

Kantar Health Case Study

Communication is imperative for Kantar Health's global work force - connecting its 700+ employees in 40 different countries. Enterprise 2.0 tools have ignited collaboration and greatly increased the ability of staff to quickly locate information and business tools that help them in their every day jobs.

The Company

[Kantar Health](#) is a global, evidence-based decision support partner to the world's leading pharmaceutical, biotech, device and diagnostic companies.

Their 700+ staff in over 40 countries act as catalysts, bringing together clinical, medical and methodological expertise, commercial/marketing know-how and proprietary data. It is this rare combination, together with their unparalleled stakeholder reach, that enables them to mobilize incisive, imaginative and timely ROI-driven solutions, empowering clients to deliver better healthcare options to their customers.

 **KANTAR+HEALTH**

Intranet Objectives:

- To be a central source for all communication and resources
- To introduce and establish collaboration and knowledge sharing into the company
- An easy-to-use CMS
- To reduce strain on internal email system
- Have a reliable search functionality to ensure user trust from the outset

The Problem

A large company merger that took place in January 2009 saw four companies unite under the Kantar Health umbrella, boosting the company brand but resulting in the amalgamation of different intranets that were built on a mixture of the SharePoint platform and self-built HTML that had no content organization or search facility.

This created a barrier to internal communications. In addition to this, the lack of search functionality meant that the intranet wasn't utilized to its full potential as people failed to find what they were looking for and documents were out of date.

Goals

With offices throughout the Americas, Europe, Asia-Pacific, the Middle East and Africa, Kantar Health wanted a solution which would rise to the challenge of uniting its globally scattered experts. All communication, resources and material needed to be in one place.

In April 2010 Kantar Health employed a new CIO to the company, Mary Sobiechowski. One of Mary's key objectives was to overhaul the outdated intranet and to instigate collaboration into the workforce.

Mary explains:

"I saw a lack of collaboration in the existing intranets at Kantar Health and I know how essential it is for a modern company to collaborate and participate in knowledge sharing in order to improve company processes and boost productivity. This was something that was visibly missing from our organization."

Ease of use was a huge goal for the new Kantar Health intranet. It was essential that the intranet software they installed was simple to use for all employees in the organization so that it was adopted from the outset and became a reliable

portal for internal information and collaboration.

This would prevent employees from failing to connect with the new intranet and would ensure they could see the benefits from the outset.

Reducing the strain on the company's internal email system was a key objective for the new intranet, as this was the main method people used to communicate internally. The new intranet needed to replace this seamlessly.

A successful search functionality was also essential to ensure that all content on the intranet could be searched easily and quickly, protecting employees valuable time.

Research

Kantar Health needed their intranet to be the main source of internal communications which would be used by the entire company from top down.

Mary Sobiechowski spent time researching various intranet solutions that could offer Kantar Health the benefits they needed. Mary was able to communicate with other employees throughout the company and gather feedback, reporting back to the CEO.

From her vast experience working with knowledge sharing internal systems, Mary tested several different platforms and software options and ultimately selected Interact Intranet.

Mary commented:

"A 'proof of concept' demonstration shown to myself and the Kantar intranet manager, showed us exactly how Interact Intranet would work in Kantar Health and the decision was made - based on the balance of capability and cost."

For more Information

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

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Launch

Kantar Health launched Interact Intranet globally the company during September 2010. A few months before, they held a competition to decide on a name for the new intranet.



The KHIX launch

With a free iPod up for grabs for the winner, the global competition was distributed to all employees.

A short list of three names were narrowed down and Kantar Health's executive committee announced the winning name of **KHIX** – meaning Kantar Health Information Exchange.

Kantar Health then kept the momentum of interest in the new intranet alive with a sequence of internal communications that led up to the launch date.

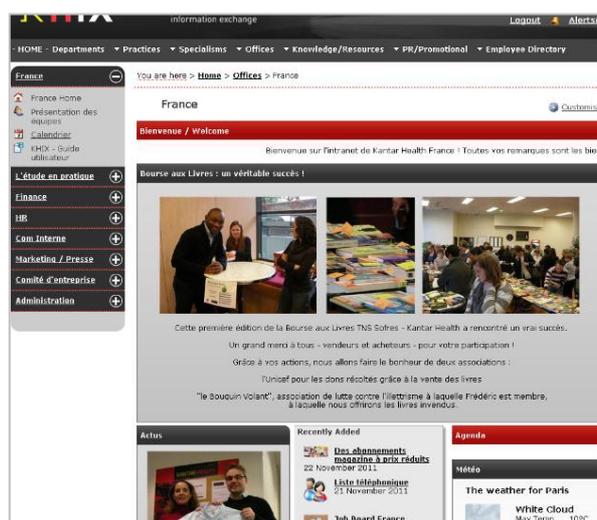
After the launch Kantar Health continue to ensure users are engaging with the intranet by certifying that each department and division throughout the organization has their own section manager who is entrusted to promote use of the site, either by posting relevant materials or announcements.

In addition, periodic emails are sent to remind staff that important information that has been posted on the site.

