



OVERVIEW

INDUSTRY:

Internet Services

COMPANY SIZE:

5,000-10,000 employees

LOCATION:

Scottsdale, AZ

SOLUTION:

Jive Cloud

BENEFITS

- ✔ 81% increase in employee engagement
- ✔ Streamlined employee onboarding
- ✔ Improved corporate communication
- ✔ Reduced time spent searching for information

CASE STUDY

Jive Helps GoDaddy Increase Employee Engagement by 81%

CHALLENGES

In 2015, GoDaddy, an Internet Services organization, was rapidly expanding but their workforce was becoming disconnected. The company didn't have the tools to communicate or collaborate effectively with their peers. Leaders thought that creating a sense of community for all employees was critical to their success.

"We wanted to get 5,000 individuals, who are distributed all over the world, to feel that they're part of one organization, engaged in a single marketplace of ideas — and do so in a way that's fun, that's innovative, that's interesting, and that reflects our culture," said August Goldman, Chief People Officer at GoDaddy.

To accomplish this, GoDaddy began searching for a modern intranet solution to connect their workforce. However, they struggled to find a solution that was easy to set up and use.

SOLUTION

After reviewing several options, GoDaddy decided that Jive was the best fit for their team. Jive stood out because it was a feature-rich platform that's easy to deploy and manage in the cloud. Quickly, the company decided that they would roll out a Jive-powered intranet to all employees.

GoDaddy's new intranet, "The Planet," soon launched and employees flocked to the platform. It became the home base for all company information. With The Planet, users can find company news, participate in discussions and connect with other employees.

It's also easier than ever for users to find important documents, company policies and onboarding information. Jive's PeopleGraph drives powerful search that puts all the content users need right at their fingertips. This makes it possible for employees to find what they need fast and get work done.

Within months of launching, The Planet was already having a big impact on GoDaddy's workforce. Now, employees can quickly communicate and collaborate with each other and it's clear that teams are taking advantage of that. In The Planet's first six months, the platform had more than 4 million page views and 11,000 pieces of content. Employee engagement also increased by 81% in GoDaddy's customer care group.

Today, Jive empowers GoDaddy employees to contribute ideas and execute the company's mission. As the company continues to grow, employees use their Jive instance to stay connected.

"It's a channel for directly engaging our 5,000 plus employees, hearing their voices and benefiting from their insights," explains Goldman.



Jive has made a real difference at our company in a very short period of time. People feel more connected to each other. People feel like they have a voice to bring up their ideas, to respond to others. Jive isn't just platform to read, it's a platform to be involved."

August Goldman,
Chief People Officer, GoDaddy



READY TO DO BUSINESS WITHOUT BOUNDARIES?

Let us show you how Jive supercharges search and collaboration to help your people do their best work.

[GET YOUR DEMO](#)

jive
jivesoftware.com