BONZAI
The stress-free intranet.
A SKYVERA COMPANY

THE PRE-BUILT INTRANET FOR
Office 365 & SharePoint

Microsoft Partner
Gold Collaboration and Content

UNIBANK CULTIVATES COLLABORATION AND ENHANCES EMPLOYEE EFFICIENCY WITH BONZAI INTRANET

CASE STUDY

Our previous CIO was a big stakeholder in the intranet project and she heard great things about BONZAI from someone at another financial institution that uses the BONZAI Intranet. This person spoke very highly of the capabilities of the BONZAI intranet solution and the helpfulness of the BONZAI team."

—BETH MAIETTA, TRAINING AND RECRUITING SPECIALIST, UNIBANK.

UniBank
Case Study

INDUSTRY

Finance

KEY CHALLENGES PRIOR TO BONZAI:

- Fragmented Internal Systems
- Internal Communication Challenges
- Difficulty Accessing Documents & Policies

SOLUTION

BONZAI Intranet for SharePoint

USERS

280 users across 14 branches in Massachusetts.

280

USERS ACROSS 14 BRANCHES IN MASSACHUSETTS

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ABOUT UNIBANK

UniBank is a premier community bank, with 14 branch locations, committed to serving the financial needs of Massachusetts and New England by providing individuals, businesses and municipalities with excellent service and fairly-priced, high quality financial products.

UniBank is committed to supporting and developing their employees through ongoing investments in leadership development and addressing staff needs. BLADE [Basic Leadership Acumen Distinction of Excellence] is UniBank's personal and career development program that gives employees, who have achieved excellence in their role, the opportunity to volunteer to work on projects outside of their usual remit. BLADE is a yearlong program that consists of classroom training and practical application of skills developed to related projects, such as the project to improve internal communications at UniBank.

Highlighting the Internal Communications Gap

Through the team's research,
we discovered we did not have an effective way to keep the entire company connected."

LINDSAY LIVIGNI, CLIENT SUPPORT REPRESENTATIVE, UNIBANK.

The BLADE team started the internal communications improvement project through research and by conducting a series of employee surveys to better understand the communication gaps employees felt at UniBank. From the research and surveys conducted, the BLADE team made five recommendations for improving internal communications to the Senior Management Team. Launching a new intranet was deemed the most important of these recommendations in order to bridge the internal communication gap and reestablish a community environment at UniBank.

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Was Already Using SharePoint Enough?

"From the research and surveys conducted by the BLADE team, it became evident that ***we needed a central location for employees to locate company information*** *including up-to-date policies and procedures. While SharePoint held this information, there were also other avenues for obtaining the material depending on which area of the bank an employee worked. A streamlined process was required."* discloses Heather Kicelemos, Training and Development Manager & BLADE Program Manager, UniBank.

Prior to BONZAI, UniBank utilized a basic SharePoint intranet that housed policies, procedures and documentation. This information was at times complicated to locate and difficult to manage from a version control perspective. This, coupled with the fact that there was very limited functionally on the platform and no collaboration capabilities, rendered this current SharePoint arrangement outdated for the desired intranet changes.

BONZAI Intranet Selected for Ease of Use and Solution Delivery Framework

Selecting an intranet as the priority to address the internal communication gap, the BLADE team detailed a list of 13 intranet criteria to evaluate numerous intranet solutions. During this evaluation process, the BLADE team narrowed the search to just four intranet software vendors. Ultimately, BONZAI Intranet was selected for its user-friendly interface, solution delivery framework and after-care support designed to resolve the very internal communications issues UniBank was experiencing.

> *We evaluated and assessed the various intranet platforms by 13 key intranet criteria we deemed necessary to resolve our internal communication gap, including: usability, design, ease of use and functional/features. Shortlisting just four intranet vendors,* ***BONZAI was chosen for many reasons, such as the user-friendly design and the great support that we were guaranteed to receive as a BONZAI customer and experienced during the buying process."***
>
> ***JONATHAN LAVALLEE, COMMERCIAL BANKING, CREDIT ANALYST, UNIBANK.***

BONZAI Intranet was selected to:

- Improve and enable Internal Communications.
- Manage and provide access to Policies and Procedures.
- Store and administer access to Employee Information.
- Address and alleviate Security concerns by identifying employees.
- Organize and host Human Resources training information.
- Assist and facilitate the sharing of Company News stories organization-wide.
- Promote and improve Teamwork and Collaboration across the organization.

