

PROFILE

Gemeente Tilburg

Gemeente Tilburg is a municipality in the Netherlands that manages the City of Tilburg and provides support for the surrounding towns and villages within the wider region of Brabant.

Industry

Municipality / Gov

Website:

<http://www.tilburg.nl/english/ep/home.do?tabId=0>

IN BRIEF

Objectives:

- Create a series of communities for the towns in the region administered by the Municipality of Tilburg.
- Build a platform for sharing content, such as blogs, videos and pictures.
- Increase knowledge sharing internally among employees.
- Foster collaboration between all civil servants and employees on joint initiatives and projects.
- Improve communication with partners beyond the immediate local government employees.

Solution:

Clearvale Enterprise

CASE STUDY

"100% of responding users want to continue using T-community after the first 6 month evaluation. The response for Clearvale was overwhelmingly positive and enthusiastic. Clearvale gave us the opportunity to share information with the city as well as within the organization. The possibility to create separate communities is by far the most valuable feature as it gives us a measure of flexibility that we really appreciate."

- Michiel Duijsings, Web Manager of Municipality of Tilburg

Business Case

Already known for its openness to adopting new technologies and methodologies, the Municipality of Tilburg was looking for a way to improve communication among its employees, increase interaction with its citizens and encourage collaboration among the public, businesses and government institutions. Having relied on BroadVision for its external website, www.tilburg.nl, and for their employee intranet (Binnenweb) for the last 8 years, Tilburg was looking to extend the reach of their intranet to the civil servants working outside of the immediate City of Tilburg. The plan was to use portal micro-sites to provide the necessary dissemination of information and foster two-way communication amongst the various communities. This was proving cumbersome to implement for a variety of reasons, particularly that it was not really able to deliver the social layer they were looking for to help foster collaboration and improve communication amongst the civil servants. However, on reviewing BroadVision's enterprise social network Clearvale, the Tilburg team realised this met all of their criteria regarding their project requirements and would help them quickly meet their goals.

How They Did It

Using Clearvale, Tilburg created one network branded as T Community. This site connects the local government employees in the surrounding towns and villages with their key counterparts in the City of Tilburg in one single enterprise social network. Initially set up for this purpose, T community has now been extended to cover all 2,300 employees as Tilburg embraces Clearvale for its internal communication requirements.

Results

- Increased knowledge sharing between Tilburg employees.
- Greater internal connectivity among employees of individuals, towns and cities, as well as throughout the municipality of Tilburg.
- Decrease in email traffic among Tilburg employees, shortening response times to requests regarding initiatives.
- Different communities created around various facets of the municipality including IT, healthcare and education.
- The site currently has over 870 registered members and climbing as more employees join.