

CriticalRiver Empowers Gaming & Entertainment Company with Salesforce Community Cloud, Boosting Productivity, Loyalty, and Talent Retention

Discover how CriticalRiver's implementation of Salesforce Community Cloud significantly improved productivity, loyalty, digital engagement, and talent retention, effectively reducing attrition for a major Gaming & Entertainment company.



IMPACT DELIVERED



360-degree view of all employees



30% drop-in meetings and emails exchanges



80% improvement in employee efficiency and productivity

THE CUSTOMER

The customer is a leading gaming and entertainment company that develops, publishes, and distributes interactive entertainment and leisure products around the world.

THE CHALLENGE

CriticalRiver was engaged as a technology partner to solve the following challenges:

- Lack of one common platform for employee collaboration with HR, peers, and colleagues
- Manual HR processes are practiced in critical areas such as employee onboarding and compliance regulations
- Direct communication is hampered due to a lack of relevant tools
- Multiple meetings and emails were exchanged to resolve simple tasks
- No platform provides a 360-degree view of employees
- Lack of a complete, single-source window for all HR information and data

THE SOLUTION

- Implemented Salesforce Employee Communities for collaboration and on-boarding
- Integrated talent management, employee journey, and engagement with efficient onboarding
- Employee learning and collaboration capabilities
- HR help desk self-service features powered by Salesforce Communities by enabling chatter
- Enabled HR compliance processes through the Communities Cloud
- Assimilate HR analytics to analyze productivity metrics and make informed decisions
- Integrated employee community forum to boost employees' engagement
- Responsive, mobile-enabled capabilities to enable HR and employees to stay connected on the move
- Delivered personalization components to generate and share personalized feeds for files, articles, and topics, delivering a holistic digital experience
- Integrated customization and branding capabilities to enhance the brand and employee experience
- Build community engagement for employees internally and customers' externally to create a seamless digital experience

SOLUTION COMPONENTS:

Salesforce Community Cloud for Employees, Salesforce – Analytics Cloud

THE RESULTS

- Significant improvement in employee efficiency and productivity
- Online engagement resulted in a 30% drop-in rate for meetings and email exchanges
- Enhanced collaboration between HR and employees to accomplish more work in less time, including HR compliance processes.
- Salesforce Community Cloud allows your employees to stay engaged and share ideas
- Mobile-enabled features allowed various teams to engage and access information on the go.
- Real-time analytics data helped in making decisions faster for employee retention and beating attrition
- Enriched the digital experience for employees, managers, and the HR team, resulting in higher end-user adoption
- A unified 360-degree view of all employees helped in collaborative digital engagement
- Significant increase in employee productivity, loyalty enabled enhanced customer digital experience, and shareholder value