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

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

Impact Delivered

- 360-degree view of all employees
- 30% Drop-in meetings and emails exchanges
- 80% Improvement in employee efficiency and productivity

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