

The Salesforce logo, consisting of a blue cloud shape with the word "salesforce" in white lowercase letters inside it.

salesforce

EMPLOYEE COMMUNITY 101

4 REASONS TO ENGAGE YOUR
WORKFORCE WITH A COMMUNITY

Introduction

Outside of the office your employees are incredibly mobile and social, embracing brand new technology like engaging, personalised wearable devices. When they interact with other companies they expect 1:1 journeys rather than one-size-fits-all interactions. Your employees are also expecting these same engaging, personalised experiences with the company that they work for. But current systems are not equipped to handle these demands, whether it be collaboration tools, intranet or help channels. Legacy human resources systems, like payroll and onboarding, are disparate and disjointed, leading to employee frustration and dissatisfaction.

How do you encourage richer collaboration and innovation within your company without the right tools in place to foster these interactions? The solution – an employee community that gives all of your employees instant access to all of the experts, data and people they need to get the job done from anywhere.

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Chapter 1

Seamless Business Collaboration

Gone are the days where your workforce was just spread across an office – employees are spread across the city, state, country, even the globe. Do you have the tools to foster seamless business collaboration, even across different time zones (and, no, we don't mean email!). Rather than multiple, siloed systems, your employees need a solution that gives them 24/7 access to the right information that they need, all within one field.

That's what an employee community delivers. All in one feed you have an easy platform to connect and collaborate with people, data and experts. Team members working on a single project or campaign can all align within one group where you can share status updates, post imagery or documents, and collaborate within files – everything you need is right in the context of the rest of your business processes. Your employees aren't just collaborating within documents and files (and with each other), with an employee community, collaboration is embedded into every single step and process, from idea to results data. But the employee community is more than just a space for collaboration and employee engagement, it's a single hub that can house all of the processes that occur between your employees and your businesses.



More Engaged Employees From Day 1

Rather than searching through employee directories or using word-of-mouth to find the right person to connect with on a particular subject, an employee community makes it easy to find the right subject matter expert due to thorough employee profiles. No more trying to track down someone in charge of a project through word-of-mouth, with an employee community you're instantly connected to that person, if not an entire group devoted to that specific project who can help you. The employee community provides a single, 360-degree view of each employee that incorporates all relevant information.

Community Cloud's social intelligence means you can start taking advantage of the community's benefits from day one. Right when you sign up the community suggests which people to follow and groups to join on an individual basis, which means onboarding new users is easier than ever while fostering deeper engagement within the community. You can even encourage employee participation by highlighting and rewarding your most active members by using level badges, endorsements and leaderboards so your most engaged users get credit for their involvement.

Less Meetings, Happier Employees

By providing a virtual space within a community where employees can collaborate and share ideas, you're boosting productivity. According to a survey of executives by the 3M Meeting Network, as much as 25-50 percent of the time people spend in meetings is wasted. Business is moving at a breakneck pace, can your company afford to lose that much productivity?

According to a Salesforce Customer Relationship Survey, companies that implemented an employee community saw a 31 percent drop in the number of meetings, plus an additional 31 percent drop in the volume of emails. The result? More time to spend actually working and innovating, rather than just talking about working and innovating.

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Salesforce Customer Relationship Survey
Company

Chapter 2

Files in the Flow of Business

On-premise file storage – think digging through your hard drive for old spreadsheets – makes doing business outside of the office nearly impossible. Whether you're on your smartphone, tablet, or even your laptop, if you don't have a copy of the file, you're outta luck. Even if you have the file with you, it's hard to find the right information when you need it and collaborating on the file with other colleagues is difficult. If other people are accessing and editing the file, there's no guarantee that you're working with the latest version, leaving you one, or two, steps behind.

With an employee community, those days are over. Now any file is accessible at any time, from any device – it's all stored in the ultra-secure Salesforce1 Platform.

Files Where and When You Need Them

Community Cloud marks the start of a revolution in enterprise file collaboration, where files are no longer siloed, they're tightly integrated into the flow of your business, and access is streamlined, regardless of what device you're using.

Whether a sales rep needs access to the latest first call deck for a specific region or a marketing manager needs the latest artwork for an ad campaign, access to these files needs to be fast and easy to manage, whether



you're sitting in a conference room or in the back of a taxi on the way to a client meeting. With a cloud-based system for smart file storage, the flow of information is accelerated.