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BETH MAIETTA, TRAINING AND RECRUITING SPECIALIST, UNIBANK.

The authenticity of this customer endorsement provided the team with the assurance they needed to fully trust that BONZAI was the right solution for UniBank.

BONZAI Intranet Fulfills UniBank's Intranet Criteria with:

A convenient location that enables organization-wide communication.

A central location for sharing company news and employee updates.

A reliable location for easy access to policies, procedures and documents.

A helpful location for access to employee learning and development materials.

A dependable location that facilitates on-boarding activities for new hires.

A fundamental location that promotes corporate culture.

A trusted location for collaboration across all departments and branches.

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It's All in The Name: ~~Google~~ U-oogle

The BLADE team ran a contest to give all employees the opportunity to partake in the naming of UniBank's new intranet as a means to further engage and invest employees. The team shortlisted the entries and took the top submissions to senior management who had the final say on selecting the name 'U-oogle'.

UniBank BLADE Team, Front L to R: Kathrine Hunt, Jonathan Lavallee. Back L to R: Beth Maietta, Heather Kicelemos, Lindsay LiVigni.

UniBank Intranet Project Team, Front L to R: Heather Kicelemos, Elin Johnson, Jonathan Lavallee, Sheri Cesnek. Back L to R: Kathrine Hunt, Lindsay LiVigni, Beth Maietta, Jessica Ostroskey, Brad Fenn.

"The name U-oogle; a play on the word 'Google,' was chosen; as it reiterates the initial request arising from our research and employee surveys that prompted the BLADE team to select BONZAI intranet to facilitate internal communication and enable intuitive search right across UniBank."

HEATHER KICELEMOS, TRAINING AND DEVELOPMENT MANAGER & BLADE PROGRAM MANAGER AT UNIBANK.

A Deep-Dive into UniBank's Experience with BONZAI Intranet's Delivery Framework

The content planning aspect of BONZAI's delivery framework has enabled each of UniBank's twenty-four departments to have their own individual site on U-oogle. These pages are fully accessible across UniBank giving employees insight and awareness into the activities of every department.

As part of the BONZAI delivery, UniBank decided that all departments would follow a similar page layout. This greatly helps with consistency across the intranet platform as it ensures an intuitive layout for employees when looking for certain types of information irrespective of the departmental page they access.

In terms of the delivery process, our project manager from BONZAI, Javed, was amazing. He knows SharePoint and BONZAI inside out. If he didn't know an answer he'd go out and find it so that he could quickly come back to us with the right answer."

BRAD FENN, ELECTRONIC BANKING TECHNOLOGY MANAGER, UNIBANK.

As part of the BONZAI implementation, the Solution Delivery team utilized best practice methodologies to ensure optimal site architecture, as is the case with all BONZAI implementations. This ensures efficient content management, effective content display and ease of navigation for users.

Each department manager designated an author for their departmental page and training sessions were provided for all content authors. All the content authors were trained, along with a secondary departmental back-up, so a comprehensive group of employees are equipped to manage the content for their department's page. Outside of the formal training sessions, the content authors collaborated to build their departmental landing pages to work together as a cohesive team.

UniBank conducted a focus group with employees three months after the U-oogle intranet platform launched to get their feedback on the new intranet. The evaluation from employees on UniBank's BONZAI intranet was very positive, with the Document Portal, News & Events and Employee Directory providing the biggest benefits across the bank.

Overall, employees are very happy with BONZAI intranet.

The employee directory has been a huge benefit, as it helps to identify employees across UniBank's branches. Having this capability provides greater security and a sense of community across the bank."

BETH MAIETTA, TRAINING AND RECRUITING SPECIALIST, UNIBANK.

Launch Activities that Engage & Excite Employees

THE BLADE TEAM CREATIVELY UTILIZED THE LAUNCH OF THEIR BONZAI INTRANET, U-OOGLE, TO FOSTER COLLABORATION AND INCREASE EMPLOYEE ENGAGEMENT WITH THEIR INNOVATIVE LAUNCH INITIATIVES.

The exciting UniBank's BONZAI Intranet Launch initiatives included:

- Creating engagement with employees by hosting an intranet naming competition
- Designing an Intranet Scavenger Hunt to acquaint employees with their new intranet.
- Hyping the intranet launch by playing music and wheeling a cart around the office filled with free snacks.
- Producing satirical commercials to show employees how to access relevant information on the intranet.
- Providing branch locations with special treats to excite all employees.

