

PROFILE

The Barnet Group

Website

<http://www.thebarnetgroup.org>

Solution

Clearvale Enterprise

IN BRIEF

Challenges:

- Drive down costs of service delivery, while generating rich customer insight to further refine service
- Encourage people to work together to transform the customer experience

Solutions:

- Introduce and use Clearvale as a new way of working for communication and collaboration
- Implement Clearvale with a plan for adoption through the Social Enterprise Transformation program
- Apply social networking principles to real business issues

Results:

- Staff have a self-service, real-time platform to personalize customer service
- Information is shared across a diverse workforce, resulting in greater efficiency, transparency, and increased productivity
- Working socially has positively impacted the company bottom line

The Barnet Group Works Socially with Clearvale to Reach a Common Goal

"Social networking was a new concept for our business. We can already see the efficiency, transparency, and increased productivity created by working socially with Clearvale. Our staff has really embraced the new technology and our network is growing. Clearvale has had a positive impact on our bottom line, so it is well worth it."

- Mandy Dunstan, Head of Business Transformation, The Barnet Group

Business Case

The Barnet Group is the parent company of Barnet Homes, a social landlord managing 15,000 council homes which also offers housing advice and manages the allocation of homes to people applying for housing in Barnet, and of Your Choice Barnet, an adult social care company which provides services to adults with learning and physical disabilities.

Employing more than 500 people, The Barnet Group was looking for a solution to improve operational efficiencies in its combined operations. The organization wanted to drive down the costs of delivery, while also generating rich customer insight to further refine and personalize their service delivery for their customers. Clearvale was chosen as the company's intranet solution, and part of the larger 'All Systems Go', a project designed to transform the company into a customer-centric organization.

As the intranet system of record, Clearvale links all departments of The Barnet Group together through a network of communities. Within the network, information is shared, live discussions are hosted (which reduces email), and videos, blogs, and wikis improve collaboration across the workforce.

By choosing Clearvale, The Barnet Group understands that enterprise social networking must come with a plan to ensure workforce adoption and the cultural changes needed for success. To overcome this, The Barnet Group implemented techniques from the Clearvale Social Enterprise Transformation (SET) methodology, a program combining best practices, planning, coaching, and measurement. Identified through SET, a dedicated group of 'super-users' created network communities for engagement and content sharing, which gave the remaining staff a reason to join the network when invited.

The staff now uses Clearvale to address real business issues and to communicate daily operational matters across teams and service areas. For example, The Barnet Group needed to manage communications to their residents during a time of severe weather conditions. Using Clearvale, the staff was able to share live updates on the situation internally with each other, and simultaneously with residents. The result was an aligned working approach to find solutions and improve customer service during an urgent situation.

"Clearvale gives our employees access to information they need to do their jobs and enables them to find information or answers to questions from different departments. This eliminates the need to ask the same question multiple times by different employees. With Clearvale, our employees need to only ask the question once which improves productivity and encourages engagement across the whole organization," said Troy Henshall, Director of Growth and Development at The Barnet Group.

Clearvale has given The Barnet Group the ability to enable, empower, and engage its staff. Working socially and collaboratively has helped The Barnet Group move forward toward a common goal of creating a customer-centric organization.