



# 8 Ways Companies Achieve Breakthrough Business Results with Jive

Jive has a multitude of uses. Here are some of the most powerful.



Jive is a complete collaboration hub and interactive intranet, powering a wide range of essential functions and processes in leading companies worldwide. Customers report that Jive has helped them align their organizations from front lines to CEO; unleash high-performance collaboration within and across teams; capture and capitalize on institutional knowledge; and drive new levels of employee engagement and retention. The numbers speak for themselves:



These are actual measured impacts from hundreds of Jive customers, verified by independent researchers. Below, we'll explore eight top Jive "use cases" that helped companies achieve these breakthrough results.

- COMPANY NEWS
- COLLABORATION
- ONBOARDING
- BUSINESS TRANSFORMATION
- KNOWLEDGE RETENTION AND DISCOVERY
- DEPARTMENTAL PORTALS AND STOREFRONTS
- EMPLOYEE SUPPORT
- TOWN HALLS AND ALL-HANDS MEETINGS

# Company News

## THE CHALLENGE

Traditional internal communications (email, static intranets) are just too easy to miss or ignore, leaving corp comms professionals unable to reach their entire workforce. This is especially true for remote and “deskless” workers, some of whom may not have a company email address. And even when such communications are received and seen by employees, they often fail to fully engage, inform, and spur desired actions.

## JIVE SOLUTION

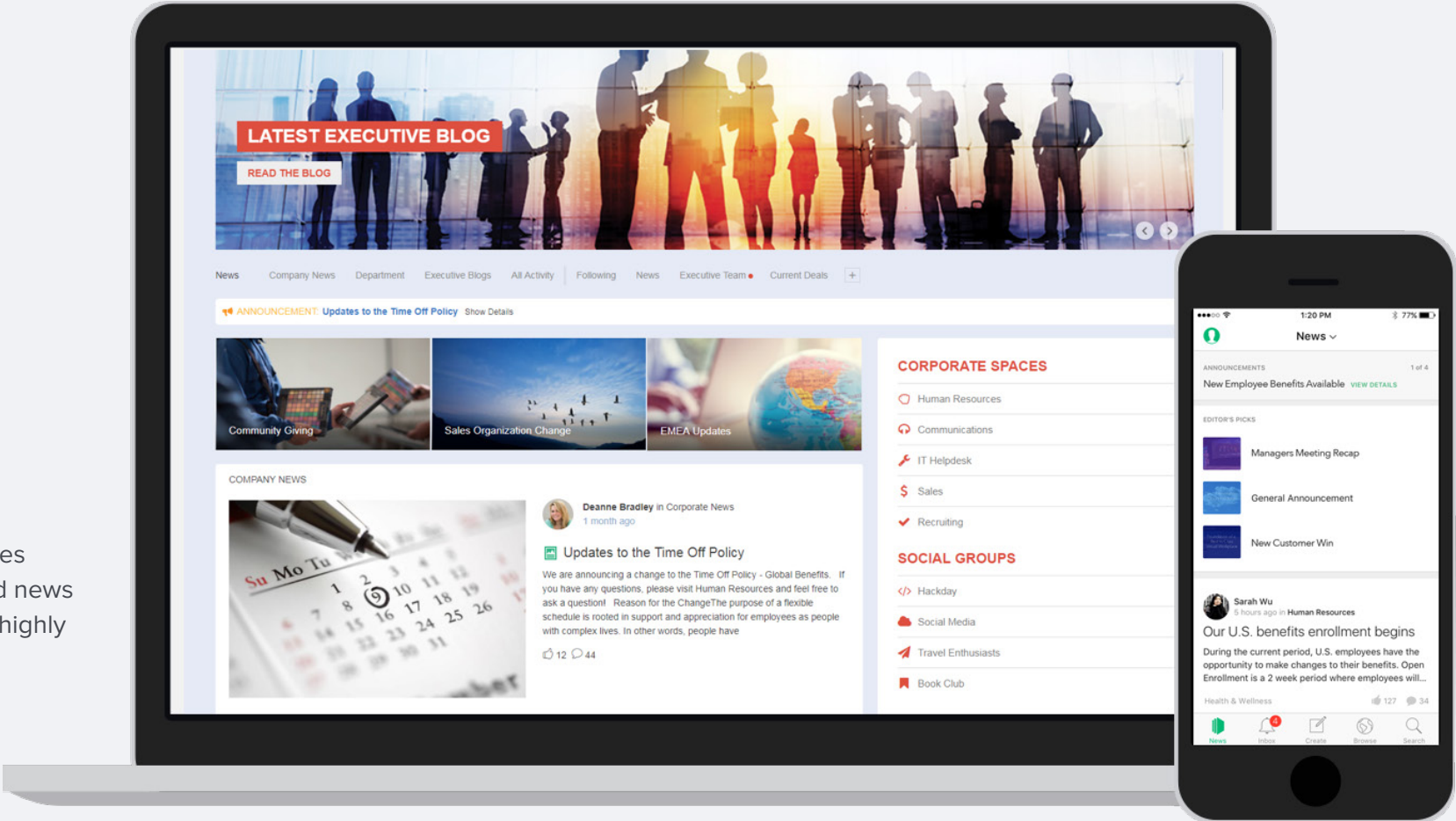
Jive enables companies to quickly reach everyone everywhere with personalized, captivating news that employees readily consume. Jive goes beyond one-way, top-down communications, facilitating authentic dialogue that drives engagement. Real-time metrics analyze penetration and impact.

