



Managing an Intranet in Transition

Amy Hernandez

Digital Workplace Product Owner, Marketing & Digital Services



THE COCA-COLA COMPANY



REFRESHING
PEOPLE
EVERYWHERE



GLOBAL HQ
ATLANTA, GA



PRODUCTS SOLD IN
200+ COUNTRIES
AND TERRITORIES



BEVERAGE
BRANDS



Coca-Cola

OUR ORGANIZATION

INTEGRATED SERVICES & IT

MARKETING & DIGITAL EXPERIENCES



MDS - “Making every day, every job, every endeavor, easier.”

SEARCH CONNECT



Connect

Digital Assistant

IT / HR Help

Career

Pay & Benefits

Policies & Procedures

Tech Support

Purchasing & Travel

Workplace & Security

Functions

Manager Center

About the Company

Top Links: [Guest Registration](#) | [Online Payslips](#) | [Concur](#) | [Total Rewards Portal](#) | [Kronos](#)

Close

Hi, Amy

My Information

My Org Chart

United States

Change Content View

People Resources & Tools

Workday | Self-Help

Performance Enablement

Coca-Cola University

Celebrating You

Guest Wireless Access

This Week's Password

User ID: KOGUEST

Password: Sprite1959

Coca-Cola in the News

AHA to Bring More Fizz, Flavor and Fun to Coke's Sparkling Water Portfolio



See All News

Coca-Cola



Google Analytics 360 Suite

ATTIV/O®



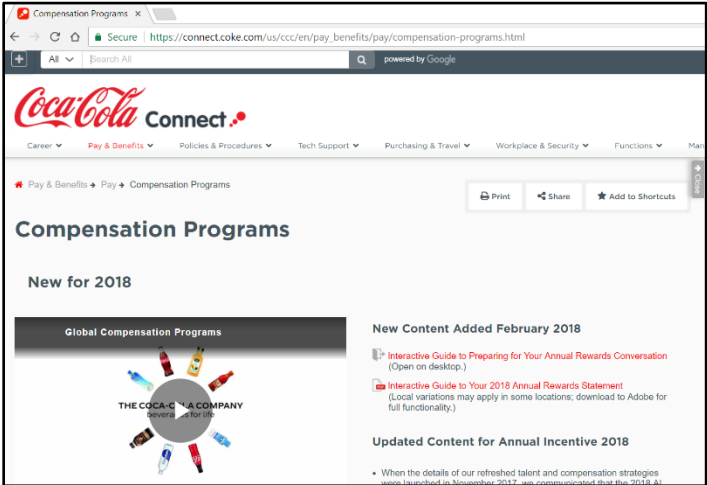
Adobe
Experience
Manager

workday®

Azure

Coca-Cola

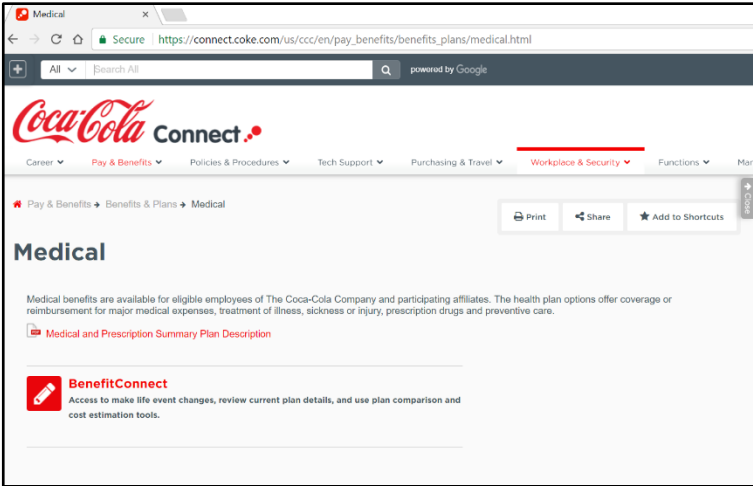
Global



30% ↑

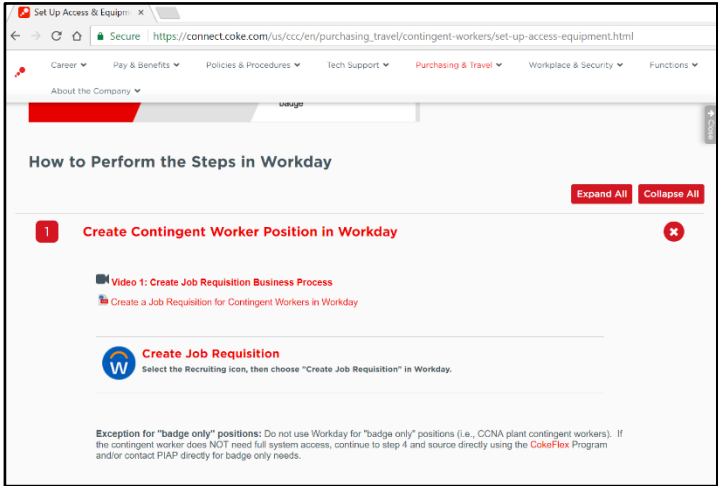
CONTENT DESIGN

Local



32%

Hybrid Content:



