

 Staffbase

**The Geberit Intranet
Makes Everything
Possible:**

Relevant employee
communication
for everyone

 **GEBERIT**



Digital internal communication made easy



Approx.
12,000



Rapperswil,
Switzerland



26 production
plants

Founded in 1874 in Rapperswil, Switzerland, Geberit is the European market leader for sanitary products with 26 production plants. Today, around 12,000 employees in 50 countries work for the group. The corporate communications team introduced the new intranet *GIN* (which stands for **G**eberit **I**ntranet) to the company, which can also be accessed via app. With the possibility of mobile communication, the role of internal communicators at Geberit is now changing. Previously working primarily as spokespeople for the management level, they now cover a range of roles — for example, as listeners, storytellers, and enablers.



In the first eight months, 70% of the workforce were onboarded and engaging with the app.

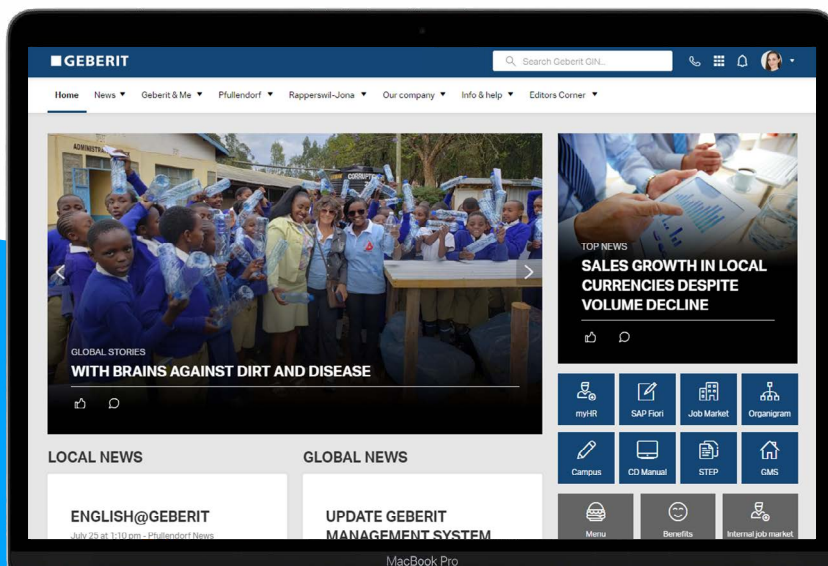


The corporate communication team set three key requirements for a new tool:

- A mobile version of the platform to reach non-desk workers.
- Intuitive operation for users and editors.
- An easy way for employees to interact (in the form of likes, comments, and participation in surveys.)

These requirements led to a comprehensive intranet, including an app, being introduced in November 2020. Filled with important information and jumping-off points to work-relevant programs, the intranet reaches not only office employees, but workers in the production halls or in the field. Thanks to this flexible access and the possibility of individual notifications, the tool provided a personal and relevant experience for many people in the company. After a few months with *GIN*, the communication behavior in the company improved due to the tool's many new functions. One of the team members of the corporate communication team confirms:

“*We no longer assume that we have a rigid layout and have to pack our content into it. We can now think the other way around: we have important content for the workforce and can think about how to present it clearly and in a way that's easily surfaced. This is a great added value for us compared to old channels.*”



The way to the goal



From kickoff to rollout in 12 months: How *GIN* was introduced (the rollout took longer than planned due to the pandemic).

October 2019



Setting up a project team

Joint decision of Corporate Communications, Corporate IT, and CEO for a new communication tool.



Finalizing framework conditions

Gradually, other departments are involved in the project (HR, works council, legal, and operations). In this way, uncertainties were eliminated at an early stage and the requirements of different departments for the tool were taken into account.



A Herculean task

To transfer the old content to the new intranet in a well-structured way, the old information had to be reviewed, selected, and re-sorted. An advantage of this process was that by integrating the content into the new intranet, internal communicators had the opportunity to get to know the tool and learn how to optimally design pages.



