



Global Intranet Forum – October 19 & 20, 2016

H&R BLOCK



DNA

Documents, News & Applications



- Background
- Who is H&R Block
- Quick stats about our intranet program
- Measurement
 - Benchmarking
 - Balancing user needs
 - Assessing (and growing) program maturity
- Intranet Tour
- Key Take-Aways

About Me



Who is H&R Block?

**We do
the right
thing**

 **H&R BLOCK**

**We believe in
our people**

**We take care of
our clients**

**We deliver for our
shareholders**

We do the right thing

VALUES

**We look at
your life
through tax...**

**and find ways
to help**

PURPOSE



REINVENT
THE **CATEGORY**
WE INVENTED

VISION

H&R Block By the Numbers



12,000

Retail offices worldwide



680 million

Returns prepared



1 in 7

U.S. tax returns filed



60+

Years leading
the industry



5

Miles from office to
most people in the U.S.



80,000

Tax pros with 18+ hours
of annual training



What is DNA?

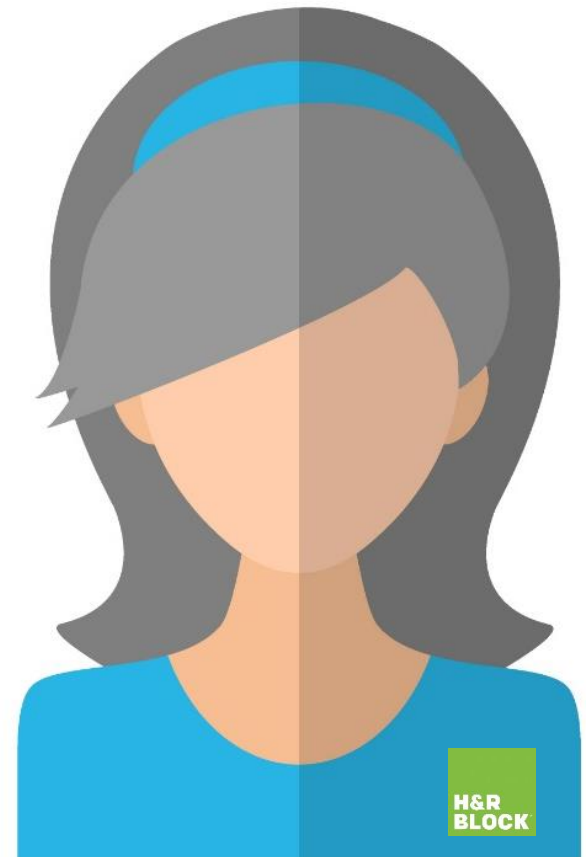


~~What is~~ DNA? Why

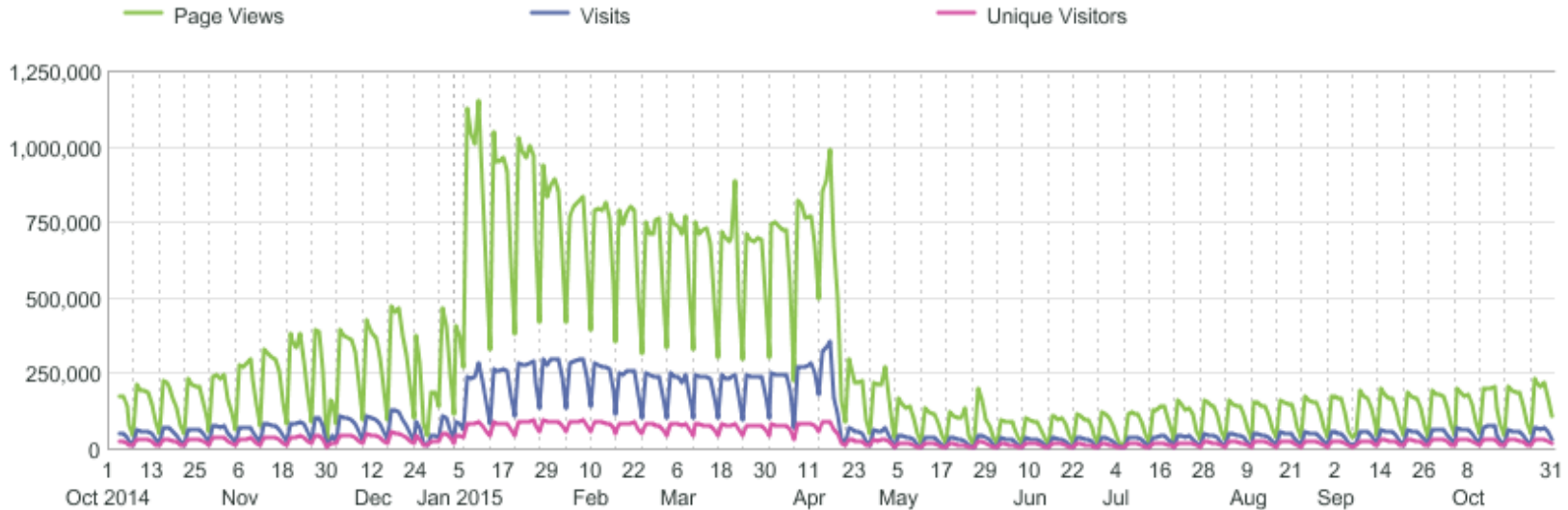
H&R Block Intranet Users?

DNA serves all associates, with the following 9 profiles:

- Tax Office (6000 stores)
- ★ Block Advisors (350 stores)
- Franchise Tax Office (4000 stores)
- Franchisees & their partners
- Field Leaders
- Corporate associates
- Seasonally Separated
- Permanently Separated
- Contractors



Portal Performance: Usage



- **Everyone visits every day:** Fluctuation in unique daily visitors (pink line) was consistent with staffing changes throughout the past 13 months.
- During the off-season, each user visited the site ~2 times per day, viewing ~3-4 pages per visit.
- During tax season, visits increased while views per visit decreased slightly.

