



**XL CATLIN**

# **HR'S ROLE IN THE DIGITAL WORKPLACE & MERGER OF INTRANETS**

Oct 19, 2016

# Some facts...



- Legacy XL launched a new revamped intranet in 2013
  - Neilson Norman, Intranet of the year, 2013
- XL Group acquired Legacy Catlin in 2015
- During the integration of the company, Legacy XL HR team was already committed to a project

# HR, Intranet and colleagues

**Problem:** gap on definition of an 'information' & approach



**How HR thinks colleagues want information**



**How the info is delivered on intranet?**



**How Customer understands the information**





**XL CATLIN**

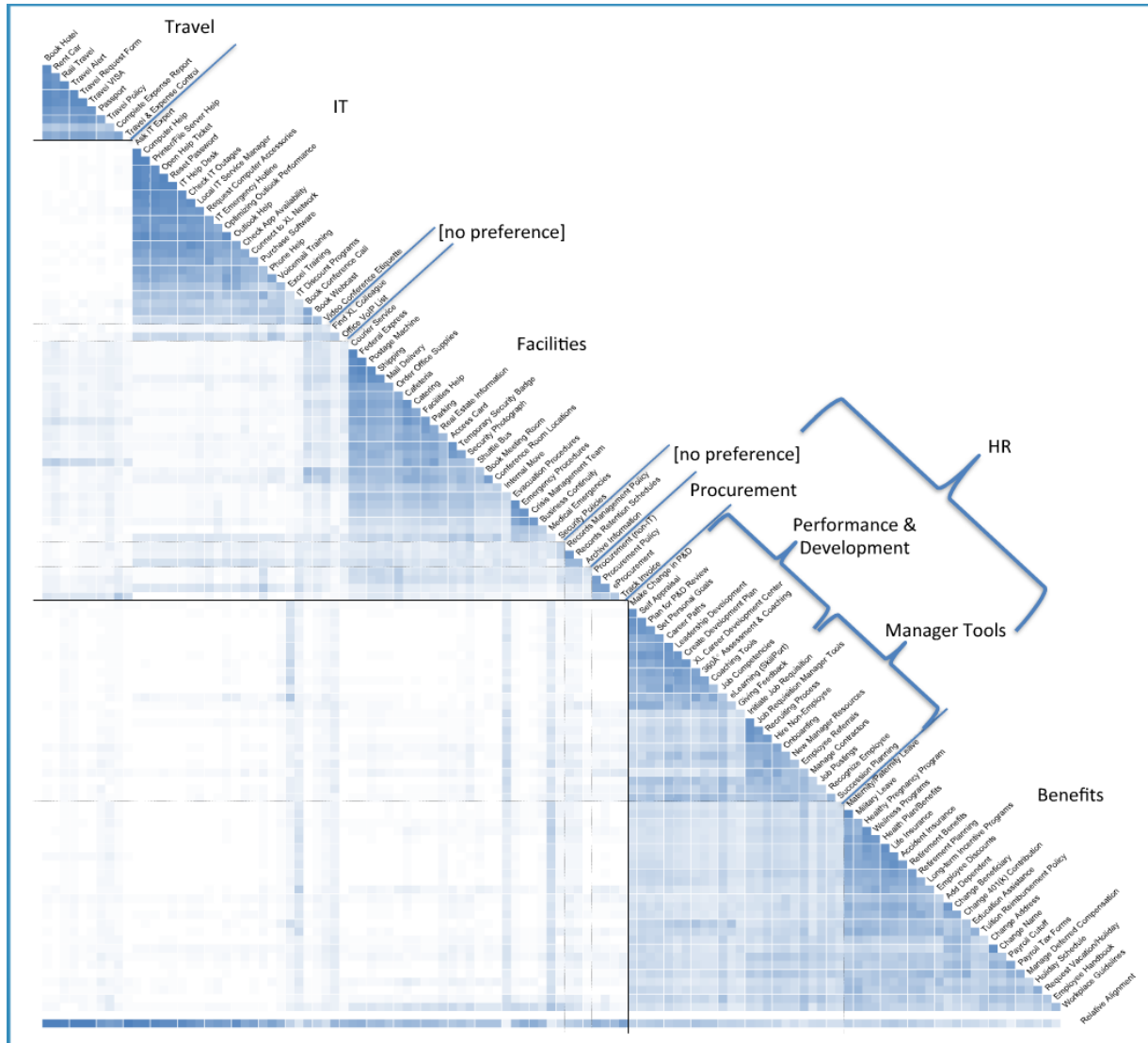
# **HOW HR AND INTRANET TEAM WORKS TOGETHER AT XL CATLIN**

# Approach XL Catlin followed...



- Avoid Assumptions
- Work with the source, collaboratively:
  - Card sorting
  - Interviews
  - Heat mapping (wireframe testing)
  - Analytics review

