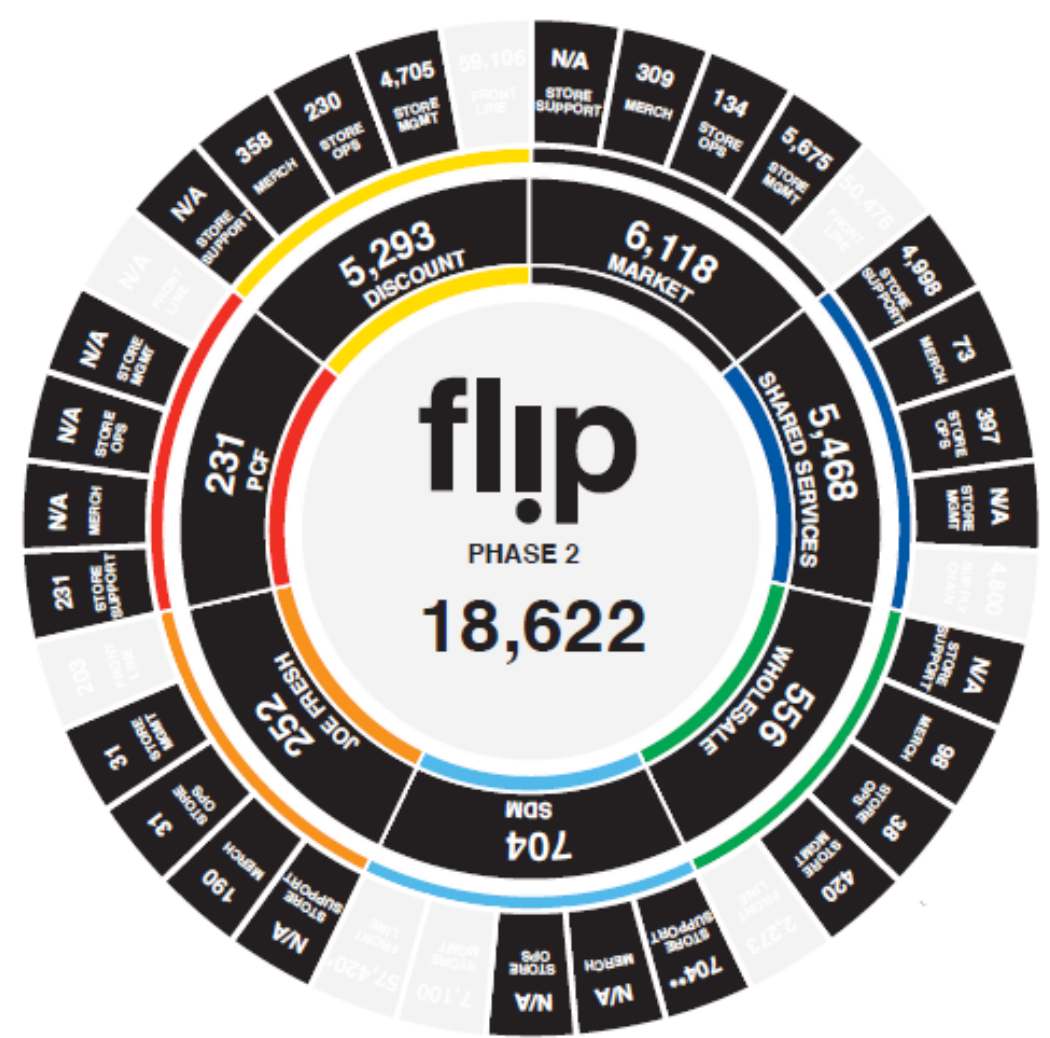
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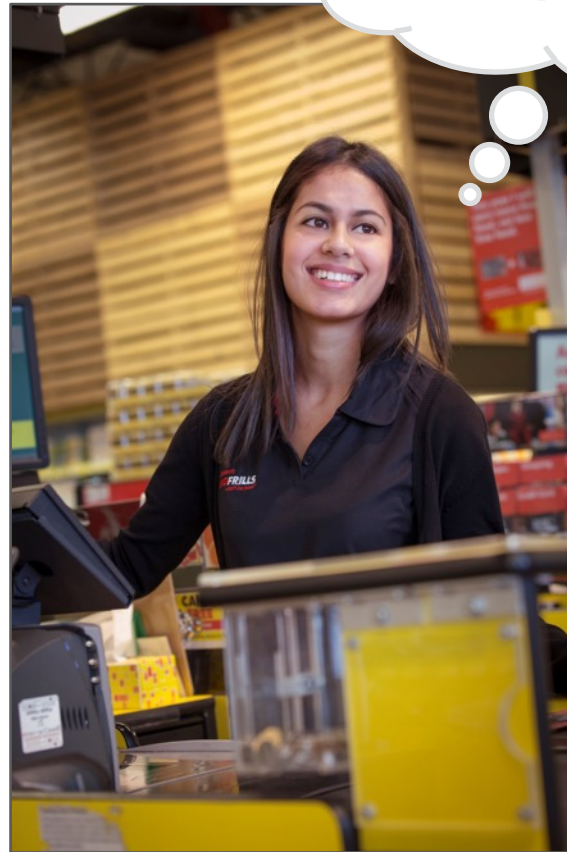


We want to engage with Serena because it should be good for business...but that doesn't align with what is important to her!