	Avg Visits	Avg Views
Oct	2.0	3.2
Nov	2.1	3.8
Dec	2.1	3.8
Jan	2.9	3.6
Feb	3.0	2.9
Mar	2.9	3.0
Apr	3.0	3.0
May	2.0	3.4
Jun	2.0	2.9
Jul	2.0	3.2
Aug	2.0	3.0
Sep	2.0	2.9
Oct	2.1	2.9

Our Intranet Team

- **Business Owner:** Corporate Communications
 - Program Manager
 - Project Manager
- **Information Technology Partners**
 - Senior Business Analyst
 - Lead Developer
 - Offshore Developers: 2 full-time
 - Offshore QA: 1 full-time
- **Content Contributors:** ~200
- **Design team:** Chemistry



Intranet Stats



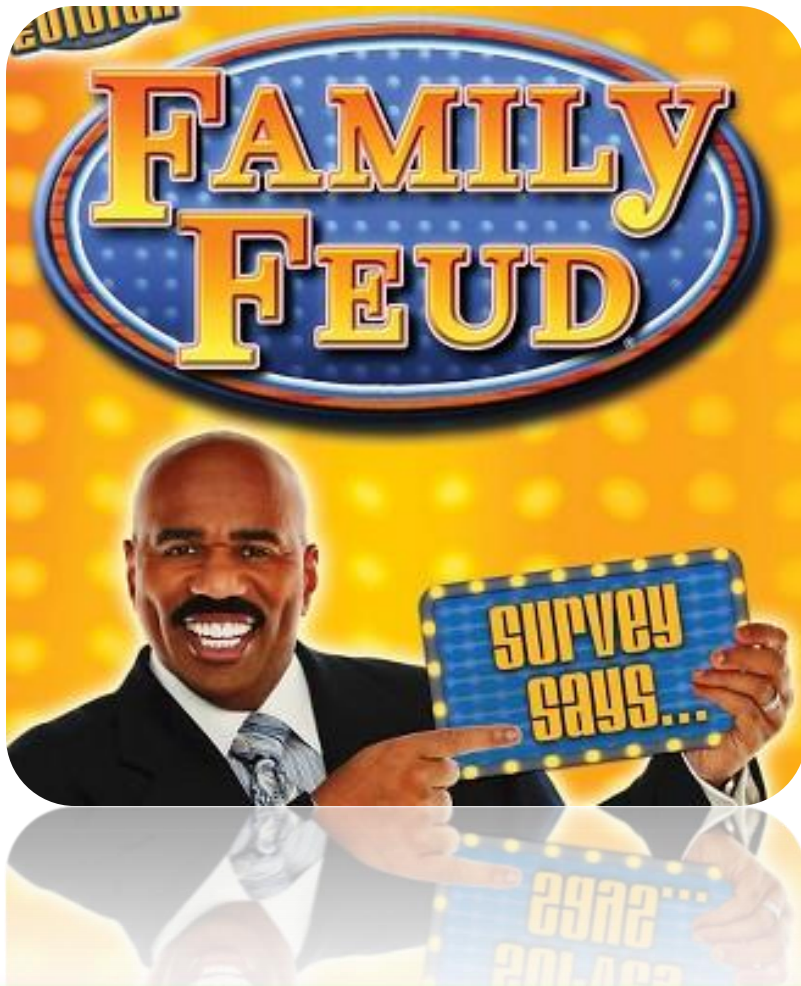
DNA

Documents, News & Applications

- **Most Recent Redesign:** Summer 2014
- **Number of Associates served:** ~90,000
- **Peak Views:** 1.5 million per day during Tax Season 2016
- **Capabilities:**
 - Single Sign-on
 - Star Ratings
 - Consistent look/feel with curtain navigation
 - Accessible from the internet
 - Mobile optimized
- **Technologies used:**
 - Open Text Content Management System
 - LifeRay portal
 - Lithium Communities
 - Google Search Appliance

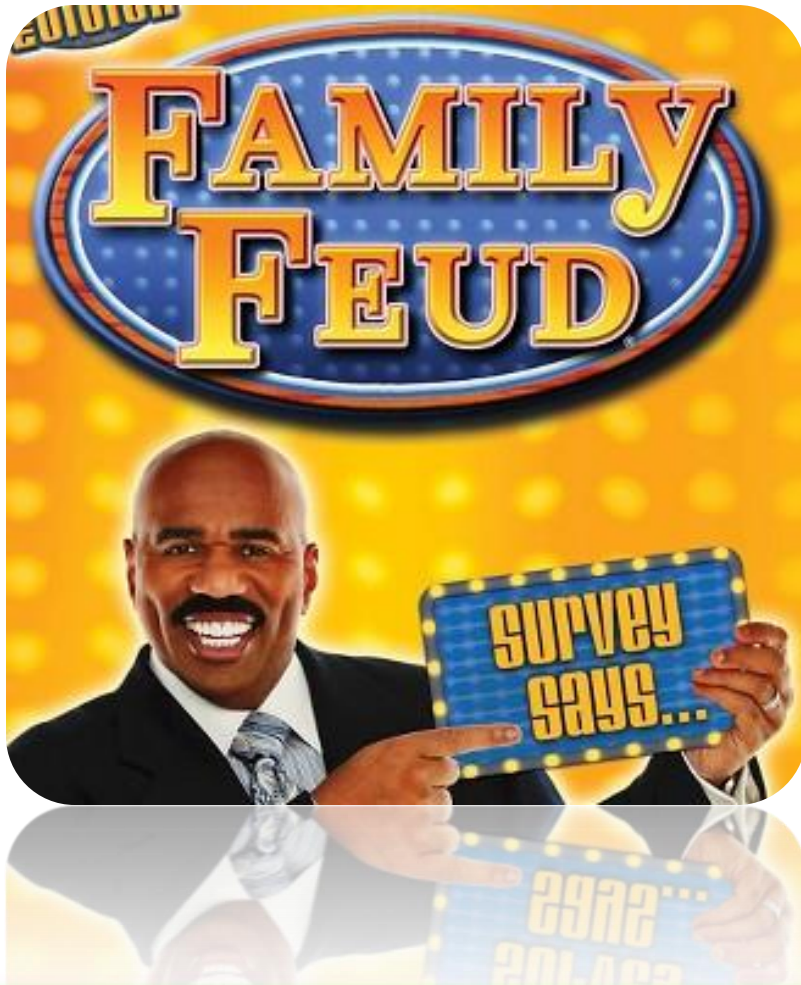
Forms: 17
Applications: 68
Pages: 500
Documents:
15,600
News Articles:
~14 week

DNA Survey: Why?