# Sample heat map for navigation

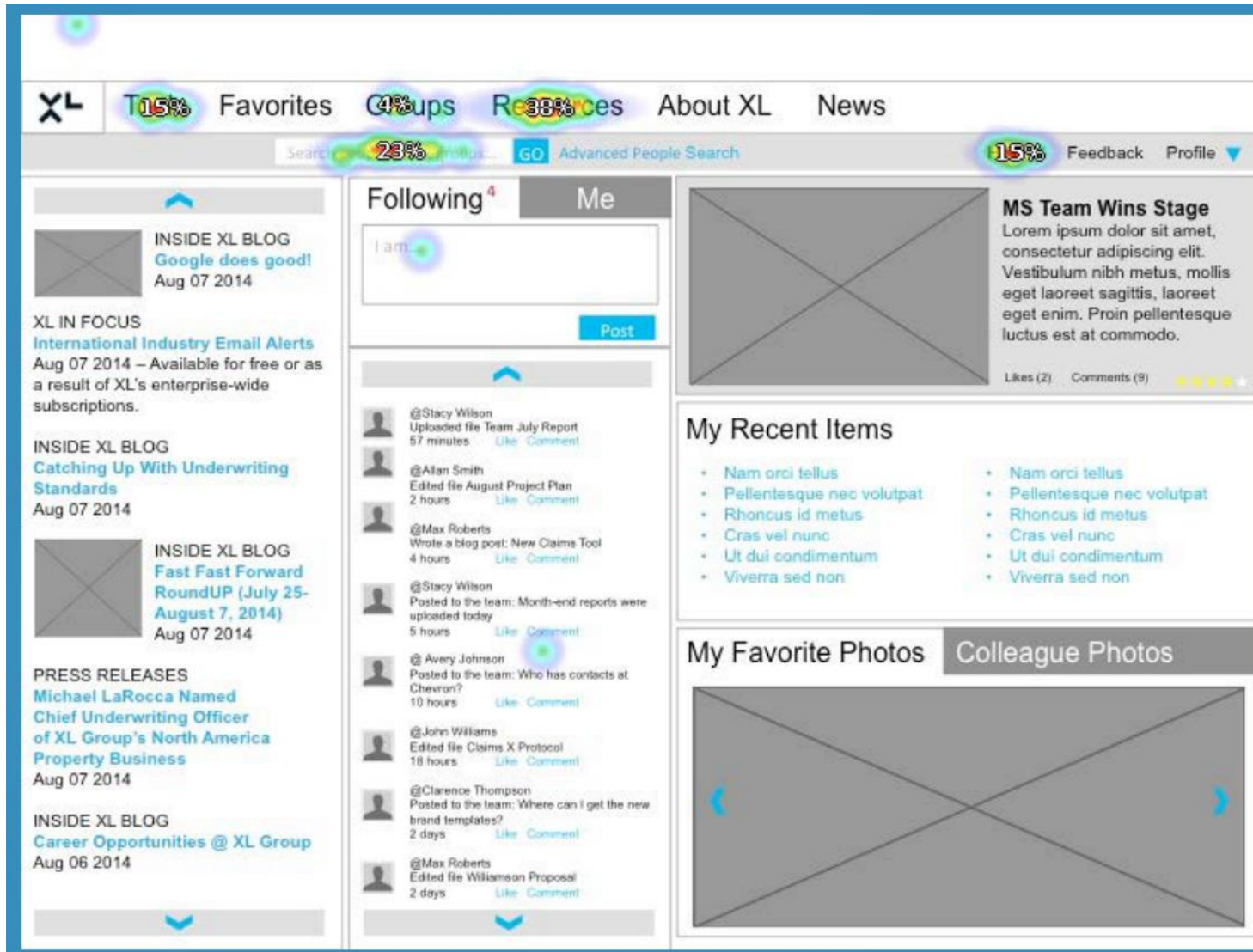


# Interview findings



- ID'd most important navigation
- Balance search & navigation
- Personalization most important in navigation & content
- Home page real estate not used effectively
- Too many clicks to important tools
- Need more filtering in news
- Most users just read/download
- Make most used docs/tools most visible

# Home page heat map





# The new intranet



The screenshot displays the XL Catlin intranet interface. At the top, there is a navigation bar with the XL logo, 'CATWALK', 'XL Catlin Blog', 'Help', 'Feedback', and 'My Profile'. Below this is a secondary navigation bar with 'TOOLS', 'MY BOOKMARKS', 'GROUPS', 'RESOURCES', and 'ABOUT XL CATLIN'. A search bar is located in the center, and a 'People Finder' button is on the right. The main content area is divided into three columns. The left column, 'XL Catlin News', features a filter set to 'All' and lists several announcements, including 'Deadline extended: Click here to be a megaphone!', 'XL Catlin signs landmark agreement with Oxbotica', 'Performance Guidance, Hints and Tips', 'Legacy Catlin colleagues — PeopleSoft T&E Reminder', 'Closing 2015 & Looking Ahead to 2016 - Paul & Kelly's Year End Message', 'XL Catlin Seaview Survey featured on BBC1', and 'EOps Services Knowledge & Education – EMEA & APAC: Sign-up For Your 2016 Training Sessions!'. The middle column, 'My Feed', contains a 'Post an update or question' form and three posts from Brenda Holbrook and Diane Fischer. The right column, 'Local Corners', shows a 'London' corner for a 'Legacy Catlin Merchandise Charity Give Away' and a 'Help & Feedback' section with links to 'Ask a question', 'Find Help Guides', and 'Get Training'. A photo of three people is also visible in the bottom right of the feed area.

