

Launching into the new age of digital internal communication

CASE STUDY

How a meticulously crafted strategy guided a record-breaking intranet launch, paving the way for the future of internal communications at MDA.

BACKGROUND

MDA is an international space mission partner and leads the industry in robotics, satellite systems, and geo-intelligence. With 2700 employees across 12 sites in 3 countries, they are shaping a better world.

Vision2Voice was hired to help implement a modern internal communications platform to transform how employees create, share, and interact with news and information.

Staffbase was chosen as the vendor, and our internal communications agency was entrusted with supporting the implementation. With our expertise and collaborative approach, the project met all objectives and delivered exceptional results.

OBJECTIVES

Create a dynamic and user-centric communication platform that caters to employee needs. The goal was to enhance employee productivity, foster a culture of knowledge-sharing, encourage exploration, and elevate employee engagement.

THE SOLUTION

The strategy we developed for MDA was the essential first step in creating a platform that continues to break records for adoption. It set seven goals aligned with MDA's strategic priorities while strengthening the external brand and culture. It included nine user personas that established what information and content employees needed and wanted most.

The strategy provided an essential foundation for the project which included:

- Ongoing communication to support buy-in and change
- Governance to establish ownership and accountability
- Content audit, UX design, and content coordination to build the first phase
- Launch strategy and plan, including creative implementation to maximize adoption.

"V2V took all of the front end market research, options analysis, and vendor management off our plate, significantly streamlining and accelerating the process for our intranet project."

Amy MacLeod

Vice President Corporate Communications MDA

RESULTS

1 Seamless implementation

Working with MDA's small in-house team, we did the heavy lifting. Our expert and experienced team provided guidance and support every step of the way. This led to a highly successful launch that would have been otherwise challenging to achieve.

2 Record breaking launch

Based on industry benchmarks, we set targets for user adoption and engagement. Vision2Voice devised and delivered a comprehensive launch plan, including video production, graphic design for posters, and in-person kiosks. The launch broke all records -- surpassing industry benchmarks and getting rave reviews from employees.

3 Transformed internal communication

MDA has transformed the way the company creates, shares, and interacts with company news and information. The communication team is now equipped with modern tools and technology to connect employees to what matters most. What's more, with the data MDA provides, they now have the insights to evolve the platform so it continues to provide value.

KEY METRICS IN THE FIRST MONTH



73%

Adoption
rate



72%

Active
users



17%

App
downloads

"The dedication and expertise of the V2V team was absolutely integral to the success of our intranet project. Without their guidance, support and hard work, we would not have been able to pull off such a smooth and seamless rollout. I am truly grateful for everything the V2V team did to make this project a success."

Natalie Cockerline
Internal Communications Specialist
MDA

Ready to unlock the potential of digital internal communications in your organization today?

CONTACT US