Involve and empower stakeholders

Getting the feedback of future tool users before the launch is essential. Criticism was first sought from internal opinion leaders and later training sessions were conducted with a range of employees. This feedback revealed that important use cases were missing for certain departments and showed where there was a need for optimization.



Perform the test phase

Before the launch, the new tool must be tested. It is not the size, but the diversity of the test group in terms of department, age, and other factors that's important. Above all, the functionality and usability must be tested.



Launch

For the launch, employees received the access data by mail. At the various locations selected employees were trained to answer questions directly on site on the day the intranet went live. In addition, posters and flyers with QR codes that led to the download page of the app were distributed.

November 2020

GIN enables communication in more than 30 languages

The translation function allows readers to automatically translate relevant content into their respective national language, even if it was originally only published in English or German. This important feature now makes GIN a place where everyone feels welcome and included. In the first eight months, more than 70% of Geberit's colleagues were already registered in the intranet, which in just eight months led to over 550,000 page views, around 2,000 news posts, and more than 8,800 likes on articles. Intranet and app have a unified content management system, allowing content to be published simultaneously. In this way, internal communication achieves a significantly greater reach in the workforce without the additional effort of using a second communication tool.

“Many companies have introduced a separate employee app in addition to their existing intranet to reach non-desk workers. That didn't make any sense for us. Our goal was and is to eliminate the inequality in communication for all employees at Geberit. So if there had been an app for one group and an intranet for the other group, that inequality would have been there again. Staffbase's platform is the best solution for our company!”

With GIN, Geberit's internal communication tasks have changed

Prior to the introduction of the new intranet, it was difficult for communicators at Geberit to communicate decentrally due to the complicated user interface of the old intranet. Thanks to the intuitive user interface of GIN, different editors can now distribute simple



In 8 months:

70%

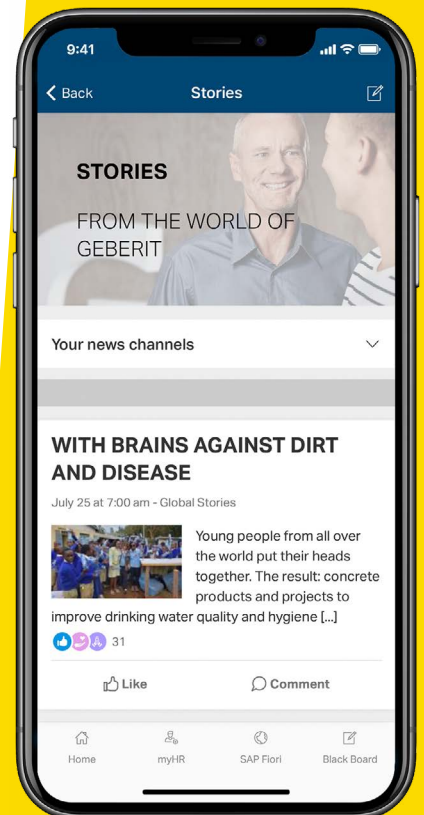
registration rate

8,800

likes

550,000

page views





content on the intranet. This also means a change in the field of internal communication. Thanks to *GIN*, internal communicators at Geberit are now also:

Tool Owners:

GIN allows communicators to not only further develop the framework conditions for the use of the tool, but also to make strategic and operational changes in the intranet without straining the resources of the IT team. The task of communicators has thus changed and no longer consists only of merely communicating news, but also of strategic objectives, measurement, and long-term support of the channel.

Enablers:

Since staff can now participate with likes and comments and several editors can create their own posts, internal communication needs to make sure that all key stakeholders know how to use the tool.

Advisers:

With *GIN*, internal communicators have the task of managing various stakeholders by supporting them in communicating their content independently but specifically to the desired target group using *GIN*.

Analysts:

By analyzing comments and feedback, the needs of different stakeholders can be identified and future features and content can be adapted accordingly. Through this exchange, the needs of the workforce and the technical requirements for meeting them are brought together by the internal communicators in order to create the greatest possible relevance.

Storytellers:

The appealing design of digital content gives news an emotional touch.