Portfolio Management Lead - Marketing Operations & Digital Strategy

Innovator

**Satvinder Kaur**  
 Communications and Marketing  
 Operations Senior Manager  
 C-Marketing & Comms



View official photo

New York-1 WFC  
 New York, NY, United States  
 Local time 2:01 PM  
 Reports to John Flannery  
 View Organization Chart



work: +1 2129156958 [satvinder.kaur@xlcatalin.com](mailto:satvinder.kaur@xlcatalin.com)  
 mobile: +1 3474090039 [Start Chat](#)  
 VoIP: 222-6958 or 622 222-6958

1WFC (200 Liberty Street) 21st,  
 22nd & 25th Floors  
 New York, New York 10281  
 United States

I work with Digital Strategy and Marketing Operations team and manage the program of work for our digital properties. Largely working on projects to align our digital space with XL's strategic objectives. I handle websites, intranet, email marketing, social media and SEO/SEM.

[More Details](#)

- EXPERTISE
- BACKGROUND
- ACTIVITY

**Bio**

11+ years of experience in communications and marketing.  
 I started my career with Indian Express (leading media agency) in 2003. I worked with the magazine vertical to work with IT market experts for articles and handle their advertising campaign and product launches through high profile events.  
 Then I worked with HCL Infosystems to launch a marketing campaign for their new Point of Sale solution - worked to penetrate this product into the market and handled the distribution partners till the product was recognized in the market.  
 My last job was at InterallT (a software development firm) where I handled entire gamut of activities under communications and marketing - employee events, client events handling, sales team support to develop collaterals for marketing, internal communications, external websites, newsletter, PR events, product launch campaigns, develop format and branding guidelines.

