



a network
of talent

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because success
depends on people

meet
Diana

the
goddess of
programming

Other case studies

- Thomson Financial outsourcing
- Dell intranet development
- Cashtec website development
- Thomson Financial microsite build
- T-Mobile intranet navigation
- T-Mobile intranet re-branding
- Toyota Europe brand guidelines
- Virgin Trains online media room
- Friends Provident content provision

Contact us: **020 7831 5656**

Friends Provident content provision

e33 delivered high-quality content quickly and with seamless in-house branding



Friends Provident is one of the UK's most successful financial services groups and employs 5,000 staff in the UK.

The client's strategy was to transform its corporate intranet into a business-critical tool. In order to drive traffic and build a sense of community, e33 delivered Coffee Break, a suite of general-interest features refreshed daily.

e33's Coffee Break suite delivers content and services daily and can be tailored to suit a wide range of organisational needs. For Friends Provident, we supplied a range of content and social facilities, including an extensive menu of daily, magazine-style, quick-to-view editorial content that would build a sense of community online.

Results

Groups of staff formed spontaneously into teams to answer the daily trivia trail. Coffee Break's popularity was achieved economically, by viral marketing, so only an initial announcement email was sent to staff. After running Coffee Break for three months to 5,000 people, the intranet recorded a 15% increase in usage. Click-throughs demonstrate that Coffee Break drove this increase.

What the client says

" We see Coffee break as an ideal tool to help us realise our eventual goal - that the Friends Provident intranet become a business-critical resource within three years."

Neil Barnett, Director of Communications, Friends Provident