



SUCCESSFULLY LAUNCH YOUR SOCIAL INTRANET LIKE K·COE ISOM

Perfectly crafting an intranet, enterprise social network, or any other kind of collaboration platform takes time, patience, effort, and understanding. From outlining goals and finding a vendor to company branding and document organization, the initial preparation phase is what enables long term employee progress. Assuming, of course, you have a successful employee adoption. After all, tools are only beneficial when used effectively.

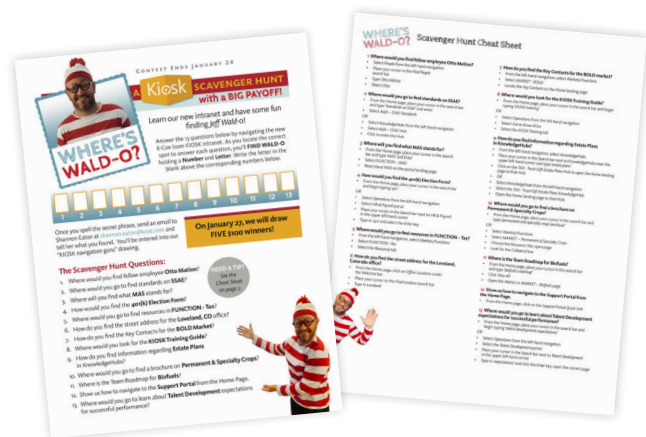
With so much depending on long term employee adoption, planning and preparing for your initial launch can feel a little overwhelming. But MangoApps is here to help. As a leader in the communication and collaboration industry for over a decade, we've seen it all when it comes to launch tactics and know how to navigate toward success. While specific details will always differ from organization to organization, we're excited to outline a few outstanding implementation examples from our customer K·Coe Isom's recent launch party.

ESTABLISH A VISION

It's tempting during a product launch to throw planning to the wind and assume employees will naturally know how, why, and when, to use their new software. After all, you've spent significant time planning and adapting the platform and the usability is highly intuitive. But incorporating just a little more organization will greatly pay off during your overall adoption process. Establishing a vision of how employees should use and integrate work into the program helps employees easily bridge the gap between introduction and long term implementation.



K·Coe Isom excelled in this effort by taking the time beforehand to consider their organization's unique culture, work style, goals, and needs, and then designing a launch party accordingly. Instead of shooting off a hasty email or scheduling a last-minute meeting, K·Coe Isom organized a planned event tailored to educate, inspire, and intrigue employees. Creating a vision for your platform doesn't have to be dramatic, over the top, or even time consuming, but it should be planned, efficient, and designed around your individual organization.



*"I'm not sure who was in charge of this sitellaunch but I would just like to say **VERY WELL DONE!** I am very impressed. Nice work to whomever was involved with this. I took a shot in the dark at who I thought would have had their hand in it but please forward the Silver Lake team's collective praise."*

- K·Coe Isom Principal

ORGANIZE A TEAM

During your intranet planning and preparation phase, you probably had an assigned team to experiment, design, and customize your perfect platform. For a successful platform launch, a dedicated team is equally important. Having a team ready to present, prepare, and follow-through after the launch is over assures a well-executed launch party, shows employees that implementation is important, and provides a reliable resource for any questions or concerns.



“The new intranet is gorgeous and I LOVE the easy access to info. The people I serve have been anxious to see it so they can have easy access to the info on the various advisory areas of the firm. This certainly answers their needs. I know it was not an easy thing to pull off and your hard work shows. Congratulations on your success!”

- K·Coe Isom Talent Advisor

For K·Coe Isom, a successful launch team meant creating one dedicated task force to follow the project from beginning to end. This hand-selected group represented a wide range of interests, departments, and areas of the organization, ensuring every kind of company need or concern was accurately represented. By working together with teammates and in tandem with MangoApps, K·Coe Isom was able to make the most of their individual intranet launch and easily manage any upcoming concerns or confusion along the way.

CREATE SPECIFIC RESOURCES

While communication and collaboration goals are often similar across organizations, differences in jargon, audience, culture, product, and overall goals typically distinguish several key differences. One-size-fits-all guides and manuals are a great place to start, but every company operates a little differently. Personalizing training materials, help documents, and resource guides, make these important resources branded, familiar, and ultimately more useful to individual employees.



K·Coe Isom saw significant success from their own personalized help guides, how-to documents, and training materials. Specific company scenarios, familiar office language, and easily digestible information gave employees an extra level of clarity unattainable in any other way. The personalized content also felt familiar and on-brand, helping workers not only connect to the platform in a meaningful way, but also shorten the initial onboarding process as they quickly navigated setbacks and resolved common questions.

REPLACE EXISTING SYSTEMS

Transitioning to a new communication system can be difficult for anyone, especially employees set in their ways or workers who may be a little less tech-savvy. These late adopters often find it easier to continuing using a familiar method, even if it is less effective. To help ease employee transition and break away from existing habits, take steps to make your new platform the only place to find, send, or receive important information. Establishing a centralized work source is about more than just creating a convenient experience. As everyone participates, collaborates, and comes together, the businesses will truly benefit.

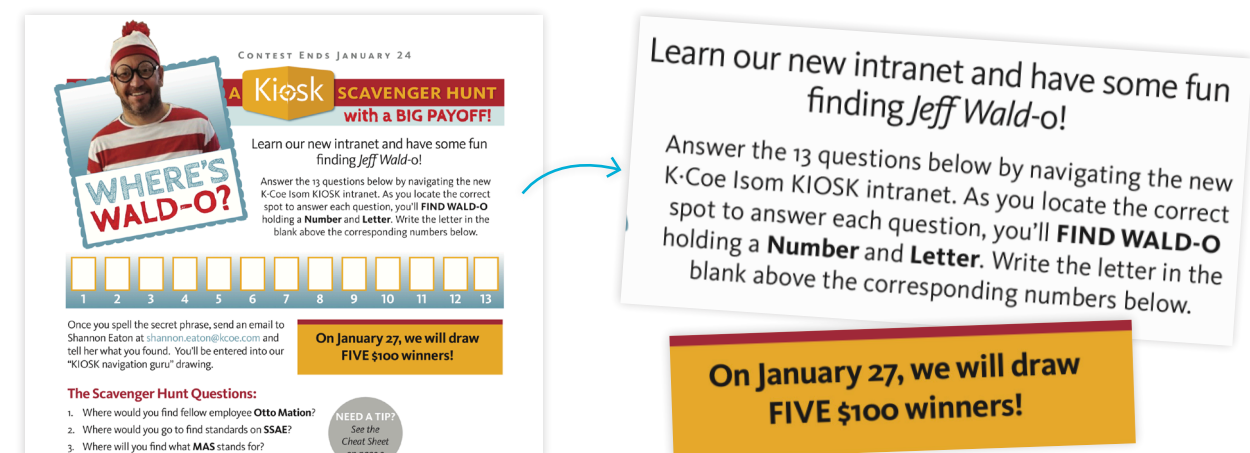
K·Coe Isom decided that the best way to establish their centralized system was by completely removing their existing communication methods. Their launch not only meant the start of a new method but also the end of an old one. While the cold turkey approach might feel a little

surprising at first, it also prevents long transition periods for late adopters and encourages employees to learn the new system early and in detail. By established a centralized source right from the start, K·Coe Isom made their expectations obvious and enabled everyone to achieve the most out of the system.

ENCOURAGE A FUN EXPERIENCE

Collaboration software's primary purpose is, of course, to improve productivity and make work easier, but that doesn't mean it shouldn't also be an enjoyable experience. Aside from completing business objectives, your platform is also the perfect place to facilitate office friendships, increase company culture, and improve employee engagement. Be sure to make your initial launch a fun experience employees are excited about. Nothing says minimal employee engagement quite like having to attend another dry, boring, mandatory office meeting.

To inspire interest and excitement leading up to the launch and to help employees feel like part of the process, K·Coe Isom held a platform naming contest throughout the organization a few months beforehand. Participants not only had the opportunity to name the new platform, but the winner even walked away with a \$500 prize! After all kinds of outstanding contenders, leadership finally settled on KIOSK as the winner.



CONTEST ENDS JANUARY 24

A Kiosk SCAVENGER HUNT with a BIG PAYOFF!

Learn our new intranet and have some fun finding **Jeff Wald-o!**

Answer the 13 questions below by navigating the new K·Coe Isom KIOSK intranet. As you locate the correct spot to answer each question, you'll **FIND WALD-O** holding a **Number** and **Letter**. Write the letter in the blank above the corresponding numbers below.

1	2	3	4	5	6	7	8	9	10	11	12	13
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Once you spell the secret phrase, send an email to Shannon Eaton at shannon.eaton@kcoe.com and tell her what you found. You'll be entered into our "KIOSK navigation guru" drawing.

The Scavenger Hunt Questions:

- Where would you find fellow employee **Otto Mation**?
- Where would you go to find standards on **SSAE**?
- Where will you find what **MAS** stands for?

NEED A TIP?
See the Cheat Sheet on page 2.

On January 27, we will draw FIVE \$100 winners!

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K·Coe Isom perfectly mastered the balance between work and fun during their launch as well, with a bit of wordplay inspired by their own CEO, Jeff Wald. Taking advantage of the launch party's scavenger hunt type situation, their inspired 'Where's Waldo' implementation exercise had images of K·Coe Isom's CEO, dressed as Waldo, hidden in different areas throughout the platform. As employees answered questions and clues, they also gained opportunities to win one of several \$100 gift cards. K·Coe Isom workers loved the fun, informative, and memorable experience, and the exercise created significant engagement as well. More than 60% of K·Coe Isom users logged in on day one and over 75% of users had participated by the end of the first week.

INVOLVE LEADERSHIP

During any time of transition, employees look to leadership to set the example. If leaders are uninformed, uninterested, or dismissive of changes, those attitudes then set the pattern followed by everyday employees. But when leadership at every level is supportive, encouraging, and engaging, employees naturally follow suit. To ensure the most successful long-term integration, it's important for managers and other leaders to understand how the platform works and know how to support and encourage onboarding employees.

K·Coe Isom made a dedicated effort to involve company leadership right from the start. Their Where's Waldo activity perfectly demonstrated the understanding, support, and commitment of higher leadership and their interest in personally helping employees adapt and adjust to the new system. In addition to C-Suite level leaders, K·Coe Isom also took the time to educate and inform managers and other company-level leaders, ensuring everyone had a supportive role model to set the stage for success.

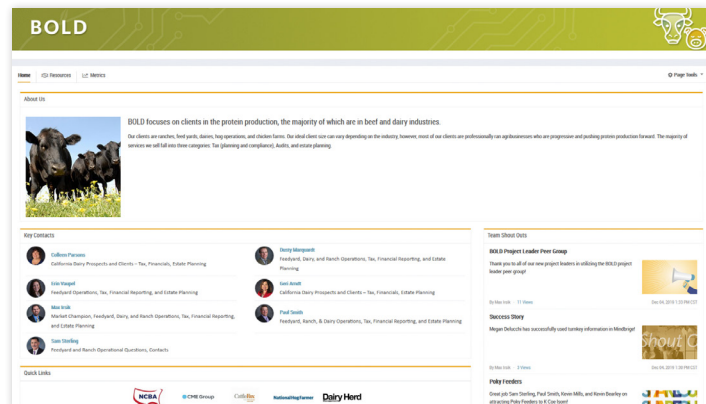
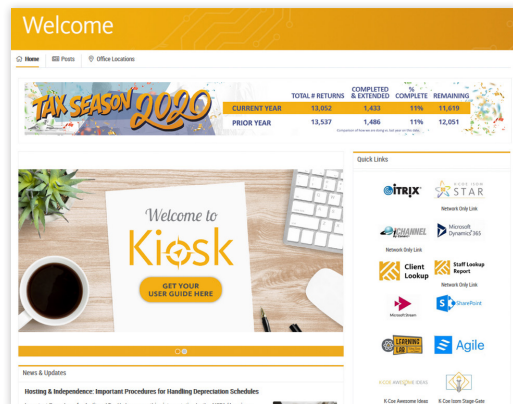


"I wanted to personally congratulate you on a beautiful job with the Intranet. I love it. I know it was a labor of love. Great work!"

- K·Coe Isom Principal

PREPARE PRE-EXISTING CONTENT

Even after an amazing launch party, it can still be difficult for employees to accurately visualize how the new system will influence them on an individual level. Employees need active examples in their own work environment to interact with, respond to, and establish ideas on their own. One way to help employees is by preparing some content ahead of time to release after your initial launch. As employees see examples of content in context, they'll naturally begin adding their own contributions.



For several days following K·Coe Isom's initial launch different groups, departments, and areas published pre-prepared content, illustrating to employees first-hand how to use the platform in everyday life. The content also allowed employees to answer questions, respond to ideas, and get used to the unique style of communication and collaboration the new program enabled. K·Coe Isom also established dedicated administrators to facilitate communication, collaboration, and sharing among employees.

Successfully introducing employee collaboration software is essential to long term adoption. Without a well-planned product launch, workers are unlikely to understand its importance, complete important onboarding, or stay interested in the program. But important doesn't have to mean difficult, overly complicated, or even time-consuming. With a little forethought and a touch of planning, anyone can create an amazing launch that will inspire and encourage every employee.



*“What an awesome portal and fun introduction to navigating through it!!!
Thank you and the team for the excellent work!!!
You’re amaaaaziiiiinnnnngggg!!!!”*

- K·Coe Isom Director

At MangoApps, we're dedicated to helping customers during every step of the process. We know first-hand that collaboration and teamwork create exceptional results and we love putting those principles into practice. From the initial idea and implementation phase to a tailored product launch and regular customer support, we stand by our products and always encourage customer success. To learn more about creating a powerful product launch or to see MangoApps in action at your own organization contact us or schedule your own personalized demo today.

ABOUT MANGOAPPS

MangoApps is the hub of any digital workplace. It is the central location employees go to for fast and seamless access to all the tools they need every day to share, communicate, collaborate, find & learn. MangoApps provides core new tools like enterprise social networking, modern Intranet, team collaboration & employee engagement software while integrating with existing enterprise systems so employees have access to everything they need in one place. For more information, please visit www.mangoapps.com

TAKE THE FIRST STEP **SCHEDULE A DEMO!**

ARE YOU READY TO LEARN WHY MANGOAPPS
IS THE PERFECT HUB FOR YOUR DIGITAL WORKPLACE?

Schedule a personalized demo and see what MangoApps has to offer.

Or see for yourself today with a ***free trial!***



MAKING WORK SMARTER, FASTER AND MORE PRODUCTIVE

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