**Role**

Senior Manager - Marketing Ops & Digital Strategy

**Regional Experience**

- Asia Pacific - India,
- Global -

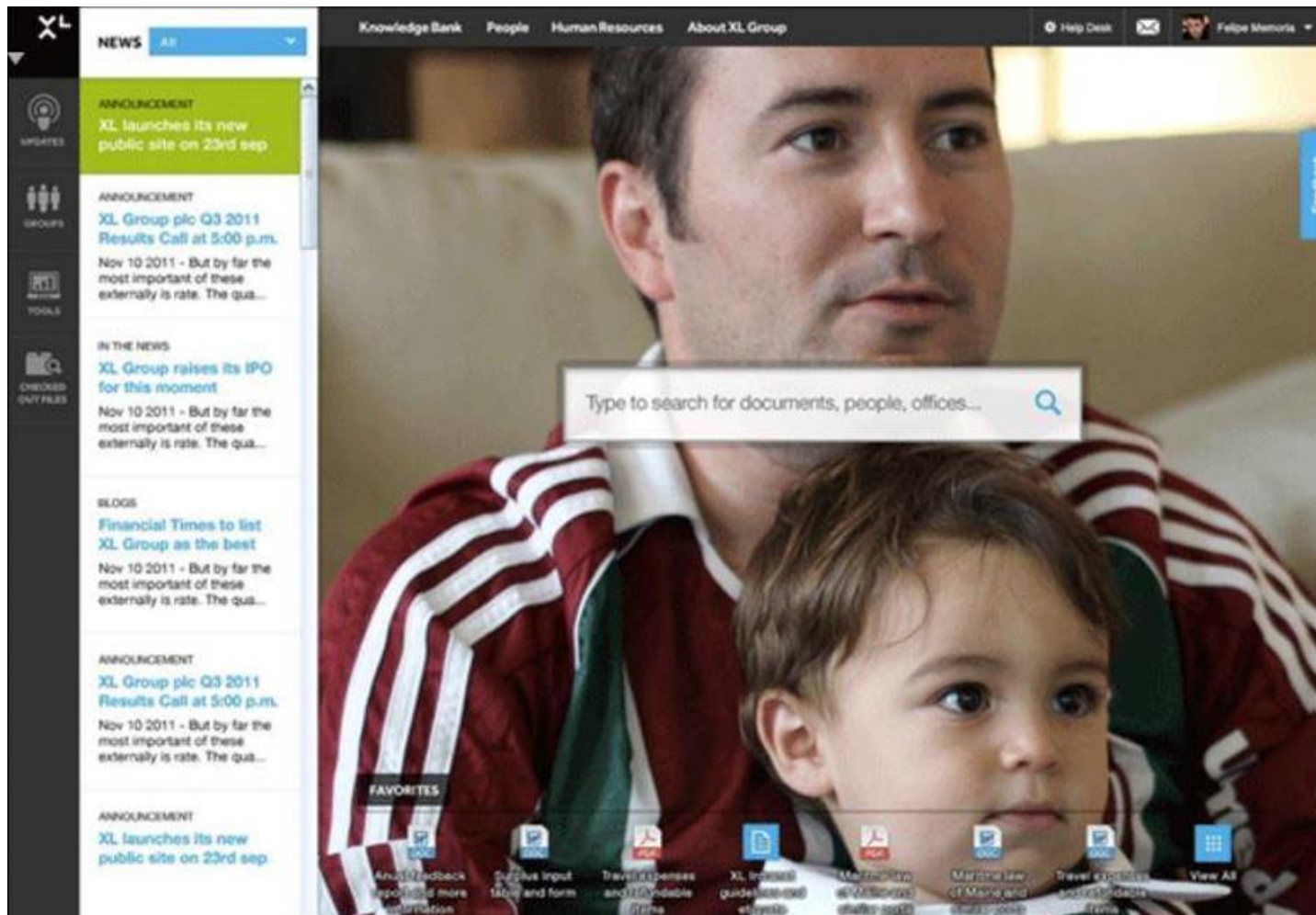
**Expertise**

Online Communications and Marketing, Insurance products, Events, proof reading, application development, Social media, online business solutions using external web and portal, internal communications, project management, branding, document formatting

