More efficient work, better informed employees, and greatly improved usability

Mobiliar Implements Personalised Social Workplace with OpenText™

The introduction of OpenText™ technology has kick-started the central knowledge hub at Mobiliar: over 4,000 employees can individually design their digital working environment. News is displayed in line with their tasks and departments. Sought-after experts and content can be found quickly. Community functions streamline teamwork in general regional agencies and in cross-divisional projects.

Mobiliar, founded in Bern in 1826, is the oldest private insurance company in Switzerland. It is a cooperative and thus fully obligated to the people it insures; customers are part of the company's success and periodically have the pleasure of receiving payments from the surplus fund. Mobiliar has a leading position in the Swiss market, with a premium volume of 3.2 billion Swiss francs. Every third household and more than every third company is insured with Mobiliar. Approximately 1.5 million customers trust Mobiliar with regard to their security.

Today, its intranet is one of the most modern and progressive systems thanks to state-of-art OpenText technology and a sophisticated personalisation concept. The renowned Nielsen Norman Group confirmed this, naming the Mobiliar intranet as one of the best ten intranets in the world in the 2013 "Intranet Design Annual – Year's Best 10 Intranets" international competition.

"With a static intranet for everyone, the organisation is losing precious time every day," says Björn Böller, Intranet Specialist and Project Manager at Mobiliar. "Particularly for a highly decentralised organisation, it is important to tailor information to individual needs." Mobiliar provides customer proximity and local expertise across Switzerland with over 80 general agencies. However, the high degree of regionalisation led to an information problem on the intranet. "Certain news is only relevant to the main offices in Bern or Nyon, yet it has always been displayed to all employees. With our previous intranet, we weren't able to channel this flow of information properly. Personalisation wasn't possible, editorial processes ran slowly, and administration was very time-consuming. We needed a new core for our intranet."

INDUSTRY

Financial Services

CUSTOMER

Swiss Mobiliar Insurance & Pensions

PARTNER

Infocentric Research AG

CHALLENGES

- Creating a modern social intranet for more than 4,000 employees
- Information problems on the intranet
- Tailoring information to individual needs with an individual home page, news, and applications
- Supporting regional units with community functions

SOLUTIONS

- OpenText Web Site Management
- OpenText Social Communities (now sold as OpenText Tempo™ Social)

BENEFITS

- Experts and information can be found quickly
- More efficient teamwork in regions and in cross-divisional projects
- Manage growing volumes of news and information

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>
> BJÖRN BÖLLER,
> INTRANET SPECIALIST AND
> PROJECT MANAGER, MOBILIAR

OpenText offers investment security

In an evaluation, Mobiliar reviewed offerings from various Content Management System (CMS) and portal providers. OpenText both fit with Mobiliar's Java™-oriented strategy and met all of the requirements. "Many systems offer basic functions for content management. However, the ability to personalise content and work with granular authorisations was what persuaded us to choose OpenText. OpenText Social Communities also provides us with benefits. This enables any regional organisational unit to create its own community and operate and administer it independently," explains Björn Böller.

Mobiliar also relied on experienced OpenText partners for the implementation; the company got the Swiss firm Infocentric Research and Bernfried Howe, an expert in personalisation, on board.

Faster work as a result of individual, relevant content and applications

In order to provide the employees with a user interface that could be personalised, it was specified in a central configuration with 32 profiles which applications, news channels, and widgets employees needed and were allowed to see and vice versa. A range of personalisation functions were implemented for the home page:

- **My home page:** Employees can design the intranet home page individually in a very easy way by placing widgets.
- **My favourites:** Employees can mark any intranet page as a favourite and call it up directly. In addition, employees can mark the page for monitoring and will receive a notification if the page has changed.
- **My applications:** Employees can mark business applications such as the SAP® system as a favourite and/or incorporate it as a widget and use it directly. This also includes menus from the staff restaurant, travel plans, and many more.
- **My communities:** Employees can register with communities that are directly accessible.
- **My user profile:** Employees can store information on their area of activity and on projects in the profile so that they can be found through the employee search, for example. It is also possible to add links to a XING or LinkedIn® profile and to set up a standard language.

"We have also overcome the news flow difficulties thanks to OpenText—users can subscribe to specific news via a list of channels and have news displayed based on roles and user groups," explains Björn Böller. In addition, central processes are available via SAP: holiday applications, absences, material orders, and all product information are provided in a digital format and are just a few clicks away.

Cooperation in the 80 general agencies and in cross-divisional projects is now supported by OpenText Social Communities. This enables the creation and administration of microsites with blogs, wikis, document upload, etc., without involving the IT team.

Employees and content are found quickly

The new employee search function has provided an additional boost in efficiency. Colleagues and content can be rapidly found using FAST technology that can be fully integrated with the OpenText solution using XML. Functions such as autocomplete and the display of preview images in the employee search simplify the process. A taxonomy-based search is available for more complex queries. This enables the correct information to be quickly filtered from the large volume of content.

"All employees have been able to work faster and more efficiently with our new intranet from the end of March 2012. They are better informed and are able to find content they are searching for faster. For all employees, the home page is now the portal to their individual working world. This is met with a high level of acceptance. The improved usability and user experience are the main noteworthy aspects. Here, we set the benchmark high right from the start and were also able to realise the ambitious aims," explains Björn Böller. "Nevertheless, we've only just begun and we want to continue in this way. Soon we want to provide our intranet in mobile format for smartphones or tablets and expand employee profiles in the direction of LinkedIn or XING. In doing so, we will be promoting cross-organisational cooperation on the intranet. The large range of functions provided by OpenText Social Communities supports us in this respect". ■

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Infocentric Research AG is an innovative consultancy, software, and research company with its headquarters in Baden, Switzerland. From the intranet to the digital workplace, the corporate website to social media, and the collaboration solution to enterprise content management, OpenText partner Infocentric Research covers the entire spectrum of information management and online media. For more information, visit www.infocentricresearch.com.

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