- Establish internal baseline for measuring
- Benchmark report to compare DNA to over 232 other intranets
- Generate dialogue & build consensus on DNA roadmap

DNA Survey: How?



- Web-based survey
- 7 minutes to complete
- 4286 responses
- Distributed via DNA news article
- 4147 associates signed up for a chance to win \$25
- Gave away 20 of these through our corporate recognition program

What Did We Achieve?

- #4 out of 232 participating intranets
- #1 in several categories
- Differences among profile groups
- Ability to prioritize future enhancements
- Ability to sound *really smart* with executives/business partners about changes that need funding
- Takes us out of “ROI” discussion and into discussions about how best to resolve the problems they want to solve



DNA Tour & Discussion

 H&R BLOCK



- Single Sign-on
- Home Page, Workspace & Targeting
- Documents
- News
- Alerts
- New & Noteworthy
- Mega-Nav
- Search
- Content Pages:
 - Section, Sub-section, General, Star Ratings
- Communities
- Business Continuity

Single Sign-on

H&R BLOCK

[hrblock.com](#) | [thetaxinstitute.com](#) | [irs.gov](#) | [FAQ](#) | [The Community](#) | [YouTube](#)

You are entering an internal H&R Block application.

Password

Sign In

[Forgot SSO ID?](#)

[Forgot Password?](#)

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Welcome back, Karen Downs
 MY ACCOUNT | SIGN OUT

Tools & Libraries
 APPLICATIONS DOCUMENTS WEBSITES PEOPLE DIRECTORY

- WORKSPACE
- BUSINESS PRIORITIES
- CAREER & DEVELOPMENT
- BLOCK INFORMATION
- DEPARTMENTS
- COMMUNITIES

TOP APPS | **TOP DOCS**

- Aim High Every Day
- Block Academy
- Block Stars
- Email - Outlook Online
- ePro
- Expense Reports - Certify
- FAMS
- FIN / IMR
- HR Self Service
- Kronos
- Service-Now
- Travel Arrangements
- View Paycheck

[All Applications](#)

NEWS 0 | [View All News](#)

THE TAX INSTITUTE.COM KEEPS TABS ON TAXES
 In this series, Block Central highlights interesting, emerging or complex tax issues that TTI explores on its public website, TheTaxInstitute.com. ... [Read More](#)

STUCK IN THE MIDDLE
 H&R Block lets the "sandwich generation" know we are here to help them navigate their unique tax situation.... [Read More](#)

READY TO SERVE UPDATE FOR WEEK OF SEPT. 19
 This weekly update provides district general managers (DGMs) actions and resources to ensure their associates are Ready to Serve in TS17.... [Read More](#)

REAL ESTATE APP -- VERSION 2.2 NOW REQUIRED
 The previous version (v2.0) is no longer available. ... [Read More](#)

TAX NOTICE SERVICES OFFICE CHECKLIST
 The checklist provides district general managers (DGMs) step-by-step instructions for rolling out Tax Notice Services in their offices.... [Read More](#)

BENEFEST AT U.S. RETAIL SALES & SERVICE MEETING - SCHEDULE YOUR BIOMETRIC SCREEN
 You must complete a biometric screening (and an online Health Assessment) by Saturday, Dec. 31, to be eligible for a \$300 contribution to your 2017 Health Savings Account (HSA).... [Read More](#)

ALERTS 0 | [View All Alerts](#)

- Posted on 09/16/16
 DNA Search Currently Unavailable
- Posted on 09/15/16
 Career Gateway Unavailable Saturday Morning/Afternoon
- Posted on 09/14/16
 IRS e-File Extended Maintenance Outages -- Friday, Saturday and Sunday
- Posted on 09/14/16
 Block Academy Maintenance Overnight Friday/Saturday
- Posted on 09/09/16
 Class Manager Outage Starting Sept. 12

[View All Alerts](#)

TOP WEBSITES

- [H&R Block](#)
- [H&R Block Newsroom](#)
- [IRS](#)
- [Tax Research Center](#)
- [H&R Block Company Store](#)
- [The TaxBook WebLibrary](#)
- [Block Talk Blog](#)
- [The Community](#)

[View All Websites](#)

TOP TOPICS

- [Office 365](#)
- [Chopping Block Menu](#)
- [Retail Operations Support Toolkit](#)
- [Pay Information & Forms](#)
- [People Center](#)

COMMUNITIES

- [Affordable Care Act](#)
- [Area Manager](#)
- [BlockWorks User](#)
- [DGM Idea Challenge](#)
- [Franchisee Forum](#)
- [Instructor Collaboration](#)
- [Retail Operations Support](#)
- [TRS User Community](#)

[View Communities](#)

BLOCK ACADEMY

[View More](#)

Workspace

Welcome back, TAX ADVISOR Test
MY ACCOUNT | SIGN OUT

Tools & Libraries
APPLICATIONS | DOCUMENTS | WEBSITES | PEOPLE DIRECTORY

HOME | **WORKSPACE** | BUSINESS PRIORITIES | CAREER & DEVELOPMENT | BLOCK INFORMATION | DEPARTMENTS | COMMUNITIES

WORKSPACE

This page was created just for you, based on your professional needs. Get convenient, quick access to the information and links that are helpful to do your job.