Change my
personal
information

Do training

Get help with IT



I just want My
Schedule on my
phone

ch for a
policy

Read about
company news

Check inventory /
supply / order
product etc.

fl!p leads with the functionality Serena wants and provides a “gateway” to tools and information with a common experience.



fl!p

My Schedule

Change my personal
information

Search for a policy

Read about company news

Do training

Get help with IT

Check inventory / supply / order
product etc.

Further research helped us frame voice, content & interest from this “new” segment of colleagues.

colleague perks and benefits
program launches and events
current issue management
store operations
community news
general interest
company news and information
executive messages
colleague profiles
Yammer

Green = Relevant (with bold and underlining meaning very relevant)

Yellow = So/So Relevance Red = Not Relevant

The Employee Share Ownership Plan (ESOP) at-a-glance

2018-03-12



What is it?

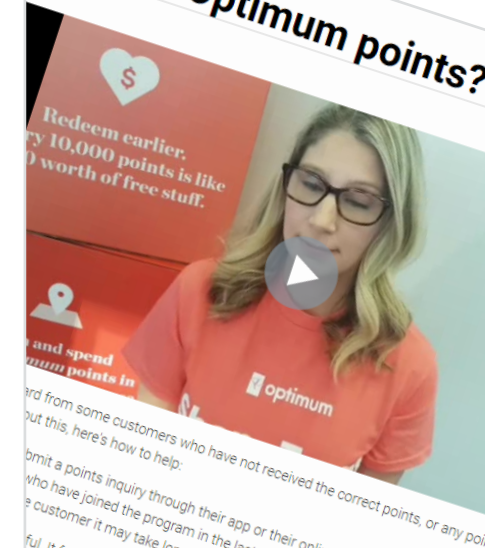
- The ESOP is...
- ...

Top 10 things to know about PC Optimum

2017-11-08

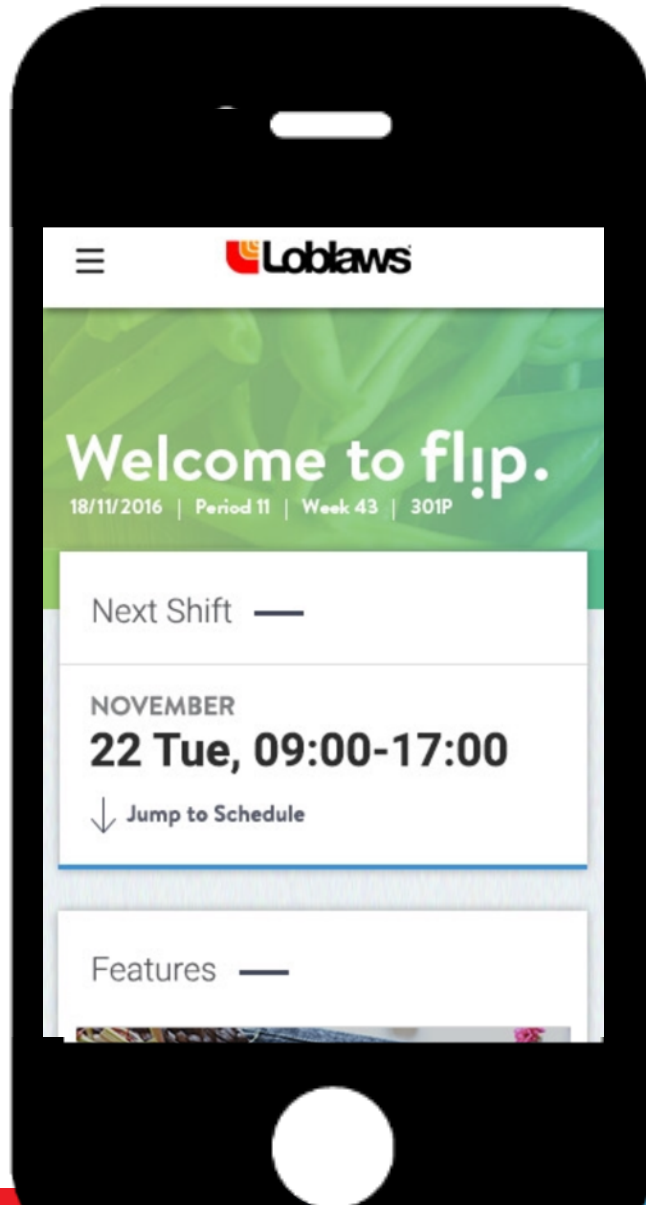


Missing PC Optimum points?