THE BLADE TEAM ORGANIZED A BIRTHDAY CELEBRATION TO ACKNOWLEDGE THEIR INTRANET'S 1ST BIRTHDAY AND TO REMIND EMPLOYEES ABOUT ALL THE INTRANET FEATURES.

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BONZAI Intranet ROI

- Increased employee collaboration by providing employees with an intranet platform that facilitates genuine organization-wide interaction and engagement.
- Augmented employee engagement as employees interact with company news and announcements through comments and likes.
- Enhanced employee onboarding experience, as BONZAI intranet houses all the information new employees need to get up and running.
- Improved employee efficiency as employees now sign in to just one platform to gain access to all the information they need to stay informed and optimally perform.
- Strengthened employee security and peace of mind as people can identify who's who within the organization thanks to BONZAI's corporate directory.
- Straightforward employee access to important policies and procedures enabling customer-facing employees to serve customers more efficiently.
- Accessible employee hub for hosting the latest training and educational materials for staff learning and development.

Universal Benefits

MARKETING

We use BONZAI to build awareness of new branding concepts & encourage employees to comment on ideas. We also use it as a repository for brochures, rather than incurring the cost & time associated with printing. If we need to make changes to brochures, we can quickly and easily update them, rather than having to destroy what we've printed."

KATIE HUNT, MARKETING MANAGER, UNIBANK.

INFORMATION TECHNOLOGY

BONZAI has allowed us to consolidate information, whether it's policies, procedures or other documents. We have a SharePoint administrator whose workload is quite a bit less because of BONZAI; the IT department are extremely pleased."

BRAD FENN, ELECTRONIC BANKING TECHNOLOGY MANAGER, UNIBANK.

EMPLOYEE ONBOARDING

BONZAI is a huge asset to the onboarding process as it enables us to point new employees to a centralized location to access helpful information, rather than various separate systems."

HEATHER KICELEMOS, TRAINING AND DEVELOPMENT MANAGER AND BLADE PROGRAM MANAGER, UNIBANK.

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TRAINING & DEVELOPMENT

We've been able to develop a webinar library on our BONZAI intranet, U-oogle, for employee training and development. We house webinar downloads on U-oogle, as it is a centrally accessible location for all UniBank employees."

HEATHER KICELEMOS, TRAINING AND DEVELOPMENT MANAGER AND BLADE PROGRAM MANAGER, UNIBANK.

INTERNAL COMMUNICATIONS

It's like a live newsletter where we always know what everyone else is doing regardless of which department they belong to."

LINDSAY LIVIGNI, CLIENT SUPPORT REPRESENTATIVE, UNIBANK.

We utilize BONZAI to distribute news updates to communicate what's happening across UniBank. There's much more engagement now that we've implemented BONZAI."

JESSICA OSTROSKEY, MARKETING COORDINATOR, UNIBANK.

What's next for UniBank's BONZAI Intranet?

Since UniBank's BONZAI intranet was implemented, there has been far-reaching benefits across all departments including Information Technology, Marketing, Internal Communications and Human Resources. UniBank continues to utilize BONZAI as the foundation and platform for their internal communications. The business objective is to continue to harness the capabilities of BONZAI for continued collaboration, employee engagement and easy access to pertinent information.

Analysis is planned to determine if UniBank will move to Office 365 or continue to run SharePoint On-Premises. There's great comfort for UniBank knowing that BONZAI supports both Office 365 and SharePoint On-Premises, ensuring the future and longevity of UniBank's BONZAI Intranet.