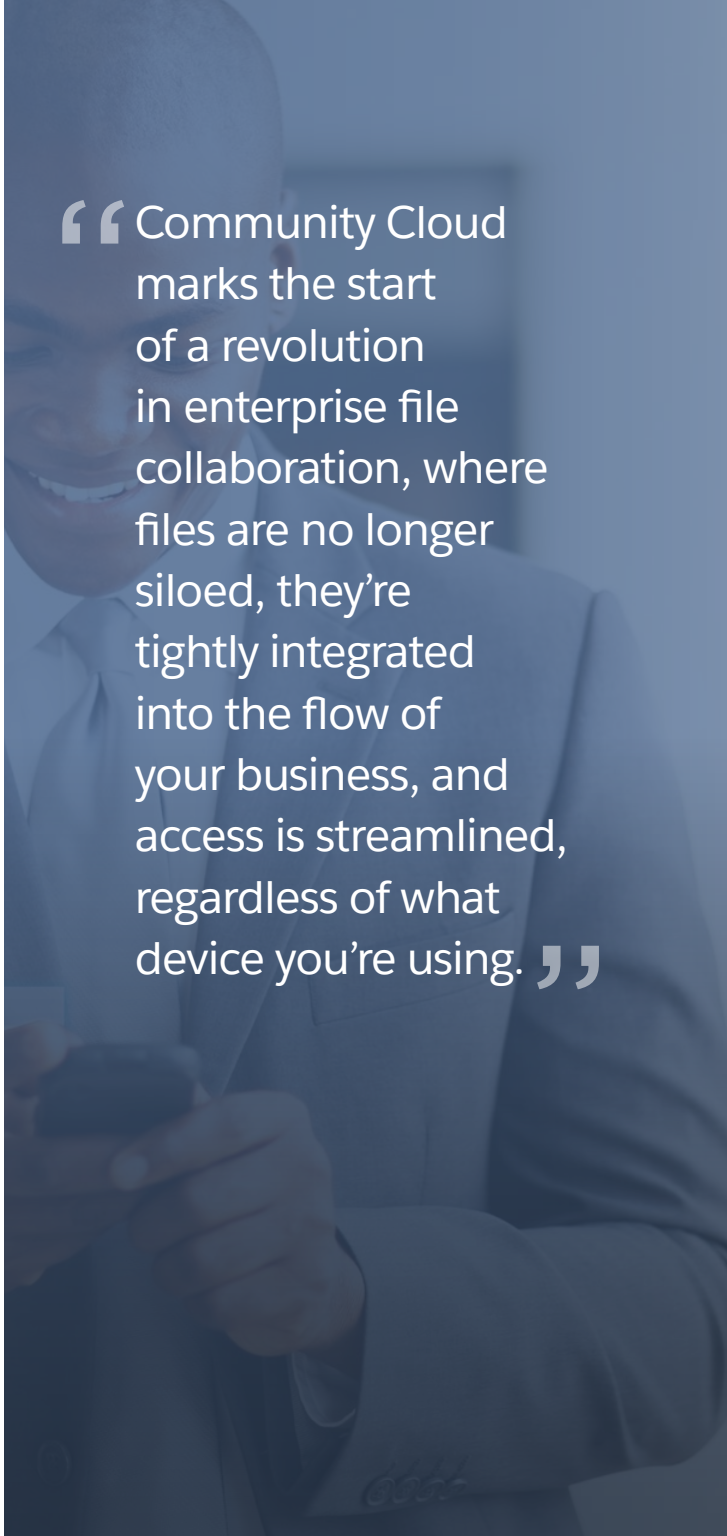
And these files aren't static, they're constantly changing. With the Salesforce Files Sync folder you're always working with the latest updates. Just drag and drop your files into the Files Sync folder and the files are synced across all of your devices – laptops, desktops and smartphones – in real-time.

All Files Secure in One Place

But it's not just your Salesforce files that you have instant, up-to-date access to. Files Connect means that you can unlock files from third-party content repositories and make them instantly mobile and social, like connecting to your files located in SharePoint for example. With Salesforce Files, even your SharePoint files become both mobile and social. There's no growing pains in transferring your information over into a new system, Salesforce Files unlocks the power of ALL of your files and puts it into the palm of your hand for instant, effortless access.

Your files could also be integrated with your records, like a lead, opportunity, or customer support case. For example, your sales department can integrate the request for proposal file with the deal, or your service department can include a picture of the broken product along with the open support case. With Salesforce your files aren't disconnected – they're right in the flow of business.

But just because it's easy to use doesn't mean that it isn't secure. As always, security is top-of-mind at Salesforce, and Files are built on the Salesforce1 Platform trusted by over 100,000 companies – so you know it's safe. With Files Connect you're working with a secure reference link, rather than the file itself. That means that the original file is never at risk of being duplicated. You can also manage the privacy settings for each individual file so that you can share the file with trusted partners, customers and employees – allowing them to see everything they need to, and nothing that they don't.



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Chapter 3

Connected, Empowered Employees

Today's corporate intranet is static and unengaging – company news, employee information and key data are slow to update. Additionally, siloed systems make it difficult for your HR team to provide support due to limited visibility. You wouldn't expect your customers to tolerate a poor user experience, why should you expect anything different of your employees?

In fact, engaging employees remains top-of-mind for today's business leaders. According to 2014 Deloitte Human Capital research, 78 percent of leaders rate retention and engagement as urgent or important issues.

Self-Service First

For an intranet that your employees actually use on a daily basis, you need to develop a user-first mindset that is incorporated every step of the way, from the design to what content is included to how easy it is to access that content. A key component to this user-first mindset? Self service options.