REPORTING DASHBOARD

Daily Activity Report	Tax Pro Compensation Report	Tax Plus Revenue Scorecard	Other Reports
-----------------------	-----------------------------	----------------------------	----------------------

- TPCR-Official
- Tax Pro Performance Summary Report
- Client Service Leader STI
- Client Experience Survey
- Tax Pro Pilot Pay Report

RESOURCES

For The Tax Office

- Block Advisors Local influencer Program
- Block Advisors Field Leader Calendar
- Block Advisors Marketing DNA page
- Block Advisors Toolkit
- Block Pay
- Information Technology Security
- Insurance Risk Management
- Secure File Transfer Site

Support

- Tech Support (TSC and CSC)
- Financial Services Hotline
- Knowledge Base
- View All Resources

Applications

Welcome back, Karen Downs
MY ACCOUNT | SIGN OUT

Tools & Libraries
APPLICATIONS | DOCUMENTS | WEBSITES | PEOPLE DIRECTORY

WORKSPACE | BUSINESS PRIORITIES | CAREER & DEVELOPMENT | BLOCK INFORMATION | DEPARTMENTS | COMMUNITIES


APPLICATIONS

The applications you use to do your job are all here! Find the one(s) you need in the blink of an eye—search by alphabetical order, category or browse all the applications.

Top Applications

Applications A-Z

ALL | A | B | C | **D** | E | F | G | H | I | J | K | L | M
N | O | P | Q | R | S | T | U | V | W | X | Y | Z




DNA ONLINE REQUEST FORM

Request new DNA pages, updates to existing pages, DNA development, or notify of broken links. See Training/Reference for help completing the form.

Related Documents
[Training/Reference](#) | [Release Notes](#)

[Launch Application](#)



DOCUSIGN

Related Documents
[Training/Reference](#) | [Release Notes](#)

[Launch Application](#)

News

The screenshot shows an intranet news page. At the top is a dark navigation bar with a home icon and menu items: WORKSPACE, BUSINESS PRIORITIES, CAREER & DEVELOPMENT, BLOCK INFORMATION, DEPARTMENTS, and COMMUNITIES. On the left is a sidebar with a 'NEWS' tab. The main content area has a 'NEWS' header and a descriptive paragraph. Below this is a filter bar with 'All News', 'My News', and 'Block Central' tabs, and a pagination control showing '1 2 3 4 5 6 7 8 9 10' with navigation arrows. Three news items are listed, each with a date, a title, a short description, and a 'Read More' link. The source 'Block Central' is noted for each item.

NEWS

Updated regularly, this section serves as your company's "news channel", keeping you abreast of important messages, corporate updates, new policies and changes to the intranet itself.

All News My News Block Central

1 2 3 4 5 6 7 8 9 10 ▶ ▶▶

October 04, 2016 11:07 AM Block Central
Nonprofit Referral Program Expands
Three more types of tax-exempt groups can now earn money by referring new clients to our Nonprofit Referral Program...
[Read More](#)

September 30, 2016 07:39 AM Block Central
IRS Recruits Pickering for ETAAC
TTI's Kathy Pickering helps fight tax fraud as a new member of the IRS Electronic Tax Administration Advisory Committee....
[Read More](#)

October 04, 2016 10:47 AM Block Central
Get More Out of DNA
Check out upgrades and new instructional videos that improve your experience on DNA in TS17.... [Read More](#)

Alerts

The screenshot displays a web application interface with a dark navigation bar at the top containing the following menu items: WORKSPACE, BUSINESS PRIORITIES, CAREER & DEVELOPMENT, BLOCK INFORMATION, DEPARTMENTS, and COMMUNITIES. A home icon is also present on the left side of the navigation bar.

Below the navigation bar, the interface is divided into several sections:

- TOP APPS / TOP DOCS:** A sidebar on the left lists various applications: Aim High Every Day, Block Academy, Block Stars, Email - Outlook Online, ePro, Expense Reports - Certify, FAMS, FIN / IMR, and HR Self Service.
- NEWS:** A central section with a green header and a 'View All News' link. It contains three news items:
 - THETAXINSTITUTE.COM KEEPS TABS ON TAXES:** Includes a thumbnail for 'TheTaxInstitute.com' and a 'Read More' link.
 - STUCK IN THE MIDDLE:** Includes a thumbnail for 'Stuck' and a 'Read More' link.
 - ATX PAYROLL SOFTWARE AVAILABLE SOON (SALES AND SERVICE):** Includes a 'Read More' link.
 - ATX PAYROLL SOFTWARE AVAILABLE SOON (BLOCK ADVISORS):** Includes a 'Read More' link.
- ALERTS:** A section with an orange header and a 'View All Alerts' link. It shows a list of alerts with dates:
 - Posted on 09/19/16: WebCDB Maintenance Outage Tuesday
 - Posted on 09/17/16: Instructors unable to enter attendance in Block Academy
 - Posted on 09/09/16: Class Manager Outage Starting Sept. 12An orange 'View All Alerts' button is located below the list.
- NEW & NOTEWORTHY:** A section with a green header showing recent updates:
 - Page Update 09/08/16: Meet your current Block Advisor Council Members
 - Page Update 09/08/16: (partially visible)

At the bottom of the page, a disclaimer reads: "Contents are material, non-public, confidential & proprietary. Unauthorized distribution or dissemination prohibited."

New & Noteworthy

<p>Certify</p>	<p>LDO CHANGES FOR TS17 (COMPANY) For TS17, only offices with a 40% Latino population are considered LDO. ... Read More</p>	<p>View All Alerts</p>
	<p>SAA AND CM ROLE CHANGES -- NEW TITLES, REPORT TO DOCS DOC Action: Attend Seasonal Ops Role Transition -- Career Gateway Training for actions you will need to take in Gateway to complete these role changes.... Read More</p>	<p>NEW & NOTEWORTHY</p>
	<p>TAX IN THE NEWS FOR AUG. 2, 2016 TAX in the News for Aug. 2, 2016... Read More</p>	<p>Community 6/13/16 Blockworks Community Retirement Plan Rollover coded 2</p>
	<p>GIFTS THAT GIVE TWICE Double your donation to qualified educational institutes through the H & R Block Foundation's Matching Gift Program. ... Read More</p>	<p>Community 6/13/16 TRS User Community How do I get training to use TRS software?</p>
	<p>TOP TOPICS</p> <ul style="list-style-type: none"> Office 365 	<p>Document 6/13/16 Block Advisors Announcement Fiscal Year Closing Strong</p>
		<p>Page Update 6/13/16 Blockworks Training Need to Register?</p> <p>View More</p>
	<p>COMMUNITIES</p> <ul style="list-style-type: none"> Affordable Care Act 	<p>BLOCK ACADEMY</p>

