



## Vattenfall Adds 17,000 Users to Socialcast, Attributing Remarkable Success to Groups, Executive Participation, and Integration with Other Systems

Vattenfall, in business for over 100 years, is one of Europe's largest generators of electricity and the largest producer of heat. With over 32,000 employees, they produce heat and electricity from six energy sources; wind, hydro, biomass, nuclear power, coal and gas. In electricity and heat, Vattenfall covers the entire value chain from generation to distribution and sales. In 2013, operations were conducted in the Nordic countries, Germany, the Netherlands, France and the UK.

### Business Issue

With employees geographically dispersed around the world, Vattenfall sought an ESN that would become the communications bridge for global employees to come together easily and securely. Responsible for launching and deploying Socialcast® company-wide, Markus Grandell, Intranet Team Project Manager and internal Socialcast Community Manager, along with his colleague Anna Bergqvist worked closely with IT and other key stakeholders to define the requirements for deployment.

Markus and Anna consolidated stakeholder input and combined it with data from a social media consultant who was hired to assist with the evaluation process. They selected and compared three vendors by features, functionality and user-friendliness. They also created an evaluation team consisting of technical and non-technical members to assess the three options. They recognized that for Vattenfall employees to embrace an enterprise social network, the emphasis would be less on features and advanced technology, and more about fitting the culture and facilitating use for more tenured employees.

Over the years, Vattenfall developed their own internal phone directory that provided an organization chart and profile information on employees, but it lacked the ability to locate an appropriate contact without a specific name. They needed a platform that would identify individuals within organizations and in certain roles so employees could go directly to the best sources without necessarily using a name to conduct an inquiry. Also, team members could be located in multiple countries, so they needed the ability to share and exchange ideas more easily among all employees while maintaining relevant corporate, geographic and department level information. In large part, these types of issues are what compelled the Vattenfall team to find an Enterprise Social Network that would allow employees to access corporate information and find other employees more easily.

### CUSTOMER

Vattenfall

### TOTAL # OF EMPLOYEES

32,000

### ACTIVE SOCIALCAST USERS

20,000

### CHALLENGE

Vattenfall needed an Enterprise Social Network (ESN) that would identify experts within organizations and in certain roles. This issue compelled the Vattenfall team to find an ESN that would allow employees to access corporate information and find other employees more easily.

### SOLUTION

Vattenfall launched their Socialcast On-Premise community in April 2013, growing to over 6,000 members within only one month. Vattenfall has been using Socialcast Reach to embed social streams into important business systems used by employees on a daily basis, including their intranet site and global phone book. This integration paired with high executive participation have been the catalyst for global Socialcast adoption.

### IMPACT

With Vattenfall employees geographically dispersed across Europe, Socialcast has become the communications bridge for international employees to come together easily and securely. Thanks to Socialcast, team members could now be located in multiple countries and still have the ability to share and exchange ideas while maintaining relevant corporate, geographic and department level information.

***“Socialcast has helped break down walls and barriers for employees to improve collaboration and discover corporate knowledge that had been siloed. The ease and pace of sharing information and best practices has improved efficiencies as well as the quality of our work life.”***

Markus Grandell  
Intranet Team Project Manager and  
Community Manager for Socialcast

### Socialcast Solution

Once the evaluation team made their choice and selected the On-Premise deployment of Socialcast, the focus shifted to the launch and rollout strategy. Two months before Anna and Markus initiated their creative, multi-faceted, month-long launch, they introduced the platform to their 300-member “Communicators” team, along with some selected business colleagues, so these users could better understand the tool themselves, and in turn effectively communicate its value throughout the company. Simultaneously, they rolled out a tour to many of their locations displaying decals that touted the arrival of Socialcast on the sides of the buses. Game decals piqued employees’ interest by posing creative questions about the new platform and directing them to find answers in upcoming online articles. They also produced a video about Socialcast, explaining its purpose, how it can be used, and the value to community members. Rather than following a standard form of launching new software with an announcement, video and brief tutorial, Vattenfall promoted engagement in Socialcast each week by highlighting experiences through the lens of a “Socialcast Pioneer”, who would share a use case in an online article, highlighting one or more features. These articles would also answer the questions of the week posed on the game decals.

To further engage their employees, every second week, Vattenfall hosted a webinar that was open to everyone, featuring an introduction to Socialcast and a question and answer session. After the first month, Anna and Markus organized a brainstorming session within Socialcast, where even more employees registered and engaged with other Socialcast participants. The initial brainstorm session was an intense, 72-hour company event that focused on how social media, specifically the Socialcast platform, could improve the business and cooperation at the company. A Socialcast Group was created specifically to support the business and answer any technical-related questions. The event culminated with a live, interactive panel that profiled the discussion held at headquarters so that employees worldwide could follow the event.

As cooperation is one of Vattenfall’s three core values, Socialcast allows employees to trust each other and openly work together to achieve their objectives while reaching their vision. With Socialcast, employees can share knowledge while learning from each other and exchange experiences across countries, divisions and functional borders.

### Socialcast Integration with Vattenfall Systems

Within the first year of deployment, Vattenfall added 17,000 Socialcast users, attributing the remarkable adoption and growth to an impressive launch strategy and several success factors. For example, Groups (where knowledge and information are exchanged among members) became available to anyone in the company and employees felt empowered to access and share knowledge faster than before.

Another key success factor and major contributor to Vattenfall’s adoption rates was the integration of Socialcast within the Vattenfall Intranet that people use every day. Vattenfall added Reach Extension functionality on their intranet’s home page, so users could choose a customized and/or company message stream as part of their daily intranet experience. Vattenfall also embedded a Reach Extension into the company’s global phone book containing user profiles that show employee posts in Groups, allowing anyone to see who is contributing and which Groups are more active.

Markus Grandell, Intranet Project Manager and Socialcast Community Manager at Vattenfall says, “One of the most significant factors leading to our achieving such a large percentage of registered users is the integration of our intranet and the Socialcast platform, where these two channels support and complement each other rather than compete. The Groups and Reach Extensions features made all the difference.”

## Executive Involvement Inspires Participation

While Socialcast participation typically varies by department and function, executive level involvement, and support was the catalyst for rapid growth and adoption across Vattenfall. Anna Bergqvistm believes a key benefit of management's involvement has been to level the playing field, bringing employees closer together and more interactive with less of the separation that typically derives from hierarchical structures and divisions of management. In her opinion, "Socialcast has made the company seem significantly smaller and more intimate than its 32,000 employees reflects, because with Socialcast one can develop an internal network and find information, and answers to questions more easily and quickly than before - even as a new employee. Socialcast has made it a lot easier to get in touch with colleagues, which has improved both productivity and camaraderie throughout the organization, which in turn has enhanced our work environment."

