



UNIBANK

OVERVIEW

INDUSTRY:

Finance

LOCATION:

Whitinsville, MA

COMPANY SIZE:

201-500 employees

SOLUTION:

BONZAI Intranet
for SharePoint

BENEFITS

- ⊕ Improved internal communication
- ⊕ Streamlined employee training and onboarding
- ⊕ Centralized company information
- ⊕ Reduced time searching for information
- ⊕ Increased productivity

CASE STUDY

Unibank Closes Their Internal Communication Gap With Bonzai

Challenges

UniBank had an existing SharePoint intranet with limited functionality. It was difficult for users to find and add information on the platform. As a result, employees weren't using it. They were relying on other methods for communication and collaboration and creating silos of information.

To improve internal communication, the team at UniBank began conducting surveys. They took this employee feedback and used it to determine what their next steps would be. Following this research, the team made five recommendations to the senior management department. Of those recommendations, launching a new intranet was their top priority.

"From the research and surveys conducted by the 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," said Heather Kicelemos, Training and Development Manager for UniBank.

That's when UniBank started their search for a solution to keep the company connected. With so many options available, the company chose to evaluate several solutions.

Solution

Ultimately, after considering all their options, the team chose Bonzai for its support and user-friendly design.

“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. After shortlisting 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,” explained Jonathan Lavallee, Commercial Banking Credit Analyst at UniBank.

Soon after selecting Bonzai, the team began planning their intranet. To start, there were several requirements surrounding information architecture. UniBank wanted information to be accessible and for each page to follow a similar layout. That way, it would be easy for employees to find content. Leadership also requested that each department have their own section. The goal was to give everyone insight into the activities of all departments. Bonzai made it simple to bring all these requirements to life on the new platform.

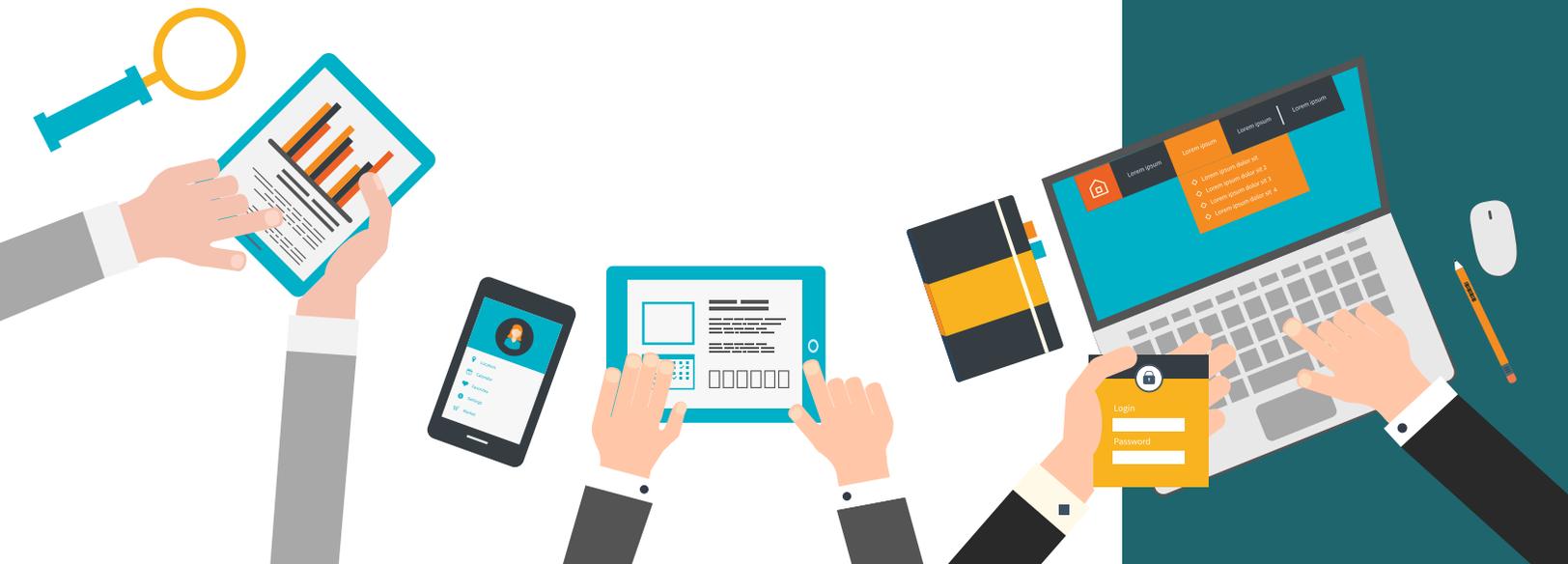
To ensure that the launch was a success, UniBank put plans in place to build excitement for the new intranet. First, the team hosted a naming competition for the platform. Then, they designed a scavenger hunt to show employees how to navigate. Weeks later, ‘U-oogle’ rolled out to all UniBank employees.

“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 team to select Bonzai intranet to facilitate internal communication and enable intuitive search right across UniBank,” said Heather Kicelemos, Training and Development Manager at UniBank.



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 at UniBank.



Since launch, employees at UniBank have been able to communicate more effectively. They've also seen the benefits of centralizing information.

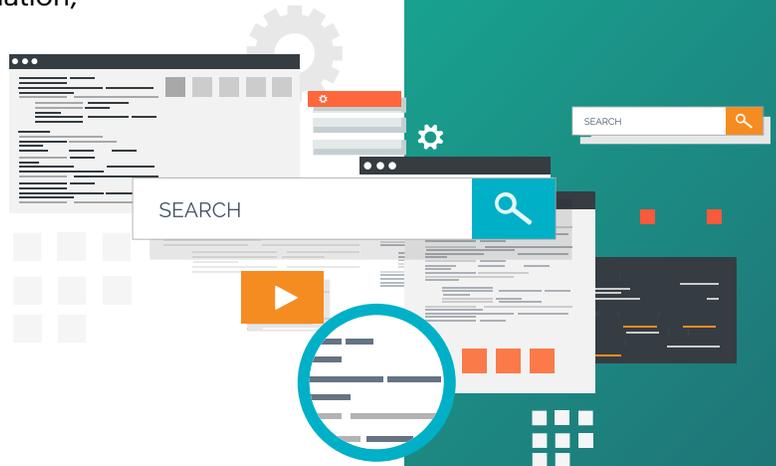
"Bonzai has allowed us to consolidate information, whether it's policies, procedures or other documents. We have a SharePoint administrator whose workload is quite a bit less because of Bonzai; the IT department are extremely pleased," said Brad Fenn, Electronic Banking Technology Manager at UniBank.

Thanks to Bonzai, the entire process of content management at UniBank is more efficient. Everyone can access information fast and find content with intuitive search. HR also uses the intranet to distribute training information and streamline onboarding.

A few months after launch, UniBank conducted a focus group with employees to get feedback. The evaluation from employees on UniBank's Bonzai intranet was very positive. Reports also show that the document portal, news and employee directory sections are widely used.

"Overall, employees are 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," said Beth Maietta, Training and Recruiting Specialist at UniBank.

Now, UniBank continues to use their new Bonzai intranet to communicate and collaborate. In the future, UniBank may move away from SharePoint and use Office 365 instead. Since Bonzai supports both, they'll still be able to use their new intranet if they switch to Office 365.



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