

# MarketStar

## Case Study

# A Better Intranet: How MarketStar is Uniting Its Workforce and Creating a Dynamic Social Culture with Jive

MarketStar's 3,500 full-time employees are widely dispersed, with many dedicated to specific client brands and working remotely. While employees have always been very close to the brands they represent, MarketStar lacked a cohesive culture of its own. That all changed when the company replaced its traditional static intranet with a Jive social intranet and portal, moving from fragmentation and silos to unity and from many teams to one.

## Before Jive: Fragmentation and Disconnects

MarketStar has some 80,000 commercial accounts, and often becomes a vital extension of these accounts by using its retail, channel and direct sales solutions to help drive client brand recognition, partner loyalty and sales. And while MarketStar employees have always been great at knowing their clients' business, they struggled to stay connected to their own corporate culture and each other—often working as isolated, autonomous client teams.



As a business process outsourcer or BPO, MarketStar provides sales and marketing solutions for some of the world's most recognizable brands, such as Google, Whirlpool, HP and VMware. The company is owned by media giant Omnicom and headquartered in Ogden, Utah.

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“Our employees live and breathe the brand they represent—that’s the shirt they wear. But that led to a lot of fragmentation: multiple dispersed teams, each closer in some ways to the client brand than their actual employer.”

**Adam Gunn**

Director of Marketing  
MarketStar

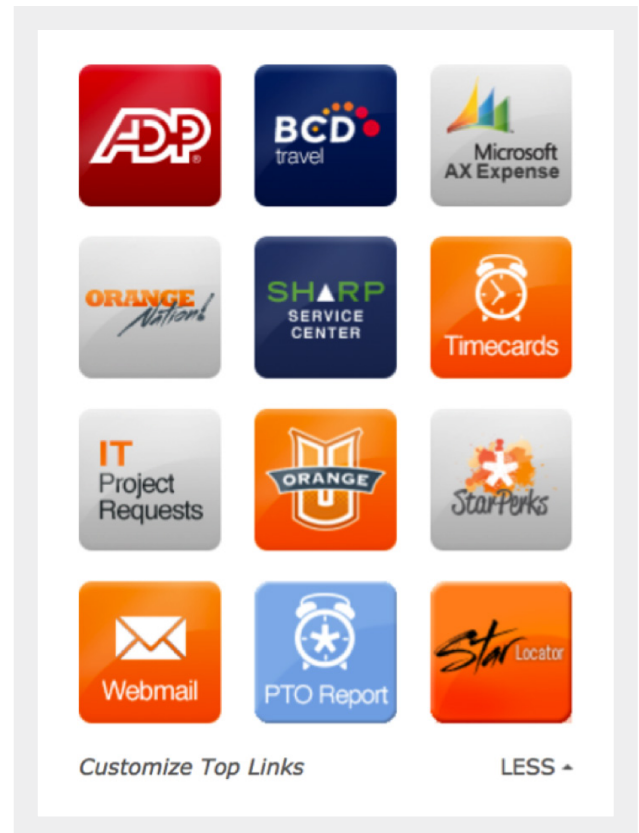
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Director of Marketing Adam Gunn says that while client teams gave “their heart and soul to the brand they worked for, employees needed to understand and love our brand, too. It’s important that they have the right information about our mission and offerings, and feel empowered to communicate MarketStar’s value where appropriate.”

## Static Intranet, SharePoint Sites Were “A Huge Pain Point”

The company’s existing systems weren’t helping. MarketStar had a traditional intranet, which Gunn describes as “a miserable static dead zone, archaic and one way. It wasn’t indexed or searchable. It looked terrible, too. You could find a form on there if you had a direct link. Otherwise you were out of luck.” Without a functioning intranet, corporate communications were mostly handled through email.