## HOW IT WORKS

- Jive enables corporate comms teams and company leaders to quickly and easily publish compelling, eye-catching announcements, articles, and blogs, which instantly appear on the personal news pages of every employee – even remote, deskless, and email-less workers using mobile devices. Everyone gets the news in a can’t-miss, highly readable format.
- The comms team and departmental/team leaders can target specific audiences based on division, role, and geography – ensuring that employees get news that’s important to them and aren’t bombarded by irrelevant items.
- People can comment, ask questions, and discuss, building buy-in and understanding. They can like and share, spreading and amplifying the message.
- While traditional comms channels give no clue as to whether the message is being received and getting through, Jive’s real-time Impact Metrics show who’s reading and how they’re responding, providing critical feedback that comms professionals need to verify and improve their effectiveness.

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Each employee receives their own personalized news stream, in a beautiful, highly consumable format.

Deskless and mobile workers get all the news, too – on their Jive mobile app. They can read, respond, and fully participate like everyone else.

**BENEFITS**

- Increased strategic alignment, with an ability to rapidly drive initiatives and action throughout the organization, resulting in greater agility and efficiency.
- Increased employee engagement = improved productivity, morale, and retention.
- Cost savings due to reduced need for meetings, in-person events, webcasts, newsletters, and other production-intensive communications.

**EXAMPLE**

One of America’s largest fast-food franchises uses a Jive intranet to communicate with half a million employees, many of them without a computer. Implemented in just six weeks, their Jive intranet rapidly improved alignment between company headquarters and franchises, and cut webcast costs by 40%.

# Collaboration

## THE CHALLENGE

Enterprise collaboration is fractured across dozens of special-purpose apps and environments, including document collaboration, messaging, email, file sharing, content management, conferencing, and in-person meetings. There's no central place to find, track, coordinate, and contextualize all the activity and information around particular processes or projects. Employees spend an inordinate amount of time just trying to connect dots, often duplicating efforts and making costly errors.

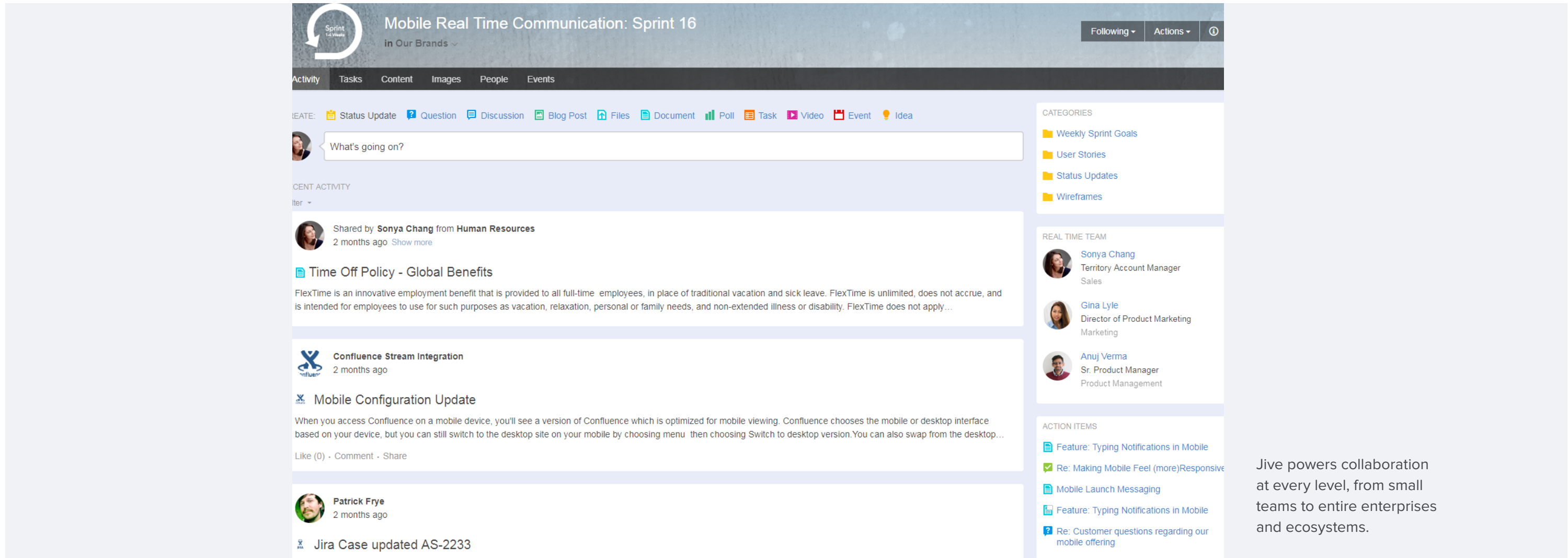
## JIVE SOLUTION

Jive provides a centralized collaboration hub that brings together all people, content, conversations, and assets – including information from external systems – in one accessible, easy-to-use environment. It's a single organized place to meet, plan, execute, and stay in sync. It supports collaboration at every level: team, departmental, across the enterprise and across business ecosystems.