Mega-Nav Menus

TUE, OCT 4, 2016 04:34 PM

NYSE HRB 22.59 -0.23

H&R BLOCK



DNA

Documents, News & Applications

Find people, information, tools and documents

Welcome back, Karen Downs

[MY ACCOUNT](#) | [SIGN OUT](#)



Tools & Libraries

[APPLICATIONS](#)

[DOCUMENTS](#)

[WEBSITES](#)

[PEOPLE DIRECTORY](#)



[WORKSPACE](#)

[BUSINESS PRIORITIES](#)

[CAREER & DEVELOPMENT](#)

[BLOCK INFORMATION](#)

[DEPARTMENTS](#)

[COMMUNITIES](#)

ANNOUNCEMENTS & INFORMATION

Club 1040

ASSOCIATE RELATIONS CENTER

Open an ARC Case

BENEFITS

Associate Tax Prep Benefit

Enrollment

Health & Wellness

Life Events

Other Benefits

Paid Time off & Leaves

Retirement & Savings

Seasonal Associates

NEW ASSOCIATE TOOLKIT

PAY

Compensation Planning

Incentive Plans

Information & Forms

Kronos Timekeeping System

Severance Plan

Tax Professional Compensation

OPPORTUNITIES

Associate Referral Program

Career Opportunities

Client Advisory Council (CAC)

Corporate Opportunities

Enrolled Agent (EA)

First Year Tax Pro Experience

PEOPLE CENTER

Ask a Question

Verification of Employment

PERFORMANCE & TALENT PLANNING

Field Recruiting

Hire & Onboard

Seasonal Hiring

Talent Review & Succession Planning

Team

REWARDS & RECOGNITION

Block Stars

Recognition & Honors

TRAINING & DEVELOPMENT

Block Academy

Continuing Education & Certifications

Field Leadership Development

Field Learning & Development

Reporting

Instructor Training & Development

IRS and State Registration

IT Shared Services Training

ITC Referral

Leadership Development

Skills To Win

Tax Training

State Tax Training



DNA

Documents, News & Applications

Find people, information, tools and documents



Welcome back, Karen Downs

MY ACCOUNT | SIGN OUT



Tools & Libraries

APPLICATIONS

DOCUMENTS

WEBSITES

PEOPLE DIRECTORY



WORKSPACE

BUSINESS PRIORITIES

CAREER & DEVELOPMENT

BLOCK INFORMATION

DEPARTMENTS

COMMUNITIES

SEARCH

Results for

ITIN



ALL

DOCUMENTS

NEWS

APPLICATIONS

PAGES

Viewing 1-10 of 1010 results for "ITIN"