38% ↓





45,000 Daily
Page Views



3.5 Minutes
per Page



13,000 Daily Visitors



85% Desktop





**HR
Workplace
News**

**HR
Workplace
News**



**HR
Workplace
News**

**HR
Workplace
News**

OUR EXTENDED TEAM



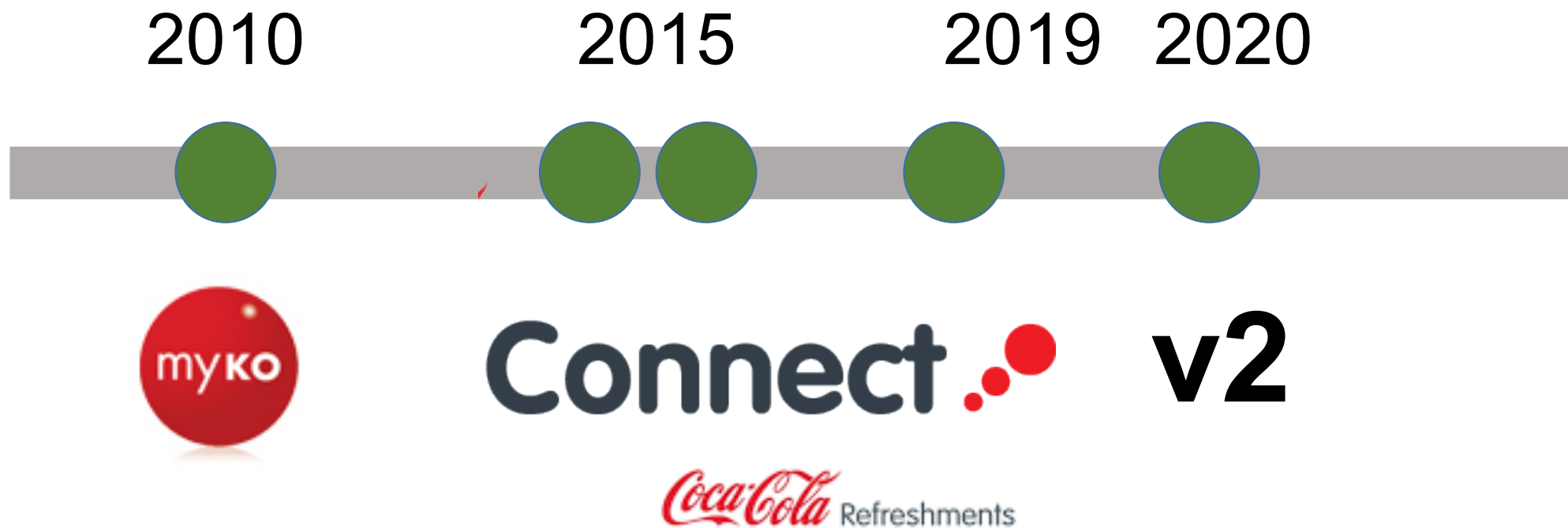
OPERATIONAL COVERAGE

Internal content management
External content management
Global emails

All-employee content
Functional sites

Content management
Client engagement
Solutioning
IA
Writing
Design
Analytics

OUR PATH

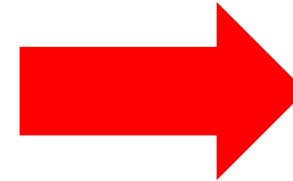


AN INTRANET IN TRANSITION

1. Search
2. Digital Assistant
3. Creative Content
4. Content Landscape
5. Expanded Audiences

SEARCH

Top Search Terms
Help Desk Data
Golden Set Analysis