## HOW IT WORKS

- Business users can quickly spin up collaboration spaces, invite participants from across the organization and beyond (including outside contractors and partners), and pull in content from a wide range of systems (Microsoft, Google, Salesforce, Box, etc.), enabling everyone to see, share, discuss, and act on the information.
- Participants can quickly find key docs, connect with teammates, view team calendars, see the latest content and conversations, ask questions and get answers.
- Activity streams, Jive inbox notifications, and email notifications keep all collaborators informed of the latest developments and activity.
- Remote and mobile workers can fully participate via the Jive mobile app.

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**BENEFITS**

- Heightened productivity.
- Faster time from concept to market.
- Greater efficiencies, resulting in lower costs.

**EXAMPLE**

One of the world’s top news organizations uses Jive to power rapid collaboration among thousands of journalists around the globe. The system has helped them coordinate their efforts, share time-critical information, avoid duplicated coverage, and produce hundreds of stories daily for television and digital media.

# Onboarding

## THE CHALLENGE

Turning new recruits into fully productive workers can take months using conventional methods and tools. Typical onboarding provides a basic introduction to company policies, administrative procedures, organizational structure, and the like, but does little to help new hires get into the flow of their actual jobs – building relationships, learning their roles, assimilating into company culture, and getting up to speed on actual work projects.

## JIVE SOLUTION

Jive is a highly engaging platform for traditional structured onboarding, but it goes much further than that. It's also an employee community and digital workplace – providing an immersive introduction to company culture, to people, and to actual projects and productive work. It enables new hires to plug into their teams and departments, get to know their teammates, and start contributing immediately. And it complements formal training with informal social learning.

## HOW IT WORKS

- Jive provides an immediate overview of the company: news, people, trending topics, organizational structure, company culture, and more.
- Jive makes it easy to find, follow, and get to know colleagues, developing networks and working relationships critical to job effectiveness.
- New hires can dive right into groups and project spaces to connect with their teammates and get up to speed on key initiatives and projects.
- Jive offers easy self-service access to training materials (including videos and other media), HR docs, and benefits info.
- Quests and missions can be used for highly engaging, structured learning.
- Jive makes mentoring and on-the-job learning a natural part of everyday work, accelerating employee development and upskilling.
- Employees can ask questions and get fast answers from HR and from peers.
- New recruits can do all this as soon as they're hired, even before setting foot in the physical workplace.

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The screenshot shows a document interface with the following content:

- Document Title:** New Hire Checklist: Corporate Sales Development
- Metadata:** Document created by David Rivard on May 7, 2018 • Last modified by David Rivard on May 7, 2018. Version 5.
- Introduction:** Follow the three steps below to get setup with your personal sales onboarding program:
- Step 1: Let's Get Started!** Click here to make a copy of this checklist.
- Step 2: Make it Yours** Add your name to the checklist title.
- Step 3: Save Your Checklist** Save your checklist in Sales Jiversity and track your progress. Tip: Open your checklist links in a new window for better navigation experience.
- Table of Contents:** If you know where you are in the program, use these fast-track links.
 

Month 1	Month 2	Month 3
<a href="#">Week 1: Welcome to Jive Sales</a> <a href="#">Week 2: The Jive Customer Value</a> <a href="#">Week 3: The Jive Story and Products</a> <a href="#">Week 4: Telling the Jive Story</a>	<a href="#">Week 5: Jive Sales Process</a> <a href="#">Week 6: Extending the Jive Value</a> <a href="#">Week 7: Territory Management</a> <a href="#">Week 8: Jive Marketing Alignment</a>	<a href="#">Week 9: Jive Partners</a> <a href="#">Week 10: Sales Graduation Workshop</a> <a href="#">Week 11: Account Based Marketing &amp; Sales Tools</a> <a href="#">Week 12: Account Based Marketing &amp; Sales Tools</a>
- Section Header:** Month 1

Jive provides a highly engaging environment for all phases of onboarding.

**BENEFITS**

- Faster onboarding, which results in shorter time to productivity.
- Better onboarding experiences = higher engagement and lower attrition (studies show that onboarding experiences can have a big effect on long-term retention).
- Lower onboarding costs: reduced need for in-person orientation/training/support.

**EXAMPLE**

An international IT consulting firm used Jive to cut sales onboarding times in half, leading to overall better sales performance and higher win rates.