**Languages**

- English





# Legacy XL intranet



The screenshot shows the Legacy XL intranet homepage. The main content area has a dark blue background with a large yellow stopwatch icon in the center. The text "Take a minute to..." is prominently displayed. Surrounding the stopwatch are four white circular callouts with dotted lines connecting them: "check GROUPS for training and help resources (where you'll also learn how to change this wallpaper)", "update and personalize your PROFILE", "give us some FEEDBACK", and "add some FAVORITES". Below the stopwatch is a search bar with the placeholder text "Type to search for documents, people, offices...".

The left sidebar contains a "NEWS" section with several articles, including "Interview with Kelly Lopez", "Finance XL: Update on recent Operating Model and Leadership", "New Career Opportunities", "Life at XL: Software", "Information Resources - New Industry Reports - February 2015", "XL Group's Excess and Surplus Insurance Business Expands Team in Latin America Product Line", "Sold in Seconds...Especially When It's a Good Cause...", and "XL is Taking on the Chief Executive's Role in New York".

The bottom of the page features a "BOOKMARKS" section with icons for Pages - Home, XL CATLIN Intranet, FOD Search, ITASK, FOD Tool, 2014 US Holiday Calendar, All Content, and View All.

# November 9 Release (end of Sprint 42)



Megamenu styles will remain as-is

The screenshot displays the XL Catlin megamenu interface. At the top right, there are links for 'Catwalk', 'Help', 'Feedback', and 'Profile'. The main navigation bar includes 'XL Catlin', 'TOOLS', 'BOOKMARKS', 'GROUPS', 'RESOURCES', and 'ABOUT XL CATLIN'. A search bar is present with the text 'Search' and a 'People Finder' link. The megamenu is open, showing a search input field with the placeholder 'Type here to search for tools'. The menu is organized into a grid of categories:

- Dashboard**: Environmental Dashboard, Local Corner, Surety Dashboard, show more...
- Human Resources**: HR Vacancy Approval (Legacy Catlin), Job Postings (XL Catlin), Oracle (HRIS) (Legacy Catlin), show more...
- Broker-Client Tools**: Ascend Insurance (Legacy Catlin), Binding Authority (Legacy Catlin), Broker and Client Tools, show more...
- Communications**: Brand Toolkit, Company Store (Legacy XL), Global Day of Giving (XL Catlin)
- Travel**: Axiom Travel (Legacy XL), Expenses (Legacy Catlin), Travel & Expense (T&E) (Legacy XL), show more...
- Technology**: Accellion File Transfer (Legacy XL), Assyst (Legacy Catlin), Cert Current Activity (XL Catlin), show more...
- Compliance**: Compliance Complaints (Legacy Catlin), Compliance Violations (LegacyXL), ERM Library (Legacy Catlin)
- Training-Development**: FAQs (XL Catlin), Harvard ManageMentor (Legacy XL), SkillPort (Legacy XL)
- Finance**: Reporting Portal (XL Catlin)

On the right side of the megamenu, there is a 'My Recent Tools' section listing: Pay statements - US (Legacy XL), Travel & Expense (T&E) (Legacy XL), and Axiom Travel (Legacy XL). At the bottom of the megamenu, there are filters for 'Last Day', 'Last Week', and 'Last Month'.