19%
Improved
Relevance

SEARCH

Promoted Results

Type Ahead

Synonym Expansion

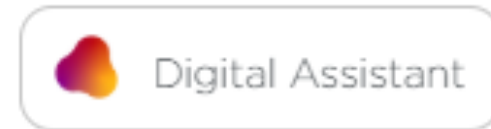
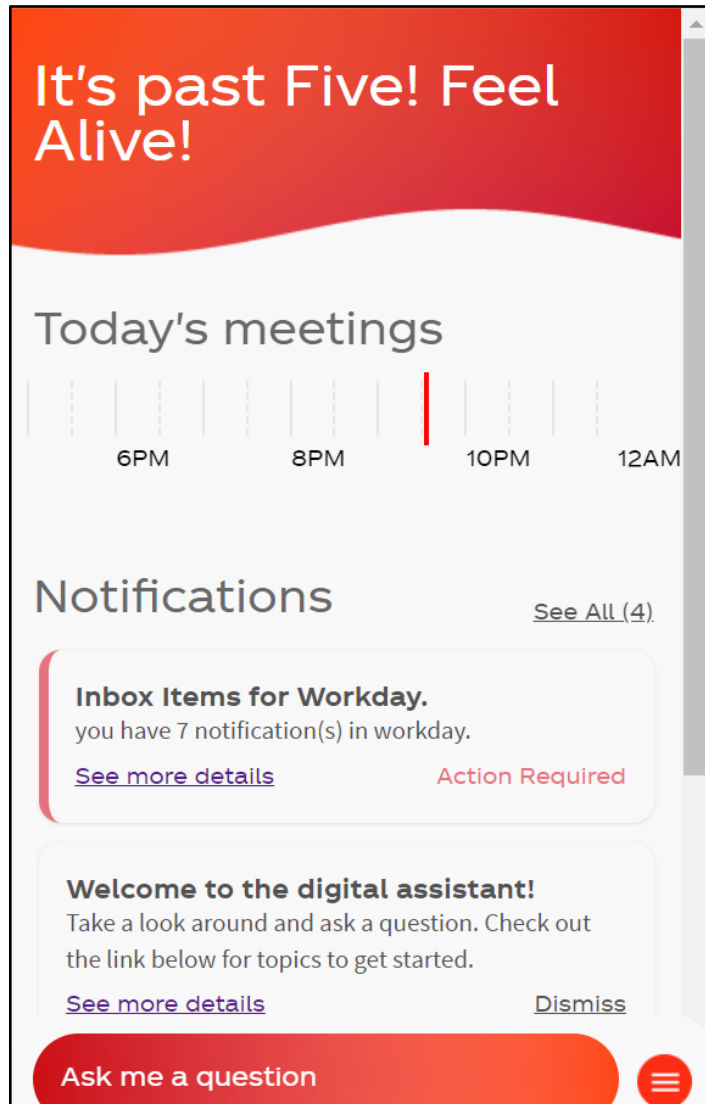
Stop Words

Index Fixes

<https://connect.coke.com>



DIGITAL ASSISTANT



Alerts
Skills / Actions
Knowledge

Meets the user where
he or she is

<https://connect.coke.com>




CREATIVE CONTENT

Robust


Creative


Flexible

Forward-Thinking


Shortcut [Edit](#)


[☆ Not following](#) [🔗 Share site](#)


[+ New](#) [✉ Send by email](#) [⚙ Page details](#) Published 8/8/2019  Aaron Baker is editing this page [🔗 Edit](#)



SHORTCUT

Shortcut is your toolbox of **digital solutions** to make you more productive, collaborative, and connected.


