



ENGAGING EMPLOYEES

Panasonic North America wanted to help employees stay informed and excited about products in an engaging and interactive environment. They needed a space where everyone could have fun, ask questions, share content, and easily access information, as well as include the occasional external user. And of course, the platform had to include Panasonic North America branding and culture. It needed to be helpful, easy to use, and present users with a simple landing page, in addition to incorporating all of Panasonic North America's colors, logo, and look and feel.

AN INTUITIVE EXPERIENCE

MangoApps provided Panasonic North America with the simple, inviting, and intuitive space it was looking for. Employees eagerly embraced the enterprise social network where it was easy to post updates, learn about products, share resources, or chat in real time. MangoApps even made it easy to organize information at a company, department, team, and project level, or include any external guest users. Best of all, with completely customizable branding abilities, employees experienced a platform that perfectly represented Panasonic North America.

COMPANY:

Panasonic North America

HEADQUARTERS:

Newark, NJ

EMPLOYEES:

Panasonic North America has over 270,000 employees worldwide.

OVERVIEW:

Panasonic North America is known across the continent as a dedicated supplier of TVs, digital cameras, home appliances, laptop computers, and other high-quality everyday electronics.

Panasonic North America needed an easy to use, centralized, social environment for employees to collaborate together and stay informed.

MangoApps provided Panasonic North America with an engaging enterprise social network, helping employees work together with ease.