

DIGITAL-FIRST, MOBILE-FIRST APPROACH EMPOWERS EMPLOYEE ENGAGEMENT

The rapid advance of consumer technologies is driving greater employee expectations in the workplace, including access to a connected social experience, productivity tools and the ability to work remotely. The growing level of employee activity that depends on constant connectivity is placing added pressure on organisations to raise their digital standards.

Keeping pace with the changing workforce means building a connected employee experience – one that is hinged on engagement, creativity, mobility and information accessibility. Executed successfully, a unique connected experience will drive up revenue, innovation and productivity by increasing employee job satisfaction.

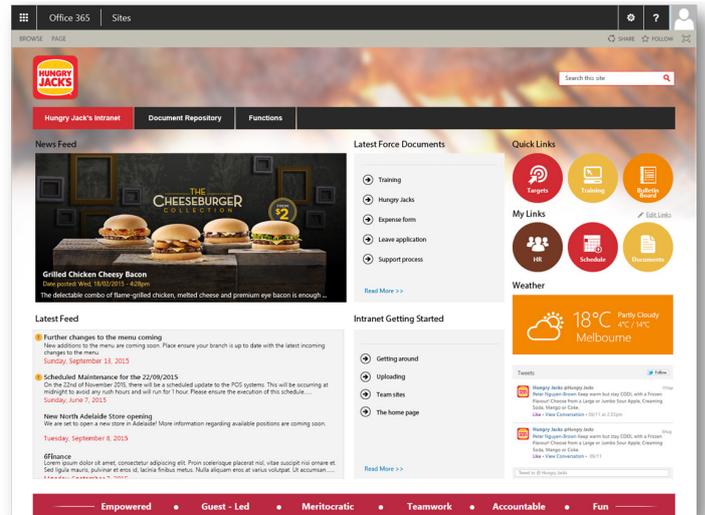
Hungry Jack's enhances engagement through the new WhopperNet Portal

Recognising the need to boost employee engagement and eliminate information silos, Hungry Jack's engaged rhipe Solutions to build a new user-centric SharePoint intranet leveraging Office 365 and LiveTiles.

By working with the rhipe Solutions team, Hungry Jack's was able to capitalise on rhipe's technical knowledge, marketing and rapid prototyping expertise to implement a solution without the need for additional resources and hefty expenditure on marketing and professional services.

The success of the program means Hungry Jack's internal communications now reach a far wider geographic spread, promote awareness and drive traffic to critical documentation that all employees are required to read.

"rhipe delivered an engaging, interactive hub which has a practical use as a document management system as well as the ability to support communications across different States, reaching out to all parts of the business," says Tanya Gorrod, Hungry Jack's HR Business Partner.



The customer journey: rapid transformation and a platform for collaboration

Hungry Jack's existing intranet was developed on legacy systems offering little visual appeal. And with no clear owner of the site, information was often inaccurate and out-of-date.

The new intranet needed to be highly interactive, social, engaging and visually appealing. Moreover, it needed to be easy for the Internal Communications teams to maintain as well as empower other business units to take ownership of their content lifecycle.

Working together with the Hungry Jack's team, rhipe Solutions formed active workgroups to articulate the functional and usability requirements taking into consideration critical mobility, workflow and security needs.

The joint Hungry Jack's and rhipe project team then designed an initial prototype to include both desktop and mobile versions.

During the delivery phase, the team performed an analysis of the current SharePoint intranet and produced a detailed information architecture to enable optimum content structure, usability, search facilities and automated workflow capabilities. The design uses the latest LiveTiles 'digital workplace' tools and included bespoke applications such as weather feeds.

Once live, the rhipe team trained Hungry Jack's personnel to Site Administrator and Super User levels in addition to a general user training program.

Looking ahead: expanding the digital strategy for continuous improvement

Hungry Jack's have now embarked on a two-phase improvement program to help drive their overall digital strategy further.

Phase 1 includes the development of engaging collateral such as case studies and a continuous improvement program with on-going support mechanisms. The team will also extend their online collaboration capability with the use of Yammer and dedicated team sites - providing an avenue for teams to post up-to-the-minute feedback and employee recognition notifications.

Phase 2 builds on reward and recognition and implements a blog for internal communication.

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SAYS TANYA GORROD,
HUNGRY JACK'S HR BUSINESS PARTNER

About Hungry Jacks:

Hungry Jack's is the exclusive Australian master franchisee of Burger King Corporation. With over 390 stores across Australia, Hungry Jack's is the second largest franchisee of Burger King in the world. Hungry Jack's® has become an iconic Australian brand, delivering quality products within the Quick Service Restaurant industry. For more information visit <https://www.hungryjacks.com.au/>

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rhipe Solutions specialises in delivering Office 365, SharePoint and Azure solutions to help our partners grow their business. We provide consulting services, project support and packaged services focussed on the user experience. For more information visit <http://www.rhipe.com/services/rhipe-solutions/>