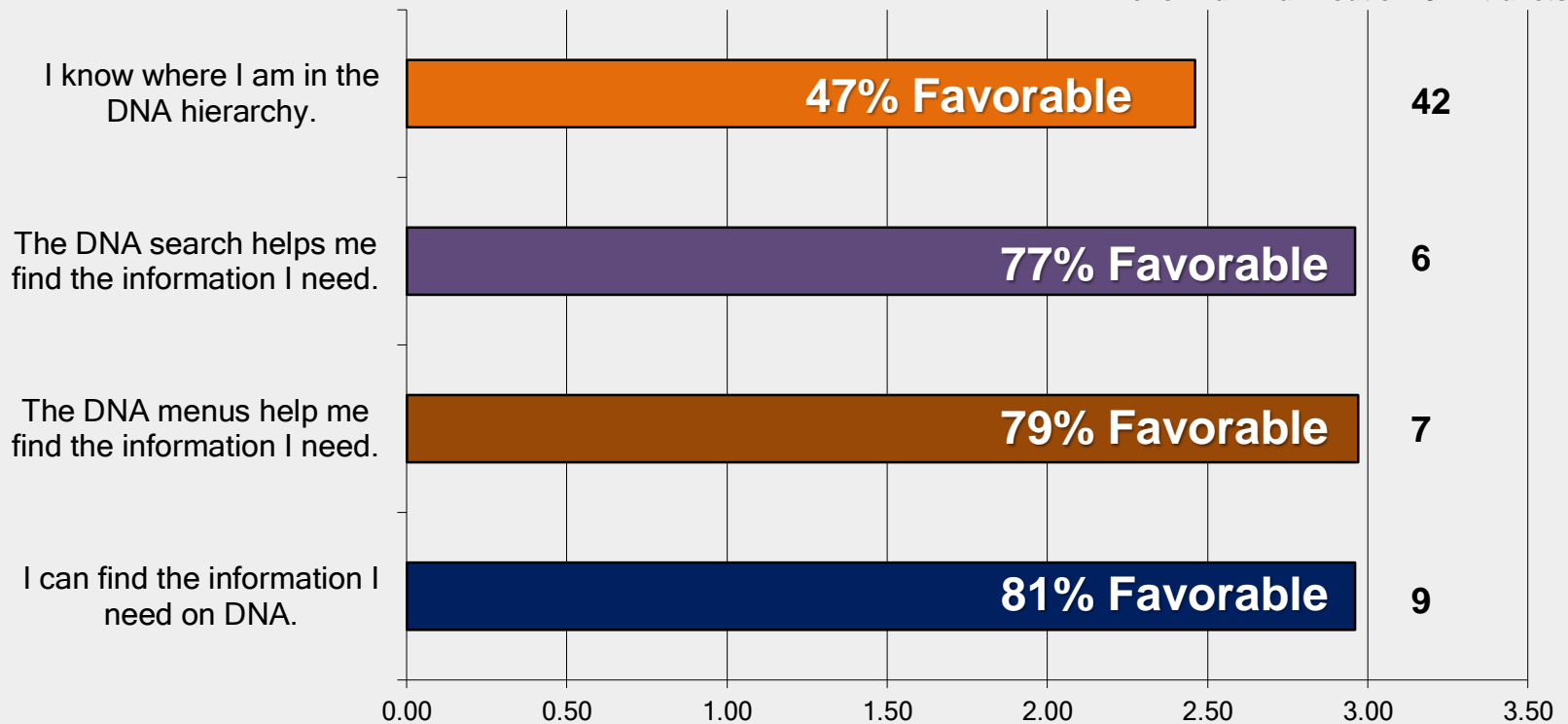
1 2 3 4 5 6 7 8 9 10 ▶ ▶▶

Type	Title	Last Updated
	<p>Individual Taxpayer Identification Number (ITIN)</p> <p>... ITIN. Recent ITIN Tax Law Changes (Important Information for Client Appointments). ... Links to ITIN and CAA DNA pages. ...</p> <p>https://dna.hrblock.com/web/hrb-intranet/itin</p>	09/21/2016
	<p>ITIN Renewal Begins Oct. 1 -- Resources Available</p> <p>... ITIN Renewal Begins Oct. ... Visit the Individual Taxpayer Identification Number (ITIN) Resources DNA page for support resources. ...</p> <p>https://dna.hrblock.com/web/hrb-intranet/news-article?id=AAAAA0K2XFY0Q7J55LJSLJDTN45QV8</p>	09/28/2016
	<p>Preseason ITIN Renewal Process Does Not Require a Tax ...</p> <p>... Form W-7 (COA) Optional Any Tax Pro Mail ITIN Renewal Packet ... (COA) Optional Any Tax Pro Tax return Any Tax Pro Mail ITIN Renewal Packet ...</p>	09/27/2016

Search Showcase

Rate the following statements about finding information on DNA

Benchmark Rank out of 232 intranets



DNA Search Feedback

Didn't find what you were looking for with your DNA search? Help us improve your user experience.

This form is primarily used to share search-related feedback with the DNA team for the purpose of improving the search functionality. Please indicate on the form if you also need us to assist you with locating DNA content. We will reply within two business days.

Additional field and franchise resources are available at:

- Company Field associates: [Office Support and Contact Information document](#)
- Franchisees and franchise associates: [Franchise Operations Support Quick Reference Guide](#)

*First Name :

Karen

*Last Name :

Downs

*Email :

karen.downs@hrblock.com

*Job Title :

*What were you looking for? :

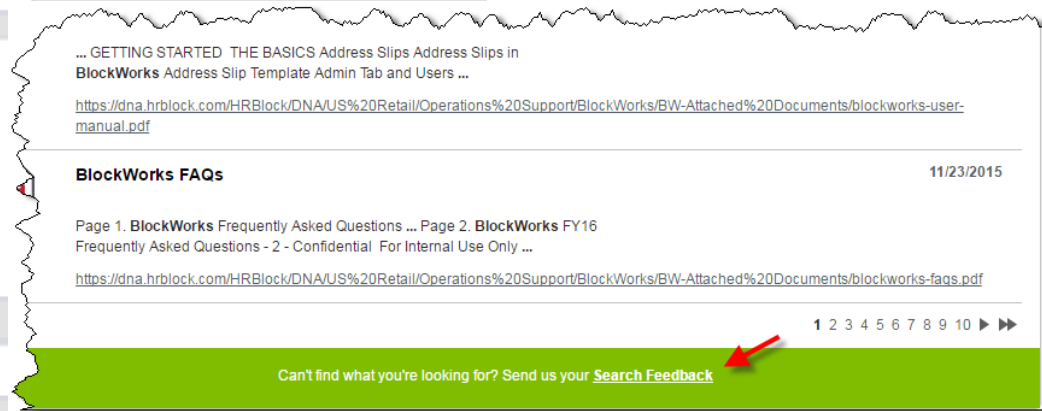
Select One

*What were you expecting to find? (For example: "I was looking for information on office opening procedures.") Up to 250 Characters:

[Empty text area for feedback]

*Would you like assistance locating this content?

Select One



Submit

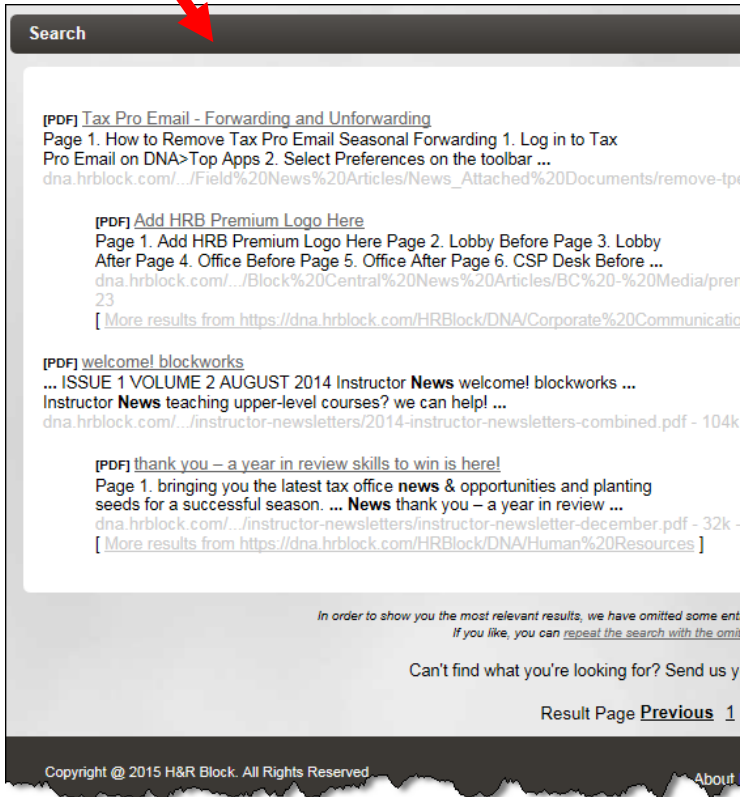
Reasons our users were not able to find what they were looking for...