The company also had a number of SharePoint portals intended for collaboration. But, as Gunn explains, “they were completely siloed on a per-team basis and were used mostly for document storage and calendars. They did nothing for cross-functional sharing of knowledge and best practices, and weren’t used much for collaboration—even within teams.”



MarketStar Connect provides not only social collaboration and sharing, but also a navigational hub to external systems via this customized widget. Employees can choose which links they want to show up on their homepage.

## Creating a Social Intranet

The lack of an effective one-stop-shop for company-wide communication and collaboration had become “a huge pain point,” says Gunn. MarketStar’s CIO at the time, Julie Simmons, led the search for a new solution to provide cultural alignment, cross-functional collaboration and information sharing. MarketStar considered a number of alternatives, including Yammer, Lithium, Igloo Software, Chatter and SocialBridge, but only Jive met all the critical requirements, including:

- Complete social intranet, portal and digital community experience.
- Ease of use including theming, user administration and configuration with no technical expertise required, while at the same time enabling deeper customizations.
- Microsoft Office and Outlook integration, enabling users to easily collaborate on documents across multiple business units and directly interact with colleagues and content from their email inboxes.
- A powerful search function, enabling users to rapidly find colleagues, content and conversations.
- Flexible groups and spaces, including general groups for company-wide sharing and private groups with solid, permission-based security for individual brand teams.

## Launching “MarketStar Connect”

MarketStar rolled out its new Jive-powered social intranet, dubbed “MarketStar Connect,” in July 2013. It soon became the central destination where employees go to learn what’s happening in the company, connect with colleagues across various functions, work with their own teams and navigate to other enterprise systems. Users can quickly search for information, people and content, and navigate to key areas by clicking custom tabs on the Connect home page:


- **Culture** goes to a space for companywide communication and sharing.
- **My Team** goes directly to an employee’s specific team space.
- **Employee Support** links to “storefronts” for services such as IT, HR and accounting where employees can get information, make requests and ask questions.
- **Direct links to systems of record** such as travel and payroll—all with single sign-on (SSO).



## A Communication and Collaboration Hub

Gunn says the new Jive-powered intranet has changed the way work gets done at MarketStar. The impact has been widespread and dramatic:

- Employees feel much better connected to each other and the company.
- Corporate and executive communications have more reach and impact. Many executives now blog regularly.
- Collaboration and knowledge sharing—within and across functions—is up sharply.
- Employees are finding resources and answers online, reducing emails and phone calls to IT, HR and other departments.



REFERRAL PROGRAM (DEAL DESK)

**BIG BUCKS**  
BUSINESS REFERRAL PROGRAM

Fill out the form below to enter a business referral:

First Name\*

Last Name\*

Company\*

Job Title\*

Email\*

Phone

Comments\*

Enter any details that would help us understand the opportunity and/or lead.

Channel Interest\*

In what channel can we best serve this lead?

Employee Name\*

Please enter your name to receive credit for the lead.

- Sales enablement is much more effective. Before, sales materials were often outdated by the time they got to reps. Now they're "living documents" continually updated in Jive.
- Meetings are down sharply. When people need to discuss a project and work together, they can instantly create Jive groups to share all conversations, documents and comments in one place.
- Users have anytime, anywhere access to information, people and projects, thanks to Jive's mobile apps.
- Jive integrates seamlessly with systems of record, streamlining a variety of processes. For example, employees can fill out a sales referral form in Jive and the information is automatically passed on to MarketStar's marketing automation and CRM systems (Pardot and Salesforce.com) for tracking and follow-through.
- MarketStar has been able to shut down its old intranet and SharePoint sites. All key content has been moved into Jive.

## A Cultural Renaissance

Perhaps the biggest change has been around the whole culture of work at MarketStar. The company has shifted from fragmentation and silos to unity, and from many teams to one. Gunn sums things up this way: "I love it. I told someone early on, MarketStar is my family. My coworkers are some of my best friends, and Jive is how we stay connected. You can see dialogue going on here all the time. It's really brought us together."