# Business Transformation

## THE CHALLENGE

Companies struggle to steer their organizations through major changes such as mergers and acquisitions, restructurings, management changes, strategic initiatives, rebrands, and new programs. Using conventional methods, it's difficult even to reach the entire workforce, much less manage the complex actions needed to effect company-wide changes.

## JIVE SOLUTION

Jive isn't just a high-reach, high-engagement channel for communicating change initiatives; it's also a powerful platform for coordinating and executing those initiatives, providing the necessary planning, collaboration, training, and support resources needed to drive successful business outcomes.

## HOW IT WORKS

- Transformation and corp comms leaders can keep employees informed and on track with change initiatives using timely, high-impact communications precisely targeted to specific audiences (as described in the news section above).
- Those communications can, in turn, link to team, project, and support spaces in Jive, where employees can get the guidance, resources, and training needed to play their part in change initiatives, and where they can collaborate with others to carry out their part of the plan.
- For mergers and acquisitions, Jive provides a central environment for integrating organizations. It's one place where everyone can come together to forge a common culture and sense of mission, share knowledge, and mesh practices and processes.

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## BENEFITS

- Faster execution of change initiatives minimizes business disruption and maximizes the payoffs.
- Better integration of companies is a key to M&A success (an inability to fully integrate, conversely, is often cited as the number-one reason many M&As fail to meet expectations).
- Higher engagement and better understanding among employees ensures buy-in and reduces attrition.

## EXAMPLE

Jive helped a leading automotive services company evolve from a disparate collection of acquisitions, each with its own culture and practices, into a cohesive organization. Tens of thousands of employees working at dozens of worldwide locations now have a shared sense of mission and brand identity after being united in a single Jive intranet.



# Knowledge Retention and Discovery

## THE CHALLENGE

Knowledge is one of an organization's key assets, but companies have no easy way to capture it, remember it, and reuse it. Expertise, ideas, and learnings are trapped in the heads of employees, in siloed systems, and isolated conversation threads. Critical information is soon forgotten – and lost forever when employees change roles or leave the company. The result is “corporate amnesia,” which costs companies billions of dollars in lost productivity and opportunities.

## JIVE SOLUTION

Jive captures communications and content from tools and channels across the organization and turns it all into permanent corporate memory that's searchable, accessible, and usable by the whole enterprise. It helps employees quickly discover the colleagues and information they need to know, so companies can fully leverage their knowledge investment and get smarter over time. Even when people change roles or leave the org, their knowledge stays.

## HOW IT WORKS

- As people work in Jive, everything they do and create is captured: content, conversations, decisions, ideas, advice. The same goes for information and activity that resides in systems connected to Jive: it's all captured, organized, and preserved in Jive.
- Users can quickly find anything – people, content, conversations, expertise, groups, and spaces – with a single, federated search across Jive and connected systems. Machine learning and the Jive Work Graph personalize search results based on each user's behavior, interests, and preferences – helping employees promptly find exactly what they're looking for.
- Jive doesn't just help users find things they're aware of; it helps them discover critical people and knowledge that aren't even on their radar. For example, the system uses machine intelligence and the Jive Work Graph to recommend people, places, and content of interest; trending topics; and more.
- Features like following, @mentions, and notifications help users form new connections and keep them updated on people, content, and places important to their jobs. Together, these mechanisms create dynamic, ever-growing knowledge networks linking people and information across the organization, building collective intelligence, and helping the company harness its full brainpower.

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Powered by the Jive Work Graph, Jive connects employees with knowledge scattered across the enterprise and multiple systems.

## BENEFITS

- Better innovation.
- Continuous improvements in efficiencies, agility, productivity.

## EXAMPLE

A number of major U.S. federal agencies use Jive as their central collaboration and knowledge hub, where hundreds of thousands of government employees come together to solve problems, share expertise, and learn from each other. Jive has helped the agencies preserve and disseminate critical knowledge, preventing a brain drain despite a wave of federal employee retirements.



# Departmental Portals and Storefronts

## THE CHALLENGE

Within companies, individual departments often need their own digital portals to inform, support, and enable their staff. Sales portals, for example, can provide a single destination for team communication, sales collateral, answers to questions, new hire onboarding, deal collaboration, and more.

Building portals from scratch using conventional tools (such as content management systems) is costly and labor-intensive. Ongoing maintenance and upgrades put an additional burden on IT departments. And despite all those expenditures, such home-grown portals often lack the rich interactive features and modern, engaging, mobile experience users demand and need.