Collaborate with my team


Chat with others


Analyze & visualize data


Brainstorm with others

Kudos to: Michele Lillard, Digital Workplace Solutions Manager

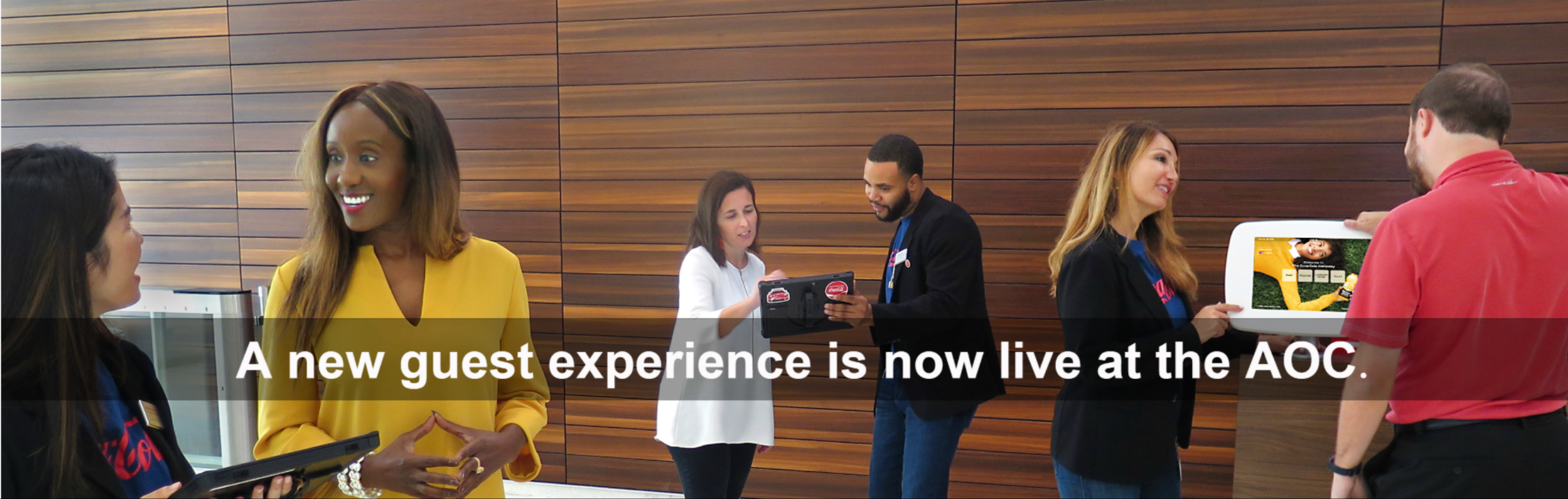
<https://groups.coca-cola.com/sites/ITShortCut>



Welcoming Your Guests to the AOC

[Register a Guest for AOC](#) | [Experience for Guests](#) | [Experience for Associates](#) | [FAQs](#) | [Need Help?](#) | [Contact Us](#)

To register a guest for Apopka, Freestyle Northyards, Plaza 600 or Sugar Land go to [Preregister/Non-AOC](#).