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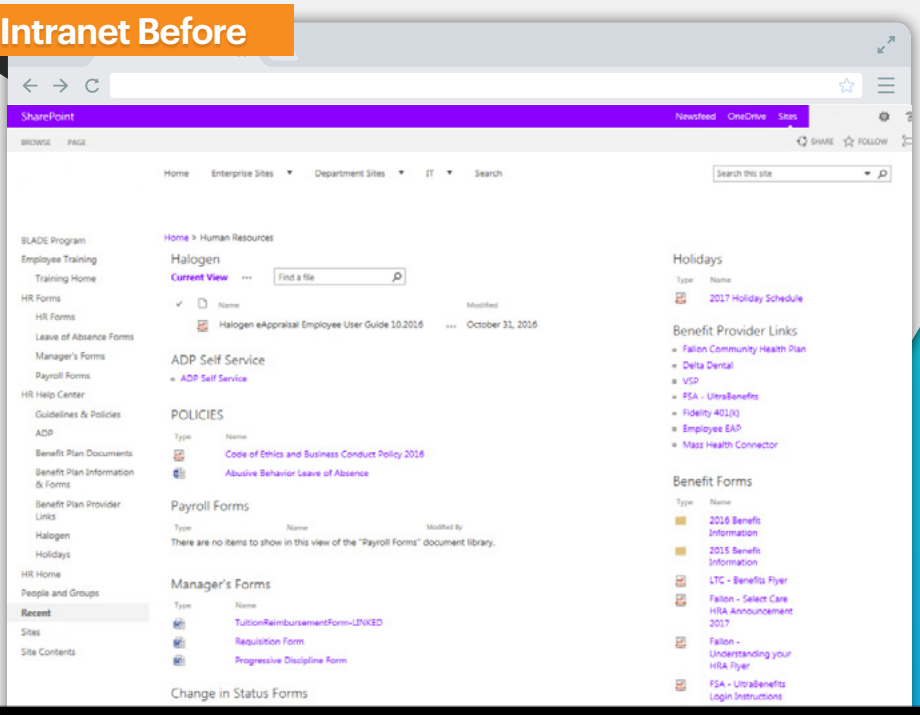
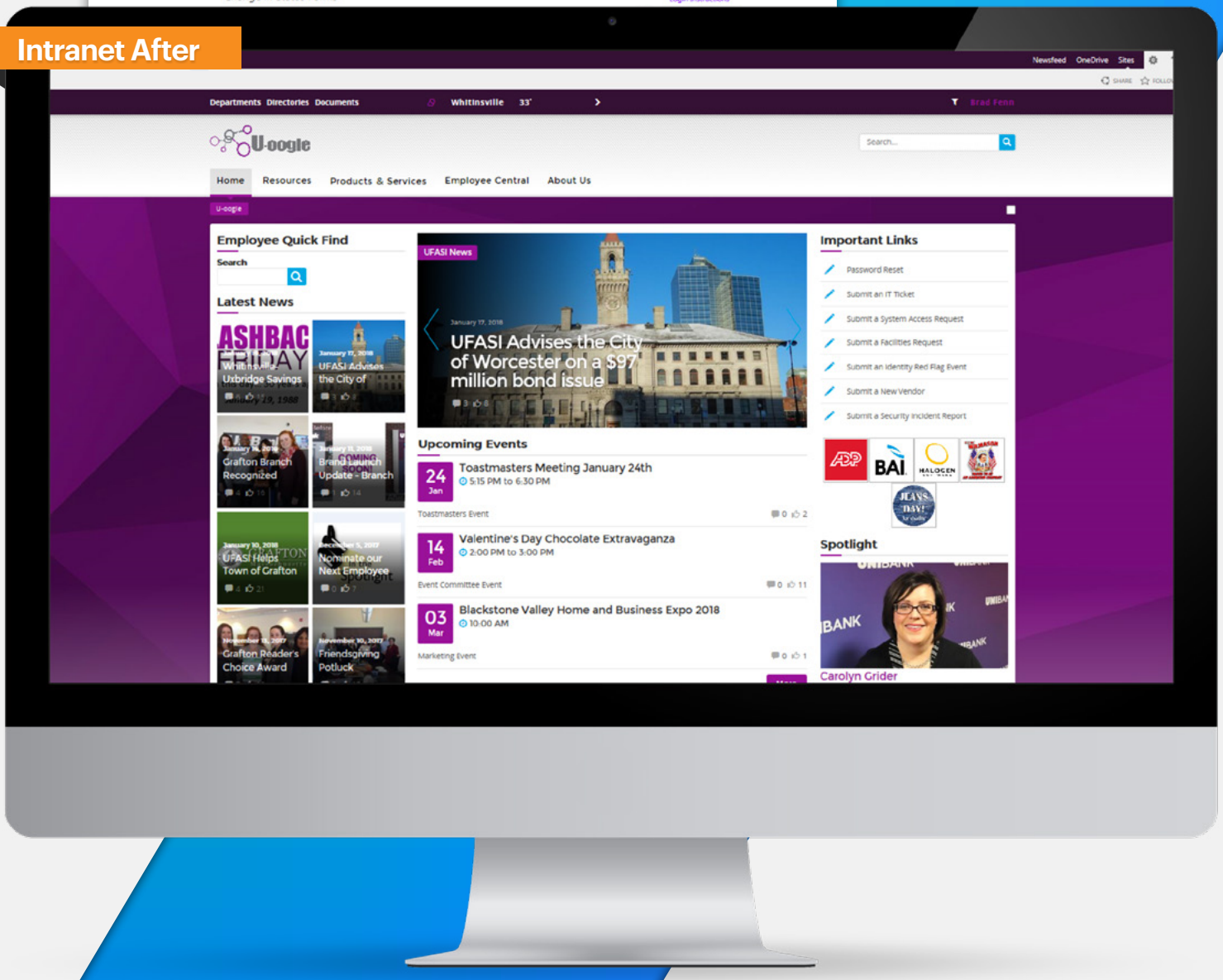
Intranet Before