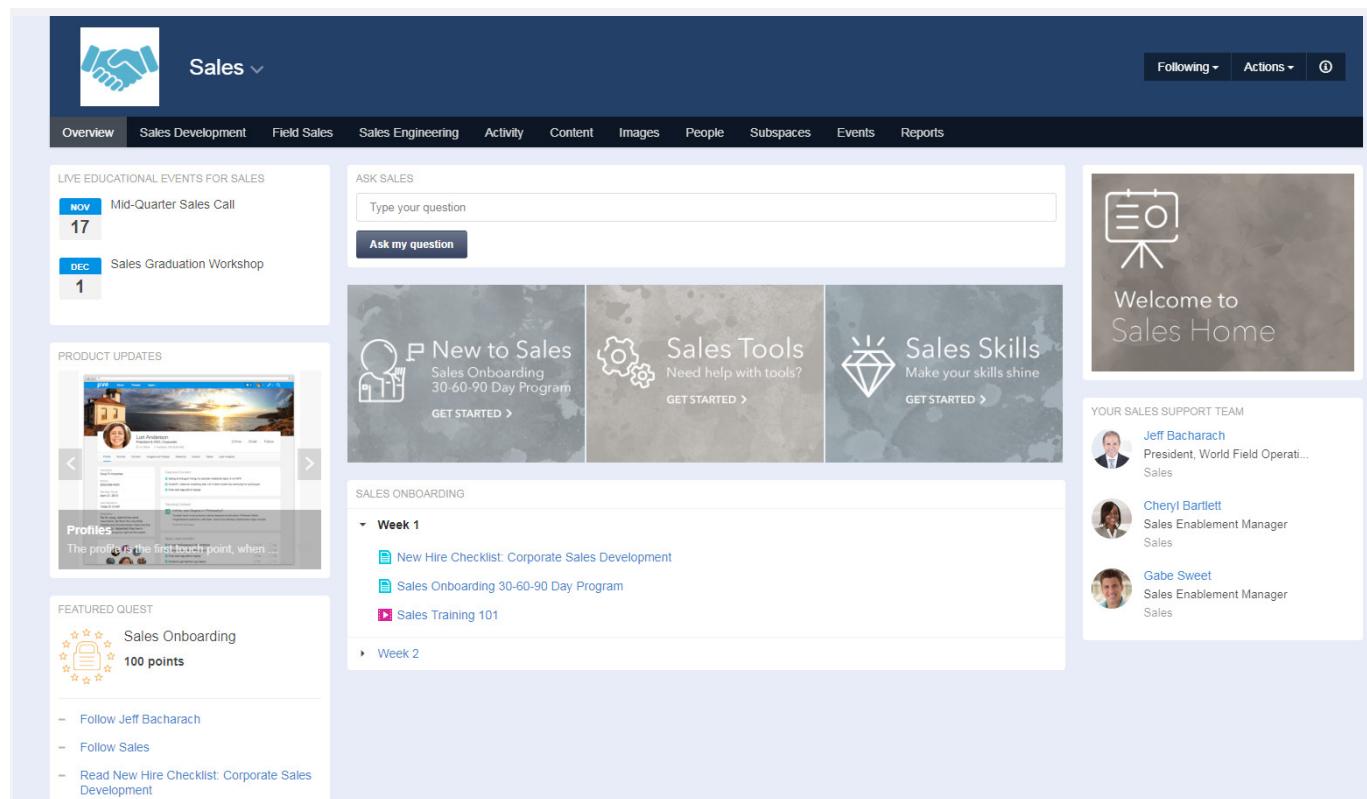
## JIVE SOLUTION

Jive has made it remarkably simple to create and launch complete, state-of-the-art, mobile-ready portals—so simple that ordinary business users can set up and launch their own in minutes or hours and manage them themselves, without IT help. Cloud updates deliver the latest features automatically, so Jive portals are always up-to-date with no need for costly in-house upgrades.

## HOW IT WORKS

- Jive comes with a number of pre-built portals, along with a full library of templates that can be quickly configured to meet any department's requirements. Users can point and click, drag and drop to select a rich array of functions, apply theming, tailor the look and feel, and launch the portal to their department staff.
- The result is a one-stop shop for everything department members need: news; key content and assets; calendars; spaces for collaboration, onboarding and enablement; a Q&A function that allows team members to get fast answers from experts; and access to information and tools from other systems (via integrations that pull the functionality and information directly into Jive).
- The portals are completely accessible via browsers and Jive's mobile app.