1. **Content exists** in a separate content system that the search engine cannot “see”
2. **Vocabulary issue:** our content writers are not using the same words as our field users
3. **User just missed it:** the search result displayed in the top 3
4. **Content does not exist**
5. **What didn't happen:** Search engine fails to display the content



Improved Look

Prior Look



Search

[PDF] [Tax Pro Email - Forwarding and Unforwarding](#)
Page 1. How to Remove Tax Pro Email Seasonal Forwarding 1. Log in to Tax Pro Email on DNA>Top Apps 2. Select Preferences on the toolbar ...
[dna.hrblock.com/.../Field%20News%20Articles/News_Attached%20Documents/remove-tp](#)

[PDF] [Add HRB Premium Logo Here](#)
Page 1. Add HRB Premium Logo Here Page 2. Lobby Before Page 3. Lobby After Page 4. Office Before Page 5. Office After Page 6. CSP Desk Before ...
[dna.hrblock.com/.../Block%20Central%20News%20Articles/BC%20-%20Media/prer23](#)
[More results from [welcome! blockworks](https://dna.hrblock.com/HRBlock/DNA/Corporate%20Communicat</p><p>[PDF] <a href=)
... ISSUE 1 VOLUME 2 AUGUST 2014 Instructor News welcome! blockworks ...
Instructor News teaching upper-level courses? we can help! ...
[dna.hrblock.com/.../instructor-newsletters/2014-instructor-newsletters-combined.pdf - 104k](#)

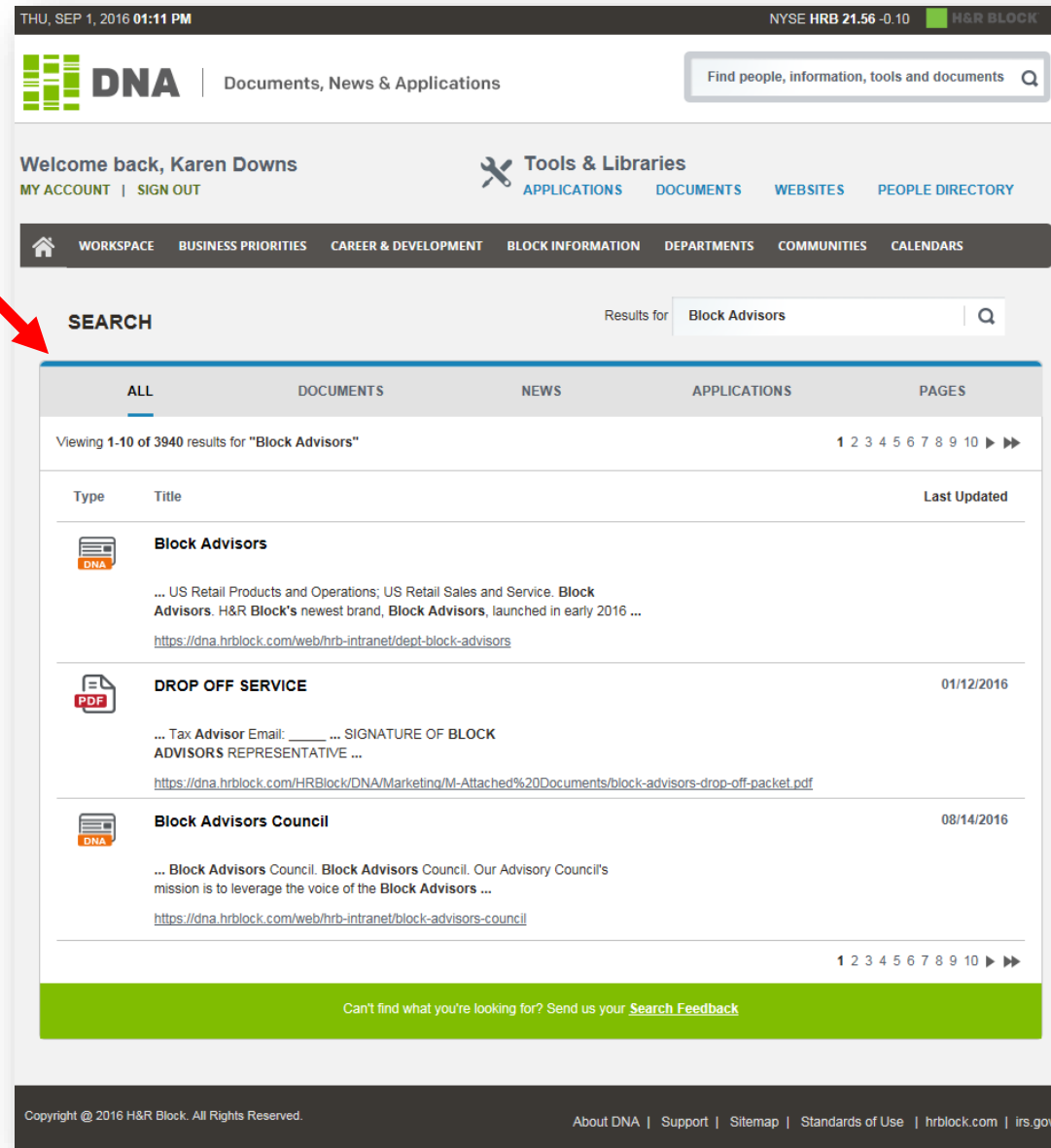
[PDF] [thank you – a year in review skills to win is here!](#)
Page 1. bringing you the latest tax office news & opportunities and planting seeds for a successful season. ... News thank you – a year in review ...
[dna.hrblock.com/.../instructor-newsletters/instructor-newsletter-december.pdf - 32k -](#)
[More results from <https://dna.hrblock.com/HRBlock/DNA/Human%20Resources>]

In order to show you the most relevant results, we have omitted some entries. If you like, you can repeat the search with the omitted results.