ard from some customers who have not received the correct points, or any poi
out this, here's how to help:
submit a points inquiry through their app or their online account:
who have joined the program in the last couple of week, there is a backlog in g
e customer it may take longer than normal, but it will get resolved.
ful. It features Emily from the PC Financial team, who took questions during a

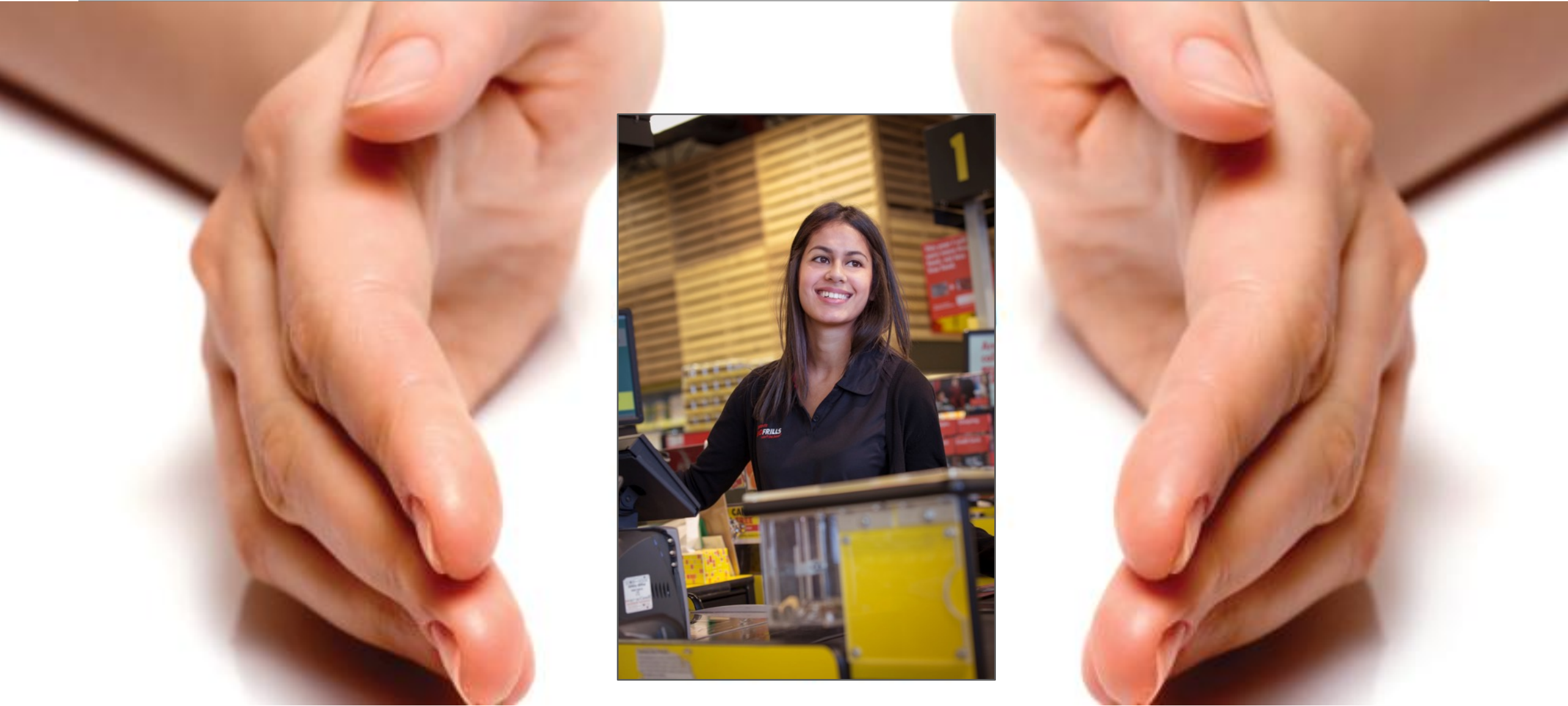
So that's why we stock milk at the back of a store!



Some advice...Listen...a lot!



Some advice...Protect the experience...



Digital Workspace Lunch & Learn: Real-world Success Stories

Combine leading collaboration technology from Microsoft with business enablement to create digital workspaces and collaboration strategies that empower employees and drive business value.

HOW IT WORKS

The session is complimentary and education—not a sales pitch.

Lunch is provided.



We come to your office.



The duration is 60-90 minutes.





Richard Windross
Richard.Windross@loblaw.ca

Jeff Willinger
jwillinger@rightpoint.com
1.312.622.2300
@jwillie