The intranet is embraced by all at Kantar Health and the CEO has seen immense benefits of a thriving intranet.

Communication and collaboration

Interact Intranet's fully searchable People Directory has enabled Kantar Health users to quickly locate colleagues globally using a variety of search criteria including skills and expertise, making their knowledge and experience easily available to those who need it.



KHIX France Page

To ensure they maximize the search functionality on KHIX, Kantar Health encourage staff to add keywords when uploading documents to ensure people can quickly find what they are looking for when on the intranet – saving valuable time.

Interact Intranet's unique intelligent search functionality intelligently ranks search results based on all intranet content including

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documents, people, forums, blogs, teams and galleries. It then ranks search results according to feedback, collaboration, keyword density and relevance.

Kimberly Nicholl, Internal Branding and Communications specialist, commented:

“The search functionality on Interact Intranet is fantastic! We have employees in Asia-Pacific who can now easily find their peers.

We make sure that people put keywords in when adding a document so we can really maximize the benefits we get out of it.”

With the introduction of KHIX, staff at Kantar Health can now easily see news and activities taking place in other offices. The articles section on the Home page, keeps colleagues across therapeutic areas up-to-date with the happenings in the industry.

The blogs have been an overwhelming success in the global operations at Kantar Health. They receive many comments from all of the separate offices, successfully uniting the workforce. In addition, comments on documents have become increasingly popular with corporate responsibility stories regularly receiving the most comments.

Kimberly adds:

“It’s so easy to set up the blogging tool on the home page of intranet. Each division has their own home page and the blogging has been so popular, breaking down barriers between staff that are spread across many continents.”



Blogging on KHIX

Kantar Health has found even the simplest of features make a huge difference to the way they operate as a business. The Mandatory Read function is an extremely useful feature that effortlessly ensures staff have read critical company documents and allows you to monitor those who have not.

As Kantar Health handles a high volume of private information their privacy policy has to be fully digested by each member of staff and the Mandatory Read enables the company to be notified of who has read this information and who still need to.

Kimberly explains:

“The Mandatory Read is a really great feature for us, which no other solution offered.

“Previously we had to rely on emails, which were then printed out, signed and returned back to head office to ensure our employees had read our privacy policy. This was a lengthy and a highly time consuming process.

“The Mandatory Read is perfect as it means we can be rapidly notified when staff have read the

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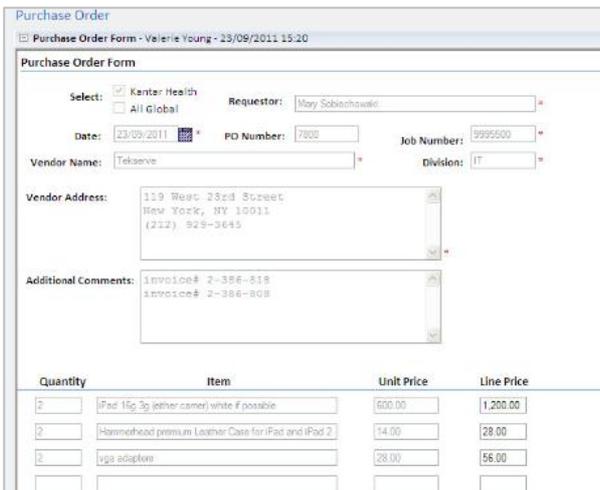
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documents, saving us time and effort and also saving on printing and environmental costs.”

Business processes have been streamlined at Kantar Health with staff using the Workflow and Forms functionality on the intranet. Paper based forms have now been replaced with electronic and easily accessible forms that can be processed rapidly and are fully traceable at all stages. This has enabled employees to focus on more profitable areas of the business.



Quantity	Item	Unit Price	Line Price
2	IPad 16g 3g (leather cover) white if possible	600.00	1,200.00
2	Hammerhead premium Leather Case for iPad and iPad 2	14.00	28.00
2	Loga explore	28.00	56.00

A Purchase Order Form on KHIX

SUMMARY

With 23 offices globally and four merged companies, Kantar Health had a real need for branding themselves as one and Interact Intranet has been an enabler to do this.

KHIX is now a central point of communication for the global work force at Kantar Health and communication is instant. Events can take place around the globe and all Kantar Health employees are aware almost immediately.

Collaboration has been boosted as questions are posted on their intranet from employees in different countries around the world, which are then resolved quickly and efficiently.

The HR department has saved an average of 1,300 hours per year since implementation as HR queries are now seamlessly answered by the knowledge base on Interact Intranet.

Mary adds:

“Kantar Health is a forward thinking and intelligent organization and it is important that we utilize technology that echoes how we work as an organization – something which Interact Intranet definitely does.”

Key Benefits

- A dynamic communication and information hub has been established in the global company
- Knowledge sharing and collaboration has been facilitated through the use of enterprise 2.0 tools
- Employee time saved and productivity enhanced by the use of Interact Intranet’s intelligence store
- Ease of use means all employees throughout Kantar Health have adopted the intranet and can contribute on a regular basis
- The HR department has saved an average of 1,300 hours per year since implementation

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