Can't find what you're looking for? Send us your [Search Feedback](#)

Result Page [Previous](#) 1

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THU, SEP 1, 2016 01:11 PM NYSE HRB 21.56 -0.10 H&R BLOCK

DNA | Documents, News & Applications

Welcome back, Karen Downs **Tools & Libraries**
MY ACCOUNT | SIGN OUT APPLICATIONS DOCUMENTS WEBSITES PEOPLE DIRECTORY

WORKSPACE BUSINESS PRIORITIES CAREER & DEVELOPMENT BLOCK INFORMATION DEPARTMENTS COMMUNITIES CALENDARS

SEARCH Results for

ALL DOCUMENTS NEWS APPLICATIONS PAGES

Viewing 1-10 of 3940 results for "Block Advisors" 1 2 3 4 5 6 7 8 9 10 ▶▶


Type	Title	Last Updated
	Block Advisors ... US Retail Products and Operations; US Retail Sales and Service. Block Advisors . H&R Block's newest brand, Block Advisors , launched in early 2016 ... https://dna.hrblock.com/web/hrb-intranet/dept-block-advisors	
	DROP OFF SERVICE ... Tax Advisor Email: _____ ... SIGNATURE OF BLOCK ADVISORS REPRESENTATIVE ... https://dna.hrblock.com/HRBlock/DNA/Marketing/M-Attached%20Documents/block-advisors-drop-off-packet.pdf	01/12/2016
	Block Advisors Council ... Block Advisors Council. Block Advisors Council . Our Advisory Council's mission is to leverage the voice of the Block Advisors ... https://dna.hrblock.com/web/hrb-intranet/block-advisors-council	08/14/2016

1 2 3 4 5 6 7 8 9 10 ▶▶

Can't find what you're looking for? Send us your [Search Feedback](#)



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Scoped Search

SEARCH Results for 

ALL DOCUMENTS NEWS APPLICATIONS PAGES

Viewing 1-10 of 3940 results for "Block Advisors" 1 2 3 4 5 6 7 8 9 10 ▶▶

Type	Title	Last Updated
	Block Advisors ... US Retail Products and Operations; US Retail Sales and Service. Block Advisors . H&R Block's newest brand, Block Advisors , launched in early 2016 ... https://dna.hrblock.com/web/hrb-intranet/dept-block-advisors	
	DROP OFF SERVICE ... Tax Advisor Email: _____ ... SIGNATURE OF BLOCK ADVISORS REPRESENTATIVE ... https://dna.hrblock.com/HRBlock/DNA/Marketing/M-Attached%20Documents/block-advisors-drop-off-packet.pdf	01/12/2016

Key Matches

SEARCH

Results for

manual



ALL

DOCUMENTS

NEWS

APPLICATIONS

PAGES

Viewing 1-10 of 706 results for "manual"

1 2 3 4 5 6 7 8 9 10 ▶ ▶▶

Type	Title	Last Updated
------	-------	--------------



★ RECOMMENDED

The Manual

<https://dna.hrblock.com/web/hrb-intranet/manual>



The Manual

... The **Manual**. What's New -- What's Changed. In this section, you will find information regarding policies that have been changed ...

<https://dnaqa.hrblock.net/web/hrb-intranet/manual>

Example: Contact info at bottom of page

DNA Development Requests

- Publication Schedule
 - Approved requests for development support are placed in the development backlog for inclusion in the next available sprint cycle.
 - Sprint cycles occur in three-week intervals.
 - Inclusion in the next available sprint cycle is dependent on the priorities of existing requests in the backlog.
- Submission Requirements
 - Submit request using the [online request form](#).

[Back to top](#)


Page Owner: dna@hrblock.com Last Modified Date: August 30, 2016

Your Rating Average (6 Votes)
★★★★★ ★★★★☆

RELATED INFORMATION

RELATED DOCUMENTS

[VIEW ALL DOCUMENTS](#)

 Getting Started in OpenText - Updated 3/11/16

Email Address and Last Modified Date will now be automatically available at the bottom of all DNA pages

Business Continuity Strategy

H&R BLOCK

[hrblock.com](#) | [thetaxinstitute.com](#) | [irs.gov](#) | [FAQ](#) | [The Community](#) | [YouTube](#)

DNA is currently unavailable.

The Information Technology team is engaged and actively working to resolve system issues. The following systems are available for Tax Office Associates:

[Appointment Manager](#)

[Compass](#)

[Email for Tax Pros](#)

[Communities](#)

[Emerald Perks](#)

[FAMS](#)

[Kronos](#)

[IMR](#)

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Content Strategy

- Provide ongoing training and simplified support documentation
- Share best practices in formal & informal settings
- Develop a content lifecycle timeline
- Establish a recognition program



Measurement & Benchmarking

FREE Opportunities:

1. **Worldwide Intranet Challenge:** true benchmarking with hundreds of other companies around the world
2. **Digital Workplace Trends:** assesses program maturity
3. **Nielsen Norman Group:** Top 10 Intranets Design Annual
4. **Heuristic Evaluation:** Level 5 Solutions





Worldwide Intranet C H A L L E N G E

WorldWide Intranet challenge

- <http://www.worldwideintranetchallenge.com/>
- See how your program ranks out of 232 intranets participating (so far)
- Areas measured include:
 - Finding Information
 - Content Strategy
 - Look/Feel
 - Intranet Performance
 - Interactivity
 - Intranet Maintenance and Change Management (governance)
 - Overall Value
- Internal measures (how favorably do your employees rate each capability?)
- External benchmarking (how do your employee ratings compare with other intranets?)

Digital Workplace Trends Survey

- www.netjmc.com
- Measures intranet maturity
- Your data is included in their annual Digital Workplace Trends report
- Get a free copy if you participate
- Multi-Participant Option: if 6+ participate you receive a customized snapshot summary of your org's overall results

NETSTRATEGYJMC




Free Heuristics Evaluation

- Measures an interface against recognized usability principles
- Objective analysis in the midst of the “look and feel” minefield
- Level Five will provide free analysis of 3-5 intranet screen shots to conference participants.
- www.levelfivesolutions.com



Key Take-Aways



DON'T
FORGET

- Stop chasing “ROI”
- Find out exactly why your users are saying they can’t find anything
- Measure and benchmark end user satisfaction
- Create a dialogue about program maturity

THANK
YOU

