

CriticalRiver Implemented Salesforce Community Cloud, to enable employee communities for a large Gaming & Entertainment Company that Enhanced Productivity, Loyalty, Enriched Digital Engagement, Helping them Retain Best Talent and Beat Attrition



The Customer

The customer is a leading worldwide developer, publisher and distributor of interactive gaming, entertainment and leisure products for various consoles and hand-held devices for global audiences. The customer was looking to automate and streamline its employee community processes and improve, enhance and drive superior collaboration among employees.

The Challenge

CriticalRiver was engaged as a technology partner to solve the following challenges:

- Lack of one common platform for employee collaboration with HR, peers, and colleagues
- Manual HR processes practiced in critical areas such as employee onboarding, Compliance regulations
- Direct communication is hampered due to lack of relevant tools
- Multiple meetings and emails exchanges to resolve simple tasks
- No platform that provides a 360-degree view of employees
- Lack of complete, single-source window for all HR information/data

The Solution

- Implemented Salesforce Employee Communities for collaboration and onboarding
- Integrated talent management-employee journey and engagement with efficient onboarding
- Employee learning and collaboration capabilities
- HR help desk self-service features powered by Salesforce Communities by enabling chatter
- Enabled HR Compliance processes through Communities Cloud
- Assimilate HR Analytics to analyze productivity metrics and make informed decisions
- Integrated Employees community forum to boost employees' engagement
- Responsive, mobile-enabled capabilities to enable HR and employees to stay connected on the move
- Delivered personalization components to generate and share personalized feeds for files, articles and topics delivering a holistic digital experience
- Integrated customization and branding capabilities to enhance brand and employee experience
- Build community engagement for employees internally and customers' externally to create a seamless digital experience

The Benefits/Results

- Significant improvement in Employee Efficiency and Productivity
- Online engagement resulted in a 30% drop in meetings and emails exchanges
- Enhanced collaboration between HR and employees, to accomplish more work in less time including HR compliance processes.
- Salesforce Community Cloud allows your employees to stay engaged and share ideas
- Mobile-enabled features allowed various teams to engage and access information on the go.
- Real-time analytics data helped in making decisions faster for employee retention and beat attrition
- Enriched the digital experience for employees, managers and HR team resulting in higher end-user adoption
- Unified 360-degree view of all employees helped in collaborative digital engagement
- Significant increase in employee productivity, loyalty enabled enhanced customer digital experience and shareholder value

Industry: Gaming & Entertainment

Customer:

The customer is a leading gaming and entertainment company that develops, publishes and distributes interactive entertainment and leisure products around the world.

Solution Component

- Salesforce Community Cloud for Employees
- Salesforce – Analytics Cloud