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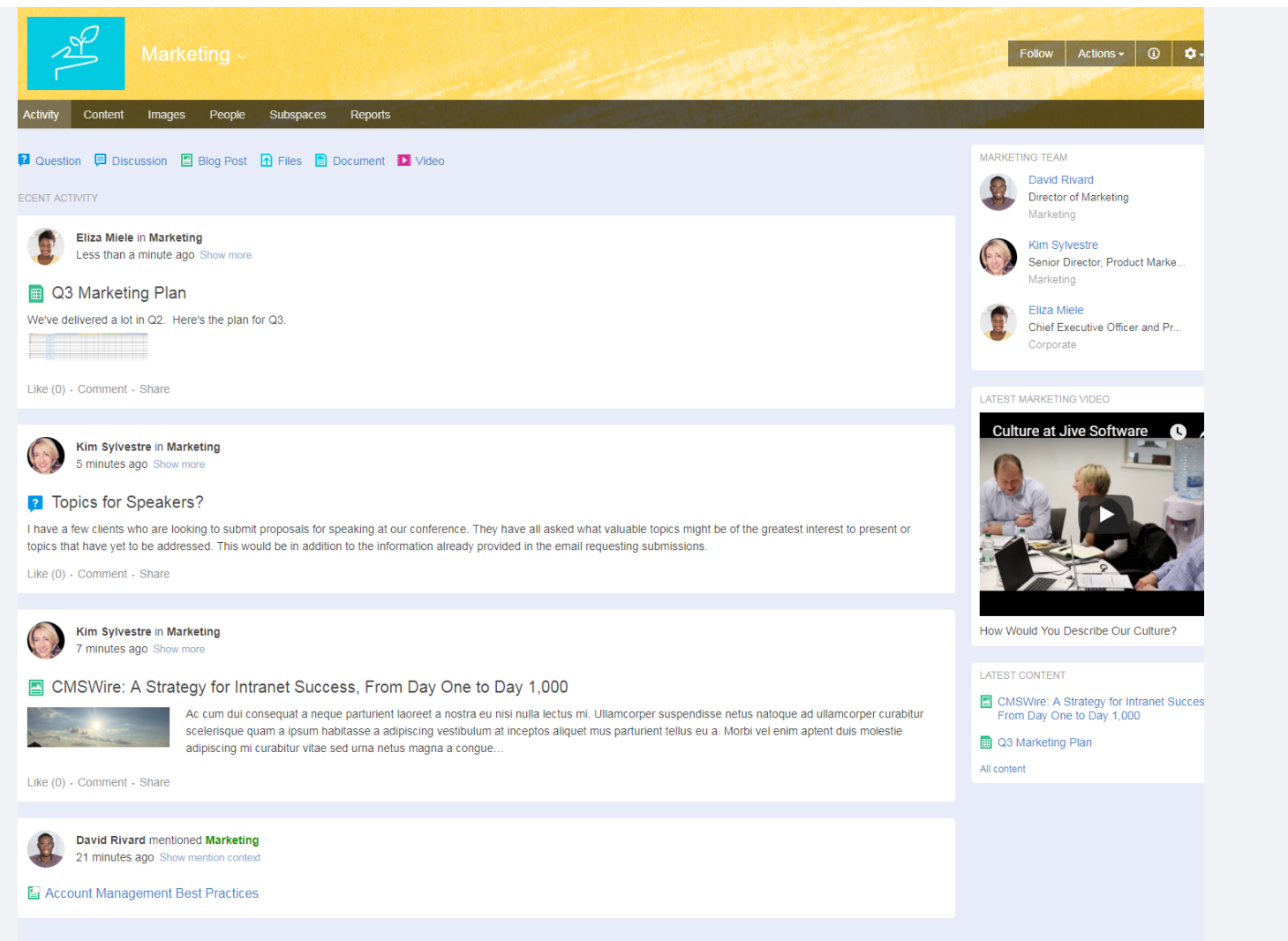


Jive's pre-built landing pages and templates make it easy to create full-featured departmental portals in minutes.

Employees can see the latest department news, learn what their colleagues are doing, access content, ask questions, and more.

## BENEFITS

- Greater efficiencies and productivity: staffers have one place to stay informed, sync up with colleagues, and access key departmental resources.
- Rapid onboarding: new hires can quickly meet teammates, find onboarding materials, take part in structured activities, get mentoring and encouragement.
- Cost savings: Jive portals cost a fraction of what it takes to create, administer, and upgrade traditional custom-built portals.



## EXAMPLE

One of the nation's largest health insurers needed a better way to engage, unite, and enable its widely-dispersed 1,500 sales associates. Their old portal suffered from poor search capabilities, lack of mobile support, and a bad user experience. They replaced it with a Jive-based sales portal, providing the fast answers, up-to-date assets, and streamlined collaboration they need to sell faster and win more deals.

# Employee Support

## THE CHALLENGE

IT and HR support are costly and labor-intensive because help desk personnel have to answer the same questions repeatedly, and few employees read how-to or other knowledge-base documents housed in isolated, unengaging systems.

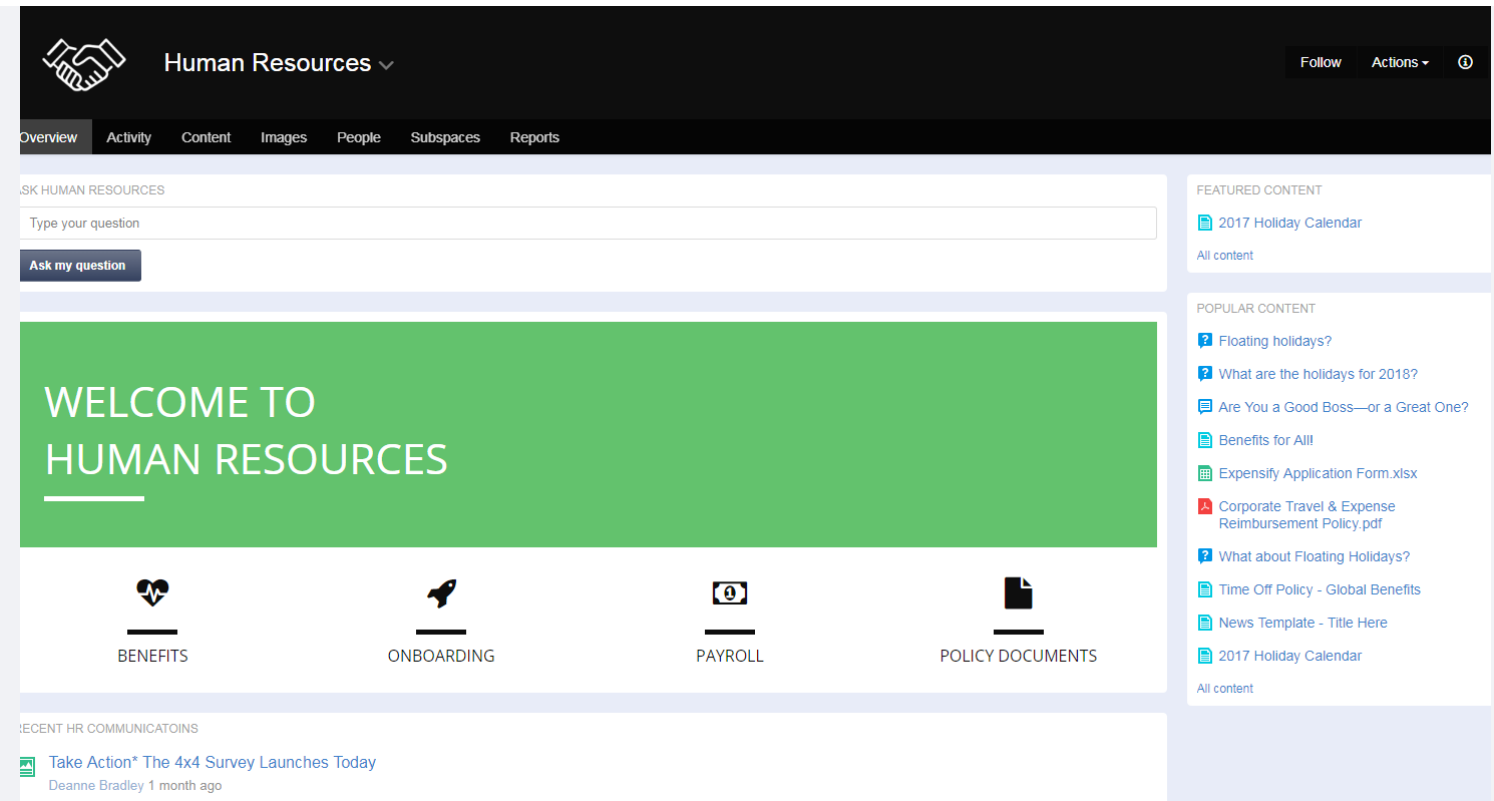
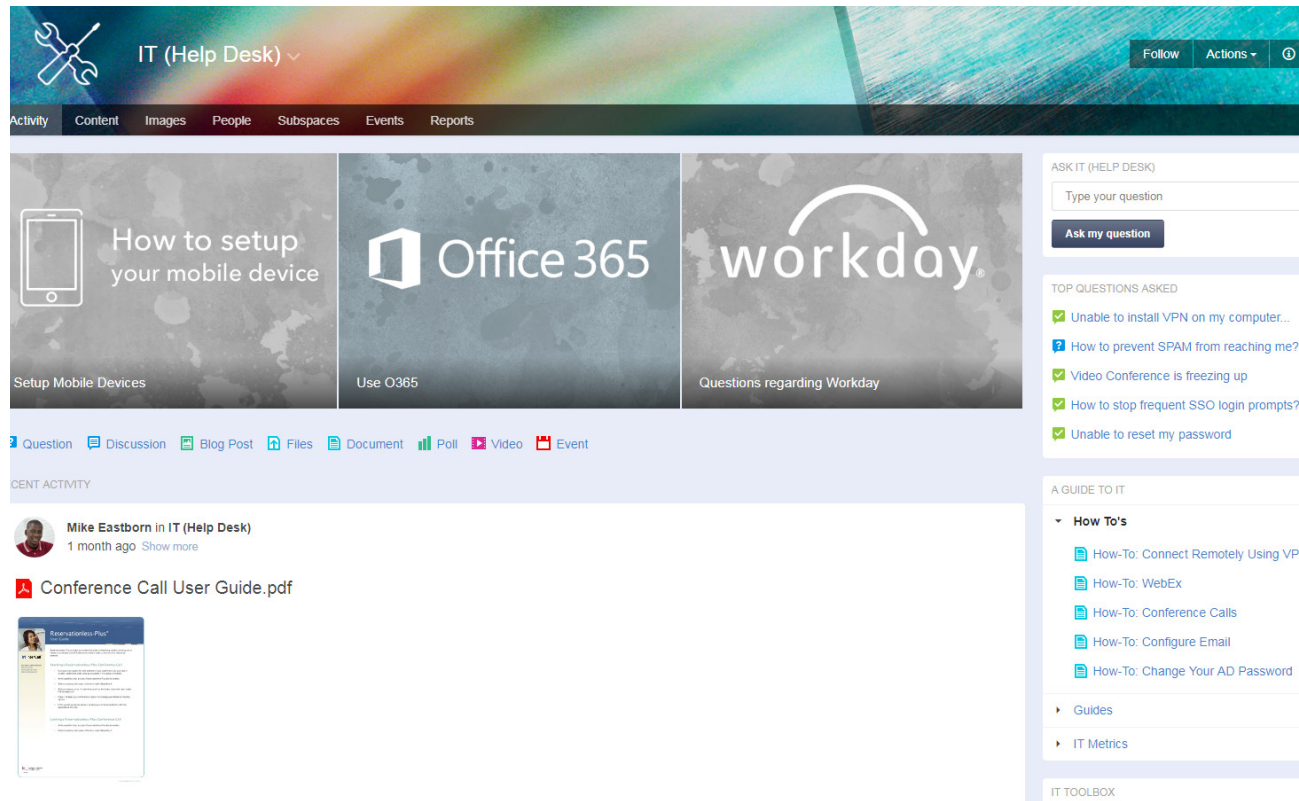
## JIVE SOLUTION

Jive leverages a combination of one-to-many support, easy-to-use self-help resources, and peer assistance to take a huge burden off support staff, resolve issues faster, and drive greater employee satisfaction.

## HOW IT WORKS

- Jive comes with ready-made support portals that can be easily configured and launched in minutes or hours: places where employees can access support content (FAQs, articles, how-to materials including videos, announcements), ask questions, and get answers from peers and support staff.
- Answers are visible and shared with everybody, saving staff from responding to the same questions over and over again.
- Jive also makes it easy for IT and HR staff to communicate news (such as new policies and system rollouts) to employees via targeted, engaging blogs and announcements that reach everyone everywhere via desktop and mobile devices. These communications can in turn link to the support portals for more information and answers.
- Rewards and quests can be used to encourage peer assistance, further deflecting tickets.

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Jive's virtual help desk and support spaces provide fast answers and easy-to-use self-help resources, resolving issues quickly while deflecting tickets and cutting costs.

## BENEFITS

- Big cost savings through help desk call/email deflection.
- Support staff are freed from answering repetitive questions and can focus on high-priority issues.
- Employees get fast answers immediately, without having to go through a ticketing system. Issues are resolved sooner = happier, more productive users.

## EXAMPLE

A global pharmaceutical company used Jive to inform and support users during a series of major IT system rollouts, deflecting tens of thousands of help desk calls and saving \$3.6 million.



# Town Halls and All-Hands Meetings

## THE CHALLENGE

Corporate town halls and all-hands meeting are among the most powerful tools in the corp comms arsenal. They can open up communications between executives and employees, foster organizational transparency, and provide positive experiences that build alignment and cultural solidarity. But they also pose some big challenges when it comes to planning, turnout, and participation.

## JIVE SOLUTION

Whether you're presenting a town hall, a company all-hands, a leadership summit, or "ask me anything" forum, Jive provides an end-to-end solution for all stages of event planning, publicizing, and production. It's a place to collaborate on event content and logistics, to get the word out to employees, to live-stream the proceedings, to answer questions from attendees, and to post recaps and recordings when the event is done. Jive helps companies get the most out of their live events, ensuring high participation rates, and lasting impact.

## HOW IT WORKS

- Event coordinators and presenters can work together in private collaboration spaces to plan town halls and create supporting content.
- Coordinators can quickly publicize events, getting the word out to target audiences (including remote and deskless workers) via Jive blogs, news streams, and announcements.
- Jive's calendaring features can be used to schedule events, invite participants, and collect RSVPs.
- Events can be live-streamed in Jive, allowing everyone to tune in no matter where they are.
- Jive's Q&A feature drives active engagement, enabling remote and on-site attendees to ask questions for presenters to answer. Questions can be collected before the event, during, and/or after.
- After the event, video recordings, recaps, slide decks, Q&As, and other supporting materials can be posted in Jive, where employees (including those who missed the live event) can continue to learn and discuss.

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Jive is a complete platform for internal company events past, present, and future. You can schedule and promote upcoming town halls and other gatherings; stream live events; and archive them once they're completed.

**BENEFITS**

- Energize executive communications with compelling, well-attended gatherings.
- Reduce costs and increase reach with virtual events.
- Turn one-off events into permanent learning and training assets.

**EXAMPLE**

A major U.S. healthcare provider holds periodic town halls in Jive, where leaders engage directly with staff members working at dozens of widely-scattered facilities. Busy clinicians unable to attend in real time can view the recordings and meeting notes later. The events have helped a large, geographically dispersed organization stay aligned and informed.

# Get Jive. Grow with the entire library.

Like all of our products, Jive gives you access to our entire library of software with one simple subscription. And if you're new to Aurea, you'll gain access to each and every product in our portfolio with your initial purchase.

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