With an employee community, whenever one of your employees has a question they can first try to find the answer themselves within the community. By integrating knowledge base or FAQs your employees can find out the answers to their questions regarding onboarding,



payroll, or time-off requests. If they can't find the answer on their own, there's still no need to pick up the phone or email the human resources department or the payroll company just yet. They can post the question within the community, where any of your other knowledgeable employees can point them in the right direction and help answer the question.

A Single Hub

If employees are unable to find the answer they need on their own, that doesn't mean their question goes unanswered. You can design a workflow so that when an employee asks a question within the community, if it is not answered by anyone else in the community then the question is escalated to a case for an agent, so none of your employees are ever left without answers. Salesforce Employee Communities are built on the Salesforce1 platform, which provides a simple, scalable, mobile-friendly way to add additional custom applications, like logging a ticket for IT or an expense-approval app, all with single sign-on capabilities.

When your human resources team has a fully transparent view of the challenges that your employees are facing, they can better analyse and address these problems. That is much

more difficult, if not impossible, when your HR team is working on fragmented channels and technology silos and they aren't able to access a 360-degree of all employee interactions with the department. Your employee community is directly integrated with Service Cloud's best-in-class service solution, so your employees are receiving the same level of support that you provide to your customers.

Customised to Fit Your Brand

Between already-established social networks, your website and other online properties, it's important to maintain consistency so that you can establish a clear brand presence. Community Cloud makes customisation easy, with multiple options to seamlessly extend your corporate identity into new channels. You can easily align your community to fit the look and feel of your company's branding preferences and update as often as you need so the community evolves alongside your business.

In short, an employee community enables your company to become proactive, not reactive, to employee grievances – which creates a superior experience for your workforce.

Always Connected

All Salesforce products are designed mobile-first, making it easy to take all the tools you need to succeed with you wherever you go. With Salesforce, no matter where you are, you're constantly connected to your entire team.



Chapter 4

Mobile Workforce, Mobile Community

The days where your employees only got work done from the confines of their desk are over – they're working from their Uber, on their commute, on an airplane, the list goes on. Even when they are in the office, 80 percent of employees bring their own device to work (McKinsey). Your employees are increasingly mobile and need to be able to get the job done from anywhere, whether this means updating a deal status, collaborating on a marketing campaign, or finding the answer to a question about their benefits.

Limiting their access to just their desktop, or even just their laptop, is no longer acceptable practice. An employee community makes it possible for your employees to have real-time access to the people, data and files they need in the palm of their hand, so they're always in touch with what they need to be productive and collaborative.

The employee community is fully integrated into the Salesforce1 Mobile App – meaning you can share information, ask a question, or register a deal right from your smartphone. Anything you can do with the community on your desktop is also available on your mobile devices.

Your employees are already within arm's reach of their smartphones from the moment their alarm goes off in the morning until they fall asleep at night. By putting the community right at their fingertips, you're delivering an experience that fits right into their lifestyle and taps into everything your employee community has to offer.



Customer Spotlight:

Virgin America

When it comes to mobile employees, Virgin America has a unique challenge – their over 2,600 employees aren't just outside of the office, they're up in the skies at 30,000 feet flying across the country. But that doesn't mean that these employees don't still need the same instant access to information. To tackle these challenges, Virgin America set up a Salesforce employee community, built mobile-first for a mobile workforce.

Within the Virgin America-branded community, business users can update content in real-time and use groups to quickly share updates about information like weather-related issues or delays, for example.

Not only does the community keep everyone in the company on the real-time information they need to ensure safe, comfortable flights, the community also helps Virgin America maintain the fun, people-oriented culture that the company prides itself on.

Virgin America depends on the community to not only help their employees do their jobs well, but also to keep everyone in the company connected and aligned with one another.

[Watch the film >](#)

“We have a powerful tool to see everything that's going on at the company.”

– David Cush
President & CEO, Virgin America

A person in a white shirt is seen from the back, looking out a large window. A bright sun flare is visible on the right side of the image, partially obscuring the person's head and shoulder. The background shows a blurred office interior with windows and doors.

Conclusion

You're constantly striving to provide a more engaging, integrated experience for your customers, why aren't you doing the same for your employees? An employee community enables your workforce to get more done with all of the real-time information they need in the palm of their hand. With more engaged, empowered employees, your company will move faster than ever before.

START CREATING A COMMUNITY OF ACTION WITH SALESFORCE.

With Community Cloud, you can open new lines of communication, from customer to customer as well as with your brand. You'll empower employees to innovate faster and collaborate more efficiently. It's all possible with the right tools. Want to learn more? Click below to see a free demo.

[Learn more ›](#)



THE CUSTOMER SUCCESS PLATFORM
SALES SERVICE MARKETING COMMUNITY ANALYTICS APPS

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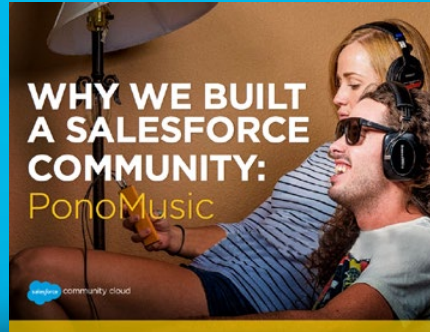
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