



FINDING ANSWERS FROM WITHIN

PROMOTING PRODUCTIVITY

BrandMuscle needed a way to help employees access information across departments and physical locations in a quick, effective and work-friendly way.

MangoApps provided BrandMuscle with a collaborative and community strengthening intranet that allows employees to both find and utilize existing content and collaborate together on new ideas.

After polling and interviewing many of its employees, BrandMuscle realized they had a serious productivity problem.

COMPANY:

BrandMuscle

HEADQUARTERS:

Chicago, Illinois

EMPLOYEES:

800 Associates spread across Chicago, Cleveland, Austin, and Kansas City

OVERVIEW:

BrandMuscle is an innovative marketing organization that helps big brand marketing departments execute at the local level.

“People were finding it hard to get the information that they need in the time that they needed it to be able to get their work done,” shared Megan Bildardo, BrandMuscle’s Director of Learning and Organizational Development. “[We realized that] We had to standardize communications, we had to figure out ways to best share files and promote collaboration.”

Bildaro and her team soon found MangoApps and knew right away it was the answer to their communication concerns. “It was a great value for the features and the capabilities that the tool provides us,” Bildardo said. “We’ve asked people... how it’s helped them... People that responded to our survey said they were able to find the information that they needed on [MangoApps]. They also, about half of them, said it was a good way to understand what was going on in the organization from a social or kind of a culture building standpoint.”

ACCESSIBLE INFORMATION

BrandMuscle benefited right away from the inclusive and centralized space MangoApps created for employees to quickly and easily find important information and company resources. “[Employees are] really going there to download forms, share information, and work on projects in both the department and group level,” Bildardo said. “And then the home page really does share a news update. You know what’s going on from a business perspective as well as how we’re involved in the community, how we’re giving back, recognizing employees, etc.”

“The biggest resource I think that we use it for is for file sharing,” agreed Jason Stojkov, BrandMuscle Graphic Operations Manager. “We

can organize things within MangoApps where you can go to a specific department page and you can find, oh, these are where these resource documents are or this is where this directory is. So it’s been a nice hub of information.”

For Brandon Tidd, BrandMuscle Performance Marketing Associate Manager, the improved intranet has given him access to people and resources throughout departments and different locations by providing easier collaboration and communication. “[MangoApps has also been] a great collaborative tool to allow me to work interdepartmentally with other users within our organization,” Tidd said. “File sharing, idea sharing and a lot of just quick access to things across departments. It saves a lot of emails back and forth which I really like, and it just allows us to engage each other quicker plus stay up to date with company updates as they become available.”

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INCREASED COMPANY CULTURE

While BrandMuscle's main intranet goal was to help employees store and access information faster, they were surprised to develop a stronger company culture as well. "I like the social component," Tidd shared. "You can like things like you do on Facebook or comment and communicate with your colleagues in the comment section of the posts to really start a conversation."

"Overall I think that it is an awesome mixture of, hey we need to get work done but we also want to have fun while we're doing it."

- JoHanna Forman, Learning & Organizational Dev. Coordinator

"We've really enjoyed that there's a newsfeed because that just really brings [together] everything that's happening, whether it's client related or a holiday party... it just really has brought all of our offices together and makes it feel like one cohesive culture," said JoHanna Forman, BrandMuscle Learning and Organizational Development Coordinator. "It enables employees to be involved in their day-to-day work and also be able to give thumbs up or 'Hey, check out what this person did,' and really bring the culture into the work. So I think that's something awesome that makes MangoApp stand out... Overall I think that it is an awesome mixture of, hey we need to get work done but we also want to have fun while we're doing it."

AN ALL-INCLUSIVE RESOURCE

As a centralized experience for company work,

news, and culture, both upper management and everyday employees rely on the resources in MangoApps all throughout the workday. "It's really a daily habit for me. It's one of the first things that I do in the morning," Bilardo shared. "[and] I'm in the system all the time."

"I open it basically every day" Stojkov agreed. "and I just leave that tab open and get alert emails...So it's kind of an all-day companion."

