

How a social intranet connected a workforce scattered across tools

How a global enterprise replaced scattered communication tools with a social intranet, achieving a 3x increase in employee interactions with company updates and 65% participation in polls and discussions.

CAPABILITIES USED



COMMUNICATION

Centralized social intranet feed

A unified hub for company announcements, policy updates, and organizational news, replacing scattered email and messaging channels with one accessible feed.



COMMUNITY

Interest groups & cross-team communities

Employees join or create communities across departments, locations, and shared interests, enabling knowledge sharing, onboarding support, and cross-team connection.



FRONTLINE REACH

Digital signage for frontline employees

Announcements, recognition posts, and updates displayed on digital screens across offices, stores, and operational locations, reaching employees without personal device access.



ENGAGEMENT

Polls, wishboards & AI-assisted communication

HR teams run polls, quizzes, and discussions directly in the platform. Digital wishboards celebrate milestones. AI assists employees in creating clearer, more engaging posts.

THE CHALLENGE

Important updates, invisible to most

The organization used email, messaging tools, and productivity platforms to communicate, and none of them communicated well with each other. Company announcements went out in one channel. Policy updates in another. Team achievements happened in department chats that nobody outside the team ever saw. By the time employees pieced together what was happening across the organization, much of it had already passed them by.

HR teams launched initiatives, polls, engagement discussions, feedback programs, campaign drives, but participation was low, not because employees weren't interested, but because there was no central place to respond easily. Employee milestones like promotions and work anniversaries were celebrated within individual teams and rarely visible to the broader organization, limiting opportunities for collective recognition and eroding the shared sense of culture the company wanted to build.

For employees in stores, warehouses, and operational environments, the problem was sharper still. Traditional intranet portals weren't accessible from the floor. Frontline workers had limited visibility into leadership messages, company news, and engagement programs, a communication gap that made them feel outside the culture even while being central to the business.

THE SOLUTION

A single digital workplace, for every employee, every location

The organization implemented Xoxoday Empuls' AI-powered social intranet, creating one centralized digital environment where communication, recognition, and engagement came together, and where every employee, from office to shop floor, could participate.

Centralized communication feed, leaders and HR teams share announcements, policy updates, and organizational news in a single, accessible feed. Employees no longer need to track multiple channels to stay informed, it's all in one place.

Social recognition and celebrations, promotions, project wins, work anniversaries, and personal achievements are shared as interactive posts. Colleagues react, comment, and celebrate collectively, visible organization-wide, not just within a team.

Interest-based communities, employees create and join groups across departments, locations, and shared interests, enabling knowledge sharing, onboarding connections, and cross-functional relationships that wouldn't otherwise form.

Polls, quizzes, and discussion threads, HR teams capture real-time employee opinions and encourage participation directly in the platform. Interactive formats make engagement initiatives accessible and effortless to respond to.

Digital wishboards, employees across the organization collectively celebrate birthdays, anniversaries, and milestones through interactive digital boards, replacing static bulletin boards with living, shared moments.

Digital signage for frontline employees, company announcements, recognition posts, and updates are displayed on screens across offices, stores, and operational sites, ensuring frontline employees without regular device access stay informed and connected.

AI-assisted communication, Empuls' AI helps employees draft clearer, more engaging posts, maintaining communication quality across the organization without requiring writing skill or extra effort.

THE RESULTS

3x more interaction. 65% participation. Everyone in the room.



Employee interactions with company updates tripled. 65% of employees began participating in polls and discussions, a dramatic shift from the low response rates that had characterized engagement initiatives when they required employees to navigate separate platforms. Achievement visibility expanded from individual teams to the entire organization.

For frontline employees, the impact was structural: digital signage ensured that workers in stores, warehouses, and operational sites received the same company updates and recognition visibility as their office-based colleagues, for the first time. The organization built a more connected, transparent, and engaged workplace across its entire distributed workforce.



Company updates were scattered across tools. Important information was missed, and frontline employees had no visibility at all.

Empuls brought everything into one feed. Achievements are now visible org-wide. Digital signage reached frontline employees who never had access before. Polls and communities made engagement effortless across every department.



Head of Internal Communications & Culture
Retail & Operations

COMPANY PROFILE

WORKFORCE

Office, retail & operational

PROGRAM TYPE

Social intranet & internal comms

CHALLENGE

Fragmented communication tools

FRONTLINE REACH

Digital signage across locations

CAPABILITIES

- Social intranet feed
- Social recognition
- Communities
- Polls & quizzes
- Digital wishboards
- Digital signage
- AI-assisted posts
- Gamezone

One platform for communication, recognition, and engagement, accessible from any device, any location