

JYSKE BANK

CULTURE-BEARING, MOBILE INTRANET – PACKED WITH VIDEO



JYSKE BANK

Back in 1982 a journalist compared Jyske Bank to an atlantic wolffish. Ever since then, the atlantic wolffish has been a mascot and symbol of the unique culture that exists in the financial institution. The reason is to find in the nature of the atlantic wolffish that is characterized as a peculiar and extremely active fish oxidizing the water surrounding it.

In the same way, Jyske Bank has a tradition to find new ways and create activity in the financial sector. This is supported by a company culture that pursues values as being unpretentious, open and to show equal respect and commitment.

Offering a full range of financial services, mortgage credit and advice to private customers as well as businesses, Jyske Bank today employs 4021 employees in 101 departments worldwide.

Source: jyskebank.dk

SpørgBar
Spørg om alt,
få svar på det meste

JYSKE BANK IN NUMBERS

4021

employees

200000

shareholders

101

departments

A CULTURE-BEARING SOLUTION

Due to the organization's many departments, employees in Jyske Bank are spread across different locations. When Jyske Bank were to renew the organization's intranet, the goal, therefore, was to create a culture-bearing solution that could help bind the organization together around a common culture.

The focus fell naturally on the social intranet, tells Per Esmann Jensen, Branch Manager, Communication Online, Jyske Bank:

"Open debate is part of our culture. We saw the opportunity for it to come into play".

At the same time, the solution should match the modern mobile life and be able to focus staff attention around the organization's activities as events, video and news.

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We wanted to deliver internal communication that supports the corporate culture even better. That gathers the organization and further develop our culture of open debate.

Per Esmann Jensen,
Branch Manager,
Communication Online,
Jyske Bank

JB UNITED – INTRANET WITH AN AURA OF FAN CULTURE

The world of sports and the commitment characterizing the fan culture surrounding a football team evoked inspiration. And JB United was created: A news driven intranet that matches the modern reality where online communication is social, mobile and packed with video. And of course, can be downloaded as an app!

JB United contains news and debate in the shape of text as well as video – as the bank's own TV station is a huge supplier of content. All content can be liked and commented and employees can start a thread in the shape of text or video.

At the same time, the solution gathers attention around internal initiatives as events and important news. This creates a common understanding in the organization.



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The open debate produces an evident value. The critical dialogue, that exists in every organization, is moved from the nooks to an open room. Here, the debate is visible to everyone and answers can come into play.

More than once, we have seen that a debate, started by an employee, results in a broadcast, produced by our TV station, where management participates.

Per Esmann Jensen,
Branch Manager,
Communication Online,
Jyske Bank

EVIDENT VALUE

Jyske Bank records evident value from the solution. Per Esmann Jensen tells:

“With JB United we have registered 8 - 10 times more dialogue on our intranet. This means that the organization is now better united than ever.

We have, also, moved some of the critical dialogue, that would otherwise have taken place in the nooks, to a forum where we all have the possibility to contribute and where management can add points of views.”

In this way, Jyske Bank has achieved the goal to unify an organization with many employees in different locations around a culture-bearing intranet. As the atlantic wolffish energetically oxidizes the environment surrounding it, the open debate culture can unfold in JB United and not only create life, but also new ideas.

At the same time, the free and open debate, that every employee has the opportunity to take part in, is an example and realization of the bank's

values of being unpretentious, open and to show equal respect and commitment.

This year is the second year in a row for Jyske Bank to bring home prizes from Digital Communication Awards in Berlin – among others in the category “best intranet”.



JB United's logo – with the atlantic wolffish and analogies to the world of football.

THE RESULT IN NUMBERS

3500

employees have
downloaded JB United as an
app

506

contributions with, in
average, 6 comments since
launch

600-800

employees use the app
on a daily basis - of this more
than half before normal
working hours

151

videos have been
uploaded since launch

LOTS

of likes on all content!!

”

When we went through a huge fusion, JB United, and the possibility for dialogue it offers, provided a kickstart for the two cultures to blend. We have come a long way in merging the two organizations on a cultural level. This is, not least, a result of the fact that we had JB United in the process.

Per Esmann Jensen,
Branch Manager,
Communication Online,
Jyske Bank



THE IMPLEMENTATION OF A WINNER SOLUTION

JB United is based on Wizdom and SharePoint.

Wizdom's news module, Noticeboard, and Wizdom's responsive design constitute a great part of the solution.

Noticeboard's subscription management system makes sure users are only exposed to relevant content. At the same time, an intuitive interface makes writing, commenting and reading news available for everyone in the organization.

Wizdom's responsive design provides the basis for a solution that works on all platforms.

"Wizdom's Noticeboard has been crucial for the solution. The responsive design in Wizdom meant that we could build the mobile part of the solution much easier." tells Per Esmann Jensen.



Wizdom has worked as a template for how to use SharePoint. This has helped us move fast and easy in a number of ways.

Per Esmann Jensen,
Branch Manager,
Communication Online,
Jyske Bank