# December 18 Release (end of Sprint 44)



Name change, new megamenu for Tools, Resources, Bookmarks and About XL Catlin

XL Catlin

Catwalk Help Feedback Profile

TOOLS BOOKMARKS GROUPS RESOURCES ABOUT XL CATLIN

Search People Finder

### XL Catlin News

Last Day Last Week Last Month

### My Feed

Manage | Colleagues | Groups

### Local Corners

#### Help and Feedback

### My Photo/XL Catlin image

# January 15 Release (end of Sprint 45)



New All Groups page, New Resources (non HR) pages, My Photo/Photo of the Week

XL Catlin

Catwalk Help Feedback Profile

TOOLS BOOKMARKS GROUPS RESOURCES ABOUT XL CATLIN

Search People Finder

### XL Catlin News

Last Day Last Week Last Month

### My Feed

Manage | Colleagues | Groups

### Local Corners

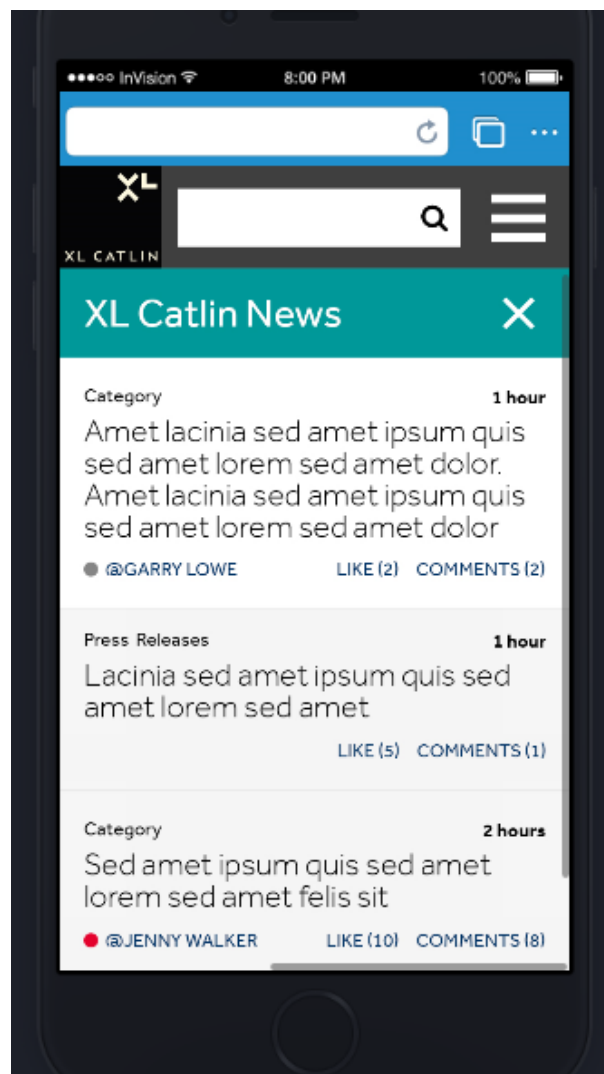
#### Help and Feedback

#### My Photo | Photo of the Week

# February 5 Release (end of Sprint 46)



## Mobile Design Update





# Learnings from HR project



- Project Manager must grasp technology, the players and the process
  - Research
  - Wire Framing
  - Requirements definition
- Define “how” for functionality elements
  - How it should work
  - How you’ll get it done
- Prioritize content
  - Start 6 months ahead of launch
    - HR content can be worked anytime
    - Inventory
    - Trim out junk
    - Determine best way to post
    - Edit/rewrite
    - Post

# Engage Business Partners & Content Owners



- Communicate responsibilities and set expectations
- Update with next steps and timelines
- Use hard deadlines
- Use your intranet technology to manage the project

# An 'integrated intranet with colleagues at the heart of the redesign

# Transformation/keep it fresh!



- Home page redesign
  - Purpose of the home page redesign was to demonstrate merged culture of 2 companies
  - We move from award winning to something that colleagues wanted
    - Interviews
    - Home page heat map
    - Wireframe testing
    - Analytics

Apologies I could not be here....If you have any questions, feel free to contact me..



Satvinder Kaur  
Program Lead – Communications and Marketing  
XL Catlin, New York

- 13+ years in enterprise digital strategy & Marketing Operations
- Managing intranet projects & technologies (including Sharepoint) for improved collaboration
- Winner Intranet Design Annual 2013, Neilson Norman Group
- Sitecore Site of the Year, May 2013
- Thought Leadership Award, Digital Communications Award 2014 for Fast Fast Forward ([www.xlcatlin.com/fff](http://www.xlcatlin.com/fff))

[satvinder.kaur@xlcatlin.com](mailto:satvinder.kaur@xlcatlin.com)

<https://www.linkedin.com/in/satvinderkhurana>