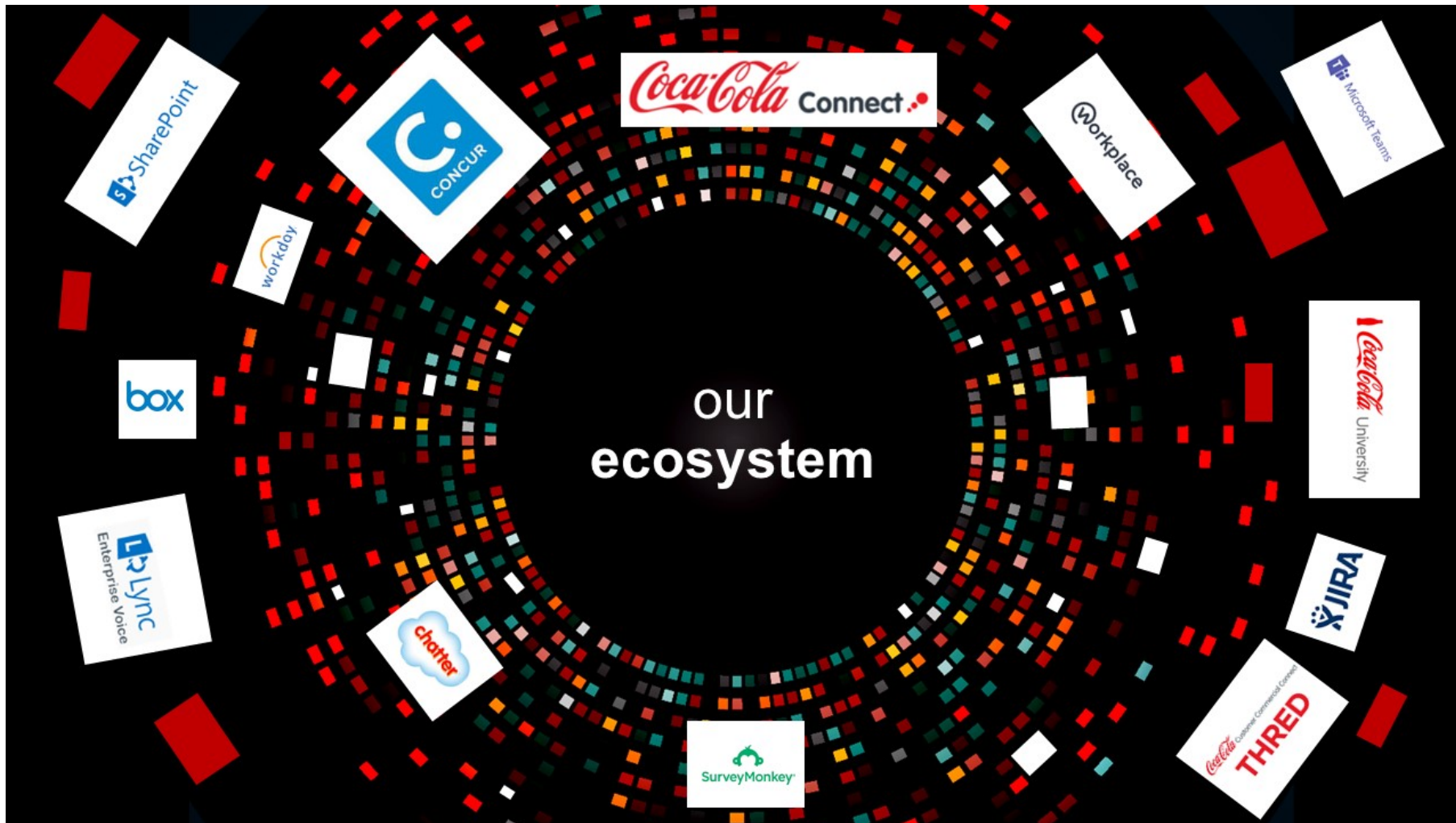
A new guest experience is now live at the AOC.

Kudos to:
Digital Workplace Content Operations Team

<https://connect.coke.com/all/globalcontentcustom/guest-registration.html>



CONTENT LANDSCAPE



CONTENT LANDSCAPE

130+ AEM Sites



Adobe
Experience
Manager

40+ WordPress Sites



WORDPRESS

400+ Confluence Sites



Confluence

200+ Custom-Built Tools



12,000+ SharePoint Sites



SharePoint

EXPANDED AUDIENCES

Bottlers
Agencies
Pilot and Learn



FUTURE

DA / Help Integration
IA Refresh
Personalization
Interactivity
Teams and Yammer
Search





Thank You

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