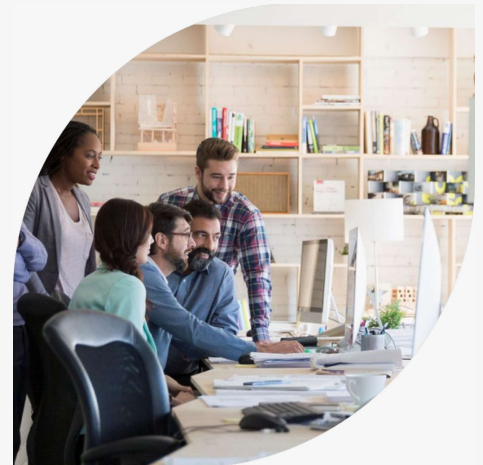




How Cambrian Credit Union achieved a 96% intranet adoption rate with a well-designed and organized intranet from ThoughtFarmer.

Industry
Financial Services

Employees
400



Challenge

Cambrian's previous in-house intranet was outdated, serving as a limited basic document repository and staff directory with no interactive features, resulting in low engagement.

The ever-evolving finance industry made it challenging to ensure staff were up to date on important changes.

Important information was getting lost in staff inboxes because of overreliance on email for sending memos and forms.

Solution

True to its namesake, Cambrian's new intranet, MILO (Mountains of Information Logically Organized), helped bring order and visibility to company communications.

ThoughtFarmer's intuitive design system made it easy to update logos and custom graphics, keeping content fresh throughout the seasons.

Easy content management and a robust search functionality helped the team update and find information easily.

The Engagewear integration add-on kept multiple systems connected within one intranet platform, making it quicker for staff to search for what they need.

Result

Cambrian experienced a **96% adoption rate** and **improved per employee engagement by 22%** within two years of launching their new ThoughtFarmer intranet.

Improved communication by building an engaging intranet homepage that displays the most relevant information first.

Implemented a dedicated 'Cambrian in the Community' page showcasing up-to-date, interactive community-based content.

Increased searches by 40%, empowering employees to find and access the information they need when they need it.



Cambrian partnered with ThoughtFarmer to bring their vision for an interactive, organized, and eye-catching intranet to life. Their new intranet, MILO's name, which stands for Mountains of Information Logically Organized, is a perfect description of both the challenge the team was facing and their approach to fixing it."



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