From an administrative perspective, Foreman has appreciated how inclusive and easy to access information, has both given her more free time and helped her employees become more self-sufficient. "Another thing that we really love about the platform is that it cuts back on so much administrative time. We have all these links that are super easy to access and user-friendly," Foreman said. "So when people forget the URL for something or they want to log in to record their time sheet, they can easily find all of that information right on their laptop. They don't need to email a friend, 'Hey, what's that link?' Or ask someone in HR. It's right there and they can self-serve really easily."

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- Meghan Bilardo, Director, Learning & Organizational Dev.

"It's the first place that people go to now, which is really exciting for me to hear," Bilardo added. "It's the one place now that people can feel pretty comfortable at least starting there."

IMPROVED ONBOARDING

Another advantage BrandMuscle has found is the instructive abilities MangoApps offers for new employees and training opportunities. “What I found really helpful is to incorporate [MangoApps] into our training programs,” Bilardo said. “So we use it for registration or to collect questions before a class might start. I’ll post articles or videos that I want them to read as pre-work, even during the session instead of me handing out materials. I’ll ask everyone to log in to [MangoApps] and to read an article that’s posted there.”

Foreman has used MangoApps to help new-hires as well, creating introductions and helping to immediately integrate employees into a helpful and supportive company culture. “We’re able to get all of our new hires into one group and they’re able to talk and communicate... So they don’t feel alone and like, ‘Hey, I started at BrandMuscle but I don’t know anyone.’ They’re immediately in a group, which is just such a nice feature,” Foreman answered. “There’s a ton of content that we can upload too and they can also chat with each other and make posts so that’s been really helpful.”

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“[As] a new employee it was a great resource to me to learn the ins and the outs of the company, the different departments and how everyone interacted with one another,” Tidd agreed. “The user interface is really intuitive. They provided a

little step-by-step cheat sheet on how to access the more frequently used sections of [MangoApps] but that search toolbox in the upper right-hand corner proved invaluable to helping me navigate the site and do different searches and to find the information that I needed quickly.”

“The funniest thing about when I’m training new users is that they pick up on it so fast sometimes it doesn’t feel like they even need the training,” Forman said. “I always say, ‘Let me know if you have any questions,’ and there are never questions just because it’s so intuitive and easy for them to use.”

ADMIN WORK MADE EASY

Forman has also appreciated how easy MangoApps is to work with from an administrative prospective. “I really love from an administrative standpoint how user-friendly it is...I can easily update content ... and then immediately share links. And there’s a bunch of different levels of links so we can either have it only internally or we can make the links public,” Forman remarked. “That’s just been such a lifesaver because we can link documents to an email that we’re sending out and it drives everything back to the platform, so the content is always up to date and we’re always able to upload the newest version. It just makes it really easy and simple.”

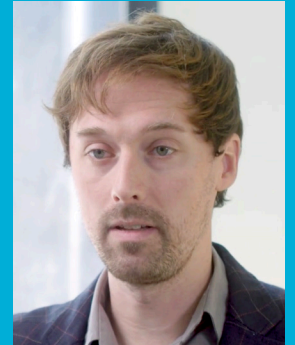
“I think what I appreciate the most about it is that we’re able to create. We have department groups where we can create other groups as well and you could add new users,” Stojkov added. “It was very easy to set up, add certain members and have them sort of play around. We changed the layout and what it was gonna look like, so I think just the [Admin] usability has been really good.”

LONG LASTING SUCCESS

MangoApps has been helping BrandMuscle improve collaboration, increase communication, and enhance information availability for the past several years, and is looking forward to much more long-term success. “We’ve been using this for a few years now, and I think it’s really solved a lot of our issues,” Stojkov reflected. “It’s been a good solution because we didn’t have a way to communicate in office. A lot of times it was just big group emails. This way you have a centralized hub to go to.”

“Yes definitely. We love it and we couldn’t do our daily work without it,” Forman said. “It’s something that I haven’t seen before. It combines that social network piece with the content curation and makes having projects and group discussions really easy.”

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