New Intranet with BONZAI

Intranet After



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Deployed Your Way

BONZAI is easy to install whether you want it installed on-premise or in the cloud. BONZAI Intranet is available in three deployment models:

On-Premise for SharePoint 2013

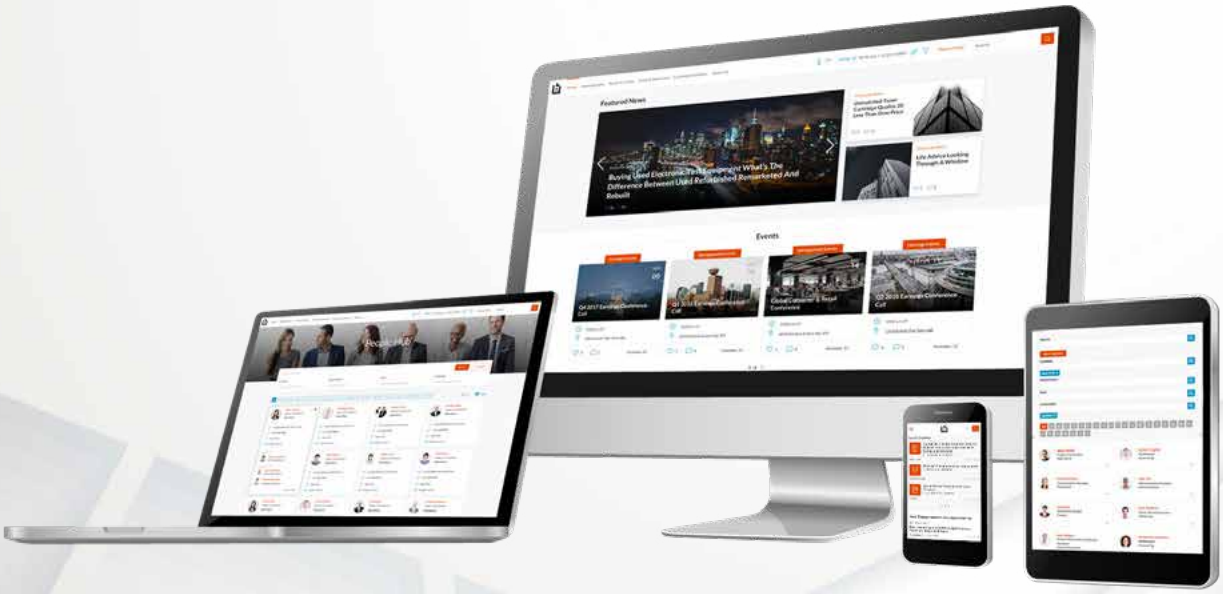
Installed within your existing On-Premise SharePoint 2013 Standard or Enterprise environment

On-Premise for SharePoint 2016

Installed within your existing On-Premise SharePoint 2016 Standard or Enterprise environment

Online for Office 365

Installed on your existing SharePoint Online environment for Office 365



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About BONZAI

BONZAI, a SkyVera company, is an award-winning intranet company that provides ready-to-roll intranets for SharePoint and Office 365. As a Microsoft Certified Gold Partner, BONZAI intranet software and services deliver a better means of communicating, collaborating and engaging with employees for Fortune 500 Enterprise Organizations as well as SMBs.

At BONZAI, believe that intranets should better connect and engage employees, but not at the expense of a long, drawn-out and often failed custom deployment. With our proven delivery methodologies and seasoned intranet consultants with deep expertise into both Microsoft SharePoint and Office 365, Bonzai gets users through objective setting, design, ownership, launch/roll out and support in as little as eight weeks.

See Your Stress-Free Intranet in Action Now!

Book a demo to see the rich features, functionality and flexibility of the BONZAI intranet platform for yourself today!

WWW.BONZAI-INTRANET.COM

SCHEDULE MY DEMO NOW!