



2018 CUNA  
Diamond Website  
Award

# “No Pressure, No Diamonds”

## Horizon Credit Union’s Diamond Award-Winning Intranet

Kimberly La Liberte, Horizon Credit Union’s Marketing Manager, stared intently at the archaic intranet website on her computer screen wondering when this tool became so unengaging and outdated. She knew from talking to her co-workers that the bespoke intranet provided very little value to employees these days. To compound this issue on the legacy intranet there was no capability to quickly and effectively disseminate information to employees. There were bottlenecks caused by a centralized approach to content publishing and there was no search functionality readily supported. Kimberly, as part of the Intranet Project Committee at Horizon Credit Union knew some drastic measures must be taken to restore integrity to their intranet, “The Hub”.

Established in  
**1947**

**+70,000**  
Members

**20**  
Locations

**240**  
Employees

Almost **\$1.0 billion**  
Assets



Horizon Credit Union won the honorable **CUNA Council's 2018 Diamond Website Award** with their **BONZAI Intranet**.

As soon as Kimberly and the intranet steering committee saw the limitations and bottlenecks of the existing intranet, they knew it was time for Horizon Credit Union to secure a new digital workplace.

### Horizon Credit Union’s Glistening New Intranet & Digital Workplace Requirements:

- ✓ **De-centralized Content Publishing:** enabling non-technical authorized employees to become publishers.
- ✓ **Comprehensive Intranet Search:** empowering accurate search and find abilities, plus archive content.
- ✓ **Interactive Social Features:** encouraging employees engage and interact.
- ✓ **Version-Tracking Document Management:** tracking version history and up-to-date documents.
- ✓ **Reliable Employee and Location Directories:** connecting employees with current information.
- ✓ **Personalization to Support Brand Standards:** assimilating online and offline corporate branding.

### The Diamond in the Rough for SharePoint On-Premises

Kimberly and the Horizon Credit Union **intranet project team** evaluated four different intranet platforms and subsequently selected **BONZAI Intranet** for its unique user experience, easy-to-use content authoring tools, flexible personalization and design features and its proven **solution delivery methodology** for long-term intranet sustainability.

“While initially we considered BONZAI Intranet for the feature-rich platform, we ultimately selected BONZAI for its complete package, including the tried, tested and proven approach to intranet planning and solution delivery in +100 successful intranet projects.”



Kimberly La Liberte, Marketing Manager,  
Horizon Credit Union



# Diamond Standard Solution Delivery

BONZAI guided Horizon Credit Union through essential intranet planning activities to establish a reliable and sustainable intranet platform. As part of this approach, Horizon Credit Union's **intranet project team** tasked each department with a review and audit of their departmental content to ensure the integrity of the information on the new intranet from the get-go.

Next, BONZAI lead Horizon Credit Union in devising the optimal information architecture to ensure ease of use and information accessibility through card sorting and tree testing exercises, including those with end users.

Horizon Credit Union had built sensitive scar tissue using their previous intranet platform running into bottleneck after bottleneck managing content publishing which impacted content integrity. To ensure history does not repeat itself, Horizon Credit Union actively provides ongoing training to continually enlist new content authors throughout the credit union. This ensures a consistent approach to content authoring.

The award-winning success of Horizon Credit Union's BONZAI Intranet birthed from dogged determination of Kimberly and the Intranet Project Committee in championing the new digital workplace. They frequently communicated with employees to keep them informed and updated on the progress of the new intranet. The new intranet launch included a promotion campaign, with such benefits as a free jeans day and the creation of eye-catching graphics to generate excitement.



With the functionality provided by the BONZAI product, we were able to greatly expand and increase the timeliness of our communications by empowering more employees with the ability to get their message out.”



Kimberly La Liberte, Marketing Manager,  
Horizon Credit Union

## The Benefits of a Diamond Award-Winning Intranet Platform:

### **Ease of Access & Data Accuracy**

Now content is easily managed and updated to ensure old content is automatically retired ensuring the information employees can quickly find on the intranet is accurate.

### **Enhanced Employee Engagement**

Employees now have an engaging workplace where they can easily interact and communicate through likes, shares and comments on news articles and events.

# The Flawless Grade

## for the Diamond Award-Winning Horizon Credit Union Intranet



### **Extending Corporate Culture**

Horizon Credit Union's new intranet has helped to harness the corporate culture by enabling employees to learn and interact across departments and locations.

### **A Social Workplace**

The intranet now offers a **marketplace** for classified ads internal to the organization. Employees can post items for sale, donation or even items wanted.

### **Intelligent Employee Management**

Horizon Credit Union now has a beautifully designed **Employee Directory** with **intelligent search** functionality that is automatically synced to Active Directory.

### **Informed Data-Driven Decisions**

Horizon Credit Union's **intranet team** is now able to review monthly traffic reports from their BONZAI Intranet, which are also posted on the intranet for any user to review.

# A New Digital Workplace that Sparkles

Kimberly and the Horizon Credit Union Intranet Team have seen adoption, engagement and intranet ownership grow by leaps and bounds with their new BONZAI Intranet, but the benefits don't just stop there.

## Increased Accuracy, Productivity & Efficiency

Horizon Credit Union publishes information out to the organization faster, naturally driven by the capabilities that more employees are able to publish content on the intranet. Plus, information can be modified or removed almost instantaneously, and archived information can be retrieved via intuitive search anytime making content management simple. Employees can also now personalize features, such as favoriting the **documents**, forms and services they use the most to make access to these critical tools even easier.

## Increased Authorship, Ownership & Information

Since implementing BONZAI intranet at Horizon Credit Union staff members place much more value on the intranet as a reliable source of information. Informative, social and engaging content is easily curated and published on the platform in a matter of minutes by a variety of trained **intranet content authors**. This is a stark contrast to the previous legacy intranet that was riddled with inefficiency, bottlenecks and inaccuracies.

## Holistic Corporate Culture & Brand

With BONZAI intranet's **flexible personalization and design** functionality, Horizon Credit Union controls the overall look of their intranet site and provides pre-established styles and templates to help ensure all the pages follow their brand guidelines. This is an important aspect of Horizon Credit Union's digital workplace as they want to communicate a unified platform to end-users that's trustworthy and consistent.

“Our **new intranet** has significantly expanded and improved our internal communications and opened up new avenues for our employees to engage with one another.”



Kimberly La Liberté, Marketing Manager,  
Horizon Credit Union

## Improved Employee & Community Engagement

Horizon Credit Union can see the traffic reports for each intranet page to assess the information that's of most interest to employees. Employees also provide quantitative and qualitative feedback through comments, likes and shares of content. Adding valuable community involvement, **marketplace** and employee spotlight sections to the intranet has innately improved **employee engagement** throughout the site.

**90%**

of employees connect on the intranet multiple times daily.

## 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.