“*The new challenge now is to address the hearts and minds of the employees. Storytelling alone is not the reason for registering in the app. However, the inclusion of emotional stories on the homepage may well be a reason to stay in the app.*”

4 ultimate tips for introducing a new digital communication tool:



Don't overwhelm your workforce with a surprise launch!

Instead, work upfront with different groups from the workforce to co-create the tool and all the use cases it contains. This makes the new channel equally relevant for every employee in your company.



Train your communications managers!

No one should know the tool better than they do. This enables them not only to present content in the best possible way, but also to provide optimal advice to important stakeholders who act as communicators in the channel.



Exchange ideas with important people in the company right from the start!

Different perspectives and requirements are essential for the acceptance, success, and continuous development of the tool.



Be creative!

A certain uniformity in the creation of different content is necessary in order to present a cohesive experience for the user. However, always keep the option open for individual implementation. Due to the different needs of different locations and departments, it can sometimes make sense to prepare content individually.

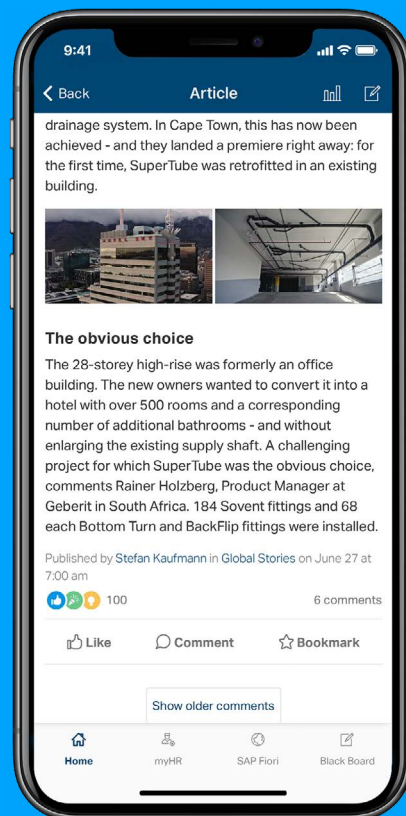
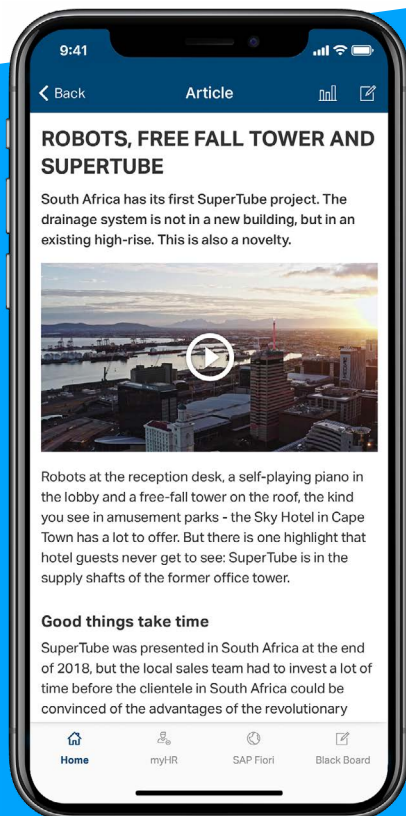
“The comment function allows communicators to see how the different locations are ticking, what employees like, and what they think about the company. This gives us enormous potential in the future to find out what’s really relevant to our employees – especially those who work in production. If we listen a little more closely and evaluate these comments, we will be able to tailor internal communication even more precisely to the needs of our employees.”

Conclusion:

What makes Geberit’s intranet so successful?

For Geberit, there are four good reasons for the success of GIN:

1. Ease of use
2. The possibility of decentralized editing and maintenance
3. The relevance of the published articles due to personalization
4. Employee participation





 Staffbase
campus

Are you ready to grow?
Check out Staffbase
Campus – our on-demand
learning platform for
internal communicators

START LEARNING

<https://campus.staffbase.com/>



 Staffbase

Interested in an employee app, newsletter, or intranet?

Staffbase offers best-in-class communication channels to maximize reach and engagement.
Book a free demo and see how our solutions can help you reach your goals.
No commitment, just a conversation!