RSPCA
New South Wales

RSPCA

Streamlining communication with GreenOrbit

CASE STUDY

GreenOrbit

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INDUSTRY
Not for Profit

USERS
500+

FOCUS
- **Communications**
- **Mobile Intranet**
- **Online Forms**

The **RSPCA** is a not for profit organization dedicated to protecting the welfare of animals. The organization operates over many locations including: 10 shelters and four veterinary hospitals, two Care Centres, 28 Volunteer Branches and 31 inspectors on the road. This disparate and widespread team posed many challenges for the organization in relation to communication and information management.

Challenges

Prior to GreenOrbit (formerly Intranet DASHBOARD), email was the main vehicle for communication. File management was done via an in-house SharePoint system that was dated and challenging to navigate, while forms were paper based and manual.

Another challenge was that many team members lacked regular accessibility to the technology being used to disseminate communication, documents and information. RSPCA confirm that "a large portion of our team are not desk-based and may not regularly access work email."

The Business Case

RSPCA's CEO called for an intranet, as there was no central repository for documents, communication and information that was accessible by all staff; he wanted 'one source of truth.' The Communications and IT teams were tasked with the responsibility of finding a solution to the problem. Executive Manager of Communications, Marianne Zander, reflects that "RSPCA needed a solution to ensure people had access to the most current contact information, SOPs, branding collateral and messaging."

It was new territory for the Communications team, who were pleased to find a collaborative partner in IT Technical Team Leader, Maria Aledia, who would help them find "a solution that was simple to use." As GreenOrbit offers all features built in, the two teams agreed it would be the best solution.

The next step was to involve stakeholders to establish "an enthusiastic team of content owners representing all aspects of the RSPCA." Under the expert guidance of the GreenOrbit implementation consultant, the RSPCA was able to quickly plan, structure and create content for the new intranet. Speed of implementation was key to the success of the project, and within just three months they were ready to launch.

Document Management — Source of Truth

The first stage of the intranet rollout focused on making GreenOrbit the place of reference for information and documentation. This began by centralizing all current documents, procedures and policies and making them readily available to all RSPCA team members.

Content owners worked hard to collate comprehensive information and continue to ensure it is consistently updated and relevant. This content is extensive and ever-growing, including SOPs, training resources and e-Learning videos. Marianne Communication Manager confirms that "Staff can go to the intranet and know they are always accessing the latest information."

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> "GreenOrbit News is the organization's favourite feature and enables everyone to receive critical information in real-time."

News & Communication

RSPCA reflects that prior to the intranet, "distribution of news was inconsistent at best." Broadcasting news via email would not reach team members on the road, while those in administration roles were inundated with overflowing inboxes. "There was a lot of email traffic with little way of managing priority, audience and importance."

RSPCA acknowledges that "we communicate really well to the wider community (externally) but we lacked structure when it came to internal communications." Now, the intranet is the central location for news, communication, and storytelling. GreenOrbit News is the organization's favourite feature and enables everyone to receive critical information in real-time.

Two of the main central elements on the homepage are the CEO's blog and the tally of animal adoptions to date, both communicated with pride.

Individuals are also able to easily share news and images via their own social Activity Feeds. This presents an important team building activity, engendering a culture of pride and recognition amongst RSPCA team members.

Online Processes & Forms

Online Forms have been implemented to automate existing processes, such as:

- IT help
- Updating employee details
- Training

"The homepage is all about being loud and proud." RSPCA'S most popular Online Form facilitates a new process to capture "Animal Story Submissions." This form allows staff to share details and images of animals looking to be promoted, and instantly provides the Communications team with the content they need to broadcast the story on the intranet and beyond. Animal stories are important to share throughout the organization and now follow a process to efficiently capture and share the information correctly.

Staff Directory

This large team with extensive expertise, knowledge and skills rely on each other to collaborate and tackle problems. Every day, there's a need to find a translator to assist with a client, a vet qualified to perform a specific procedure or a staff member who can volunteer their skills in another department.

GreenOrbit's in-built Profile Directory (powered by Active Directory) is now the main mechanism for people to search and track down the help they need. Customizable User Profiles mean staff can list their experience and expertise, making it easier together, to help vulnerable animals faster and more effectively. "The intranet is not just a project, this now part of daily operations."

Using a range of GreenOrbit's in-built features, RSPCA has transformed operations and created a central hub for communications. The GreenOrbit intranet provides RSPCA with critical real-time information and has begun to instil a sense of consistency, belonging and pride by allowing staff a vehicle to celebrate and share the incredible work they do.

Get Going

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About GreenOrbit

Dare to seek a better intranet. You're not distracted by the flashy integrators with their shallow functionality. No, you want to equip employees and empower content creators with the right tools. Discover the intranet that provides everything you need, built in. GreenOrbit enables you to drive efficiency, foster collaboration, and create an intranet experience that works for your culture and brand.

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