



HMV Case Study

Interact Intranet has transformed internal communications at HMV - vastly reducing paper and postage costs and saving valuable staff resource. The innovative 'Ask HR' feature, set up via Interact Intranet has reduced calls to the service desk by almost 50 per cent.

The Company

HMV currently has 280 stores around the UK and Ireland that offer a comprehensive selection of music, film, games and books across all genres and platforms.

It was first established in July 1921 through its record store in London's Oxford Street and is famous for its iconic 'dog-and-gramophone' trademark. Ninety years on and with 6000 staff, entertainment brand HMV offers a specialist and eclectic range of products, services and experiences that give unrivalled access to today's popular culture through a number of complementary channels.



Intranet Objectives:

- Communicate and distribute key information including new offers, promotions and marketing strategies to a multi-site environment
- Share company performance figures, operational needs and strategic developments to all members of staff
- Ergonomic and simple to navigate for all staff
- An improved search facility, as well as the option to search individual department areas

The Problem

The leading problem with HMV's previous intranet was the use of out dated technology. There was no search option, which made it difficult and time consuming for users to find relevant articles and information.

The majority of staff also found it problematic to publish content to the intranet as this had to be done using HTML codes, meaning non-IT staff were left unable to contribute content, which left the intranet static and full of dated information.

In addition to these factors, the previous system was not able to adapt to HMV's fast changing and vast requirements.

Goals

In 2008 it was decided that HMV needed to update their intranet to one that would be able to cope with their unique demands.

The key features the new HMV intranet needed included:

- To communicate and distribute key information including new offers, promotions and marketing strategies to a multi-site environment.
- Share company performance figures, operational needs and strategic developments to all members of staff.
- Should be ergonomic and simple to navigate for all employees.
- To contain an improved search facility, as well as the option to search individual department areas.
- The site to be branded and designed to reflect the HMV values.

After researching a number of solutions available in the marketplace, Interact Intranet was selected by HMV, beating its competition and it was launched to the company in April 2008.

The simplicity of uploading content using Interact Intranet's intelligent intranet based CMS, meant that each department could easily publish content, therefore strengthening communication with its 6000 employees.

The 'Interact Recommends' feature automatically pushes content to HMV colleagues using its intelligence store. By understanding their interests, it intelligently offers content that best meets their requirements.

Communication and Collaboration

The HMV intranet has allowed staff to easily communicate with colleagues on a daily basis, without the need to wait for weekly bulletins that were manually posted out to all stores.

Clare Bowers, Intranet Manager at HMV explains the problem with internal communication in HMV before using Interact Intranet:

"Before we swapped over to Interact Intranet we had to print out a huge weekly bulletin, approximately one inch thick that would be physically posted to all stores.

As well as the huge task of printing and posting this out, it also meant if there were any last minute amends to be made or any errors spotted in the document, we would have to then print out further memos for all stores."

Not only have HMV hugely reduced postage costs and conserved staff resource, they have also made massive savings on paper, which contributes to their on-going CSR commitment.

HMV's interactive and exciting home page has been perfectly designed to reflect HMV's brand guidelines and it is fundamental to their internal communication strategy.

The page displays company performance figures,

For more Information

For more information on how Interact Intranet can benefit your organisation visit us online:

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operational needs and strategic developments and also contains quick links to vital information, such as urgent price changes, HR advice, ordering systems and more via the use of great visual buttons, which are easy to use by all staff.



The 'HMV in the news' section contains weekly messages from the CEO, making the intranet the first point of contact for all colleagues.

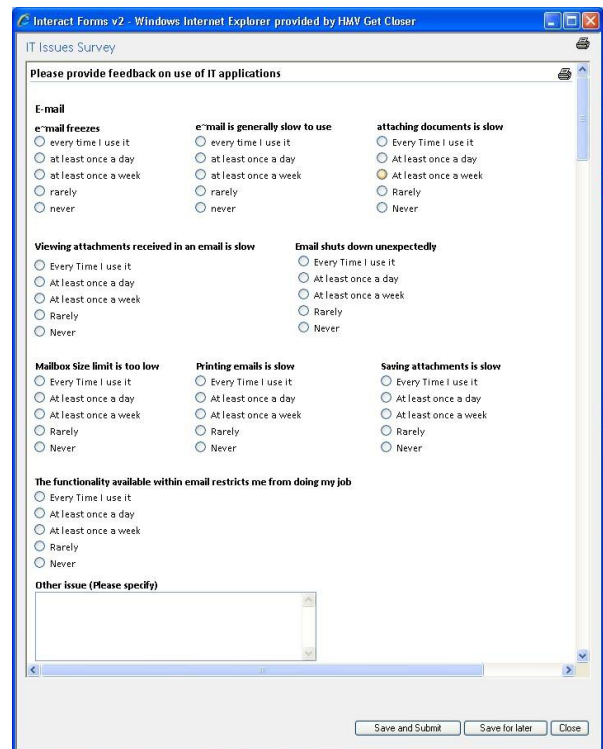
The unique search functionality contained within Interact Intranet allows HMV colleagues to quickly find what they are looking for on the intranet and also saves them time through the intelligent promotion of content.

Online forms are used by staff to request information that would normally require phone calls. When HMV colleagues need to return stock to a supplier, they can quickly request a reprint for a returns authorisation online, which significantly reduces phone calls especially in busy times, such as post-Christmas.

Staff requesting an interview pack from the Finance department to prepare for an interview can also be quickly completed through the online forms on the intranet.

Clare continues:

"We use the intranet's workflow forms to request feedback on key business areas, such as IT issues, as well as gauging opinions on what colleagues liked about our internal magazine and what would be on their digital playlist."



HR Calls Reduced By 50%

HMV has recently launched the 'Ask HR' feature - a 'Google' like search option to help with all HR related issues, with an option to log enquiries and questions if they cannot be found online.

This feature utilises Interact Intranet's intelligence store which anonymously logs every mouse click, learns, adapts and understands how all content is linked on the intranet. It drives collaboration and communication by making relevant suggestions of similar content to users.

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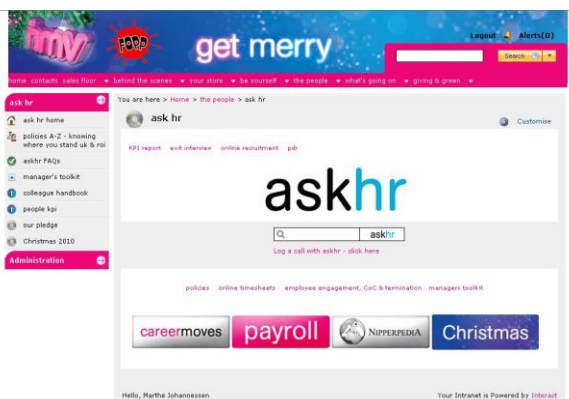
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The service has resulted in 97 per cent of the online queries being responded to within a set SLA of one hour, offering colleagues a swift and trusted service.

“Since launching ‘Ask HR’, calls to our service desk have reduced by almost 50%, allowing the team to focus on more complex HR matters.

The beauty of our online service is that we can build and develop it based on the questions asked, ensuring the site is always current and relevant, thus reducing the need for queries to be logged,” says Clare.



The success of this feature has meant that other departments within HMV have requested the same service for their department, meaning that it is due to be rolled out to other areas of the business.

Summary

HMV’s internal communications have been transformed by Interact Intranet. The intranet is now the first point of call for all employees and it is regular practice for colleagues to use the intranet to find out the information they require, reducing calls to the service desks for non-urgent queries.

The interactive home page contains quick links to vital information and ‘Red Alerts’ include urgent messages for particular stores. The features in Interact Intranet have allowed HMV to share knowledge effectively, improve communication, streamline business processes and increase staff collaboration.

Key Benefits

- **Interact Intranet has been vital in achieving the aim that all HMV colleagues have the information they need on a daily basis at their fingertips.**
- **Interact Intranet has assisted with the company’s overall CSR commitment by vastly reducing paper throughout the business.**
- **There has been a vast reduction in daily postage costs.**
- **The ‘Ask HR’ function has reduced service desk calls by 50 per cent, allowing the team to focus on more complex HR matters.**
- **The ‘Have Your Say’ area on the HMV intranet provides every colleague with a voice.**
- **Use of Workflow and Forms are used to receive feedback and gauge opinion.**
- **The ‘HMV In The News’ section provides weekly messages from the CEO to all staff members.**

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