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Sitecore Boosts Employee Engagement with a DoZen Intranet

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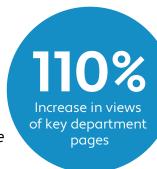
The CORE 2.0

110%
Increase in views of key department pages

DoZen and Sitecore go way back. We build our personalized digital experience platforms on Sitecore software, and two years ago, we built Sitecore's intranet, The CORE, to take their employee experience to the next level.

But great customer and employee experience isn't a one-and-done affair—it's important to check in regularly to ensure that performance is consistently meeting the highest standard. That's why, a year after launching The CORE, we looked to see what was working well and what we could do better.

Working with the Sitecore internal communications team, DoZen fielded a survey of Sitecore employees across 12 departments. All respondents were familiar with The CORE and used it to keep up to date with news across the organization and their department. "The CORE is useful for me for finding brand resources, internal campaigns, and recordings of executives's talks that aren't available elsewhere," said one employee. But there was room for improvement with both search and personalization. "I would like to be able, from The CORE, to search for everything at Sitecore," a respondent said. Employees wanted to see the things that mattered most to them, and they wanted to find whatever they needed with ease.

We worked closely with Sitecore to build The CORE 2.0 to meet those needs. That collaboration elevated both our businesses. Sitecore's employees were able to work on a stronger, more intuitive platform than ever, and DoZen developed a greater ability to serve customers, at Sitecore and beyond.

Three major upgrades (and a new look)

The first thing DoZen tackled was personalization. Sitecore employees told us that they wanted better access to more tailored content. Now The CORE 2.0 provides content curated by both organization level, job level (specifically for managers of others) and geographical location. We also added a tab called MyFeed which includes the top rated departments in The CORE, which gives users a focused view on the areas with the most frequent and important news.

Next, we upgraded the way employees find assets on the platform. Sitecore offers powerful search functionality to their customers—we integrated Sitecore Search into our own platform so their employees could better benefit from their own product. It's a powerful example of how DoZen and Sitecore enhance one another's offerings. We also opened up the search function to the wider Sitecore ecosystem. On The CORE 2.0, employees can search their complete content library, pulling from other websites and integrating search content from other APIs.

DoZen also added all the new improved functions we've developed since we built the first version of The CORE. By implementing the events publisher feature, we could integrate Sitecore CDP, a data analytics platform that allowed both parties to better understand how The CORE was functioning. Sitecore is also gathering further employee feedback to see how this function and others can be improved in their next iteration.

Plus, while we were there, we gave Sitecore's platform a design upgrade. The CORE 2.0 has a new homepage layout that simplifies user experience. Employees can navigate much more easily and quickly find information that directly pertains to them. It balances departmental updates with key company stories while linking quickly to their personalized information under "My Hub." The homepage is also updated with new material each week so The CORE 2.0 feels consistently fresh and relevant.

Better outcomes through partnership

Stakeholders across Sitecore are benefitting from The CORE 2.0 in different ways. Overall, visits to The CORE have increased by 2.85% and time spent on The CORE has increased by 8% (stats Sitecore could access thanks to the new update).

- By implementing Sitecore's powerful search function into The CORE, user experience has vastly improved, saving hours of time for employees.

- Communications professionals now have greater ability to share updates with the most relevant employees. They'll see the news that matters to them on a personalized page, with no filler from other departments or regions, and in the case of urgent news, they'll get a notification straight to their device. This function has been immensely popular—views of pinned department pages have increased by 110%.

- Employee experience has improved overall—a more personalized, open, and intuitive intranet has made Sitecore's employees happier with their work experience across the board.

The most important outcome, though, has been the knowledge share between long standing partners. "Through this partnership, we were able to learn a lot," said Leslie Cifelli, Director of Internal Communications at Sitecore. "Working together, we could safely experiment, push boundaries and try new things. We openly gave each other feedback ultimately making both of our products better." The collaboration didn't just ensure a better work experience at Sitecore–the lessons learned will enable both Sitecore and DoZen to serve customers better.

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-Leslie Cifelli,

Director of Internal Communications, Sitecore

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