

CUSTOMER CASE STUDY: ISS FACILITY SERVICES MEXICO

Facility Services Company Better Connects Employees with Social Intranet



Headquartered in Mexico City, ISS Facility Services Mexico is the largest and leading integrated provider in Mexico for cleaning, maintenance and catering services. Part of the ISS Group — with 520,000 employees globally and 100,000 B2B customer spread globally across 53 countries — ISS Mexico has 20 offices spread across Mexico.

While this distributed team helped deliver valuable services to ISS Mexico clients, many employees in the satellite offices felt disconnected from headquarters in Mexico City. Most employees didn't know who to ask for critical company updates and key changes to business processes. At times, this hampered their ability to respond efficiently to customers. The directory and static intranet pages they had in place meant that information quickly became stale.

To help increase employee engagement, improve access to vital information, and bridge communication silos, ISS Mexico built a vibrant social intranet with Socialtext's enterprise social software platform.

Business Challenges

ISS Mexico's IT wanted to address the company's communication challenges by providing an intranet that put people at the center of the experience. Unlike past attempts at intranets, they didn't just want to build a static site that required IT development time and resources to update.

Meanwhile, ISS Mexico executives observed how employees could easily interact with each other over Facebook and other consumer social networking technologies. Soon, the question was asked, Why not give employees secure social software tools that mirror that experience?

Solution: Bring People to the Center of the Experience

Socialtext, with its easy-to-use social software applications, proved the right fit for both end users and IT at ISS Mexico. Socialtext offers a range of deployment options, from an on-premises SaaS appliance to a hosted appliance in the cloud. (ISS chose the hosted appliance.)

In order to ensure this social intranet would be successful, Erick Vera, enterprise social media manager at ISS Mexico, knew it needed to be a place where people would be central to the experience. Past intranets had failed because they only pushed content down to employees, but gave them little ability to update it themselves or find colleagues. He also got support from Claus Madsen, ISS Mexico's CEO and Country Manager.

Erick worked with managers in each of the offices to help them fill out social networking profiles, via Socialtext People. These profiles have become the default telephone and contact directory for ISS Mexico. In addition to this basic contact information, however, profiles also highlight key areas of business expertise and interests. They have a rich activity feed that shows what work the employee performs inside Socialtext automatically.

“On Facebook, you see your friend’s updates; on Socialtext, you see your work updates from colleagues,” Claus says. “Once our employees saw that, they quickly were able to see the value and begin engaging with the Socialtext platform quickly and easily.”

“Adoption happened pretty naturally,” Erick says. “People were amazed that they could get all this information about their colleagues in other offices that they’d never had before, both what they were interested in, and all the things they’re working on.”

Next, employees began accessing their personalized intranet Dashboards inside Socialtext. The Dashboard allows employees to easily add widgets — windows into relevant applications, websites and systems — and arrange them as they see fit on a central homepage. In one widget, the employee might access the latest warehouse report for cleaning supplies. In another, they might catch the latest news headlines.

Erick also worked with his team to build out staple intranet content that would appear on everyone’s dashboard, and that would be updated daily or weekly.

- Company News This Week
- Promotions
- Important Visitors
- Templates
- Microsoft Outlook widget (a window where employees can access their e-mail)
- IT Help Desk Tickets
- Suggestion Box
- Organizational charts inside the organization.
- Benefits: Enhance Business Processes and Leverage Knowledge

Erick and his team knew that the long term success of ISS Mexico’s social intranet would hinge on mapping it to key business processes. This way, it would never become an “extra thing for employees to check,” but a critical work tool they relied on to collaborate and execute their day-to-day jobs.

Using workspaces inside Socialtext, employees were encouraged to share key documentation around processes, policies, and customer issues. For example, one employee shared the current food prices for the catering businesses, and updated those numbers in real-time as they came in.

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Erick Vera
Enterprise Social Media Manager

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As people update critical business content, they share their work over Socialtext Signals, a secure enterprise microblogging application. Signals has the same look and feel as Facebook’s News Feed. After people share a message, they can have a threaded conversation with their colleagues around that piece of content. For example, an employee might Signal “When will the new paint arrive at the Warehouse? I need it for a client later this week.” Her Signal can be answered by a colleague in the warehouse. “It’s due in by Thursday. I’ll share with the whole group once it arrives and we’ll get it distributed ASAP.”

More significantly, everyone sees this open Question & Answer. So if someone in a different ISS Mexico office had the same question about the paint, they wouldn’t have to burden the warehouse with extraneous e-mail communication, answering the same thing over and over. Signals also allows for more fine-tuned information sharing. So in addition to sharing with the entire company, ISS Mexico’s social intranet has groups such as IT, Facilities, Executives, Sales and Marketing. They can share a Signal and corresponding with one group, or all of them.

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“Everyone feels more connected,” Erick adds. “Socialtext is allowing us to work as a team towards our goals and serve customers more efficiently.”

About Socialtext

Established in 2002, Socialtext is the first company to deliver social software to businesses. By unlocking knowledge, expertise, ideas and data, Socialtext eliminates information silos across the enterprise to drive superior business performance. Socialtext’s enterprise social networking products — including microblogging, blogs, wikis, profiles and social spreadsheets — provide simpler ways for employees to share vital information and work together in real-time. Delivered in a variety of hosted cloud services, as well as on-site appliances, enterprise customers are provided with flexible deployment options that meet their security requirements. Built on a flexible, web-oriented architecture, Socialtext integrates with virtually any traditional system of record, such as CRM and ERP, enabling companies to discuss, collaborate, and take action on key business processes. More than 6,500 businesses worldwide have accelerated their business performance with Socialtext, including Oxford University Press, Egon Zehnder, Getty Images, Symantec, Meredith Corporation, NYU Stern, OSISOFT, and Epitaph Records. To learn more, visit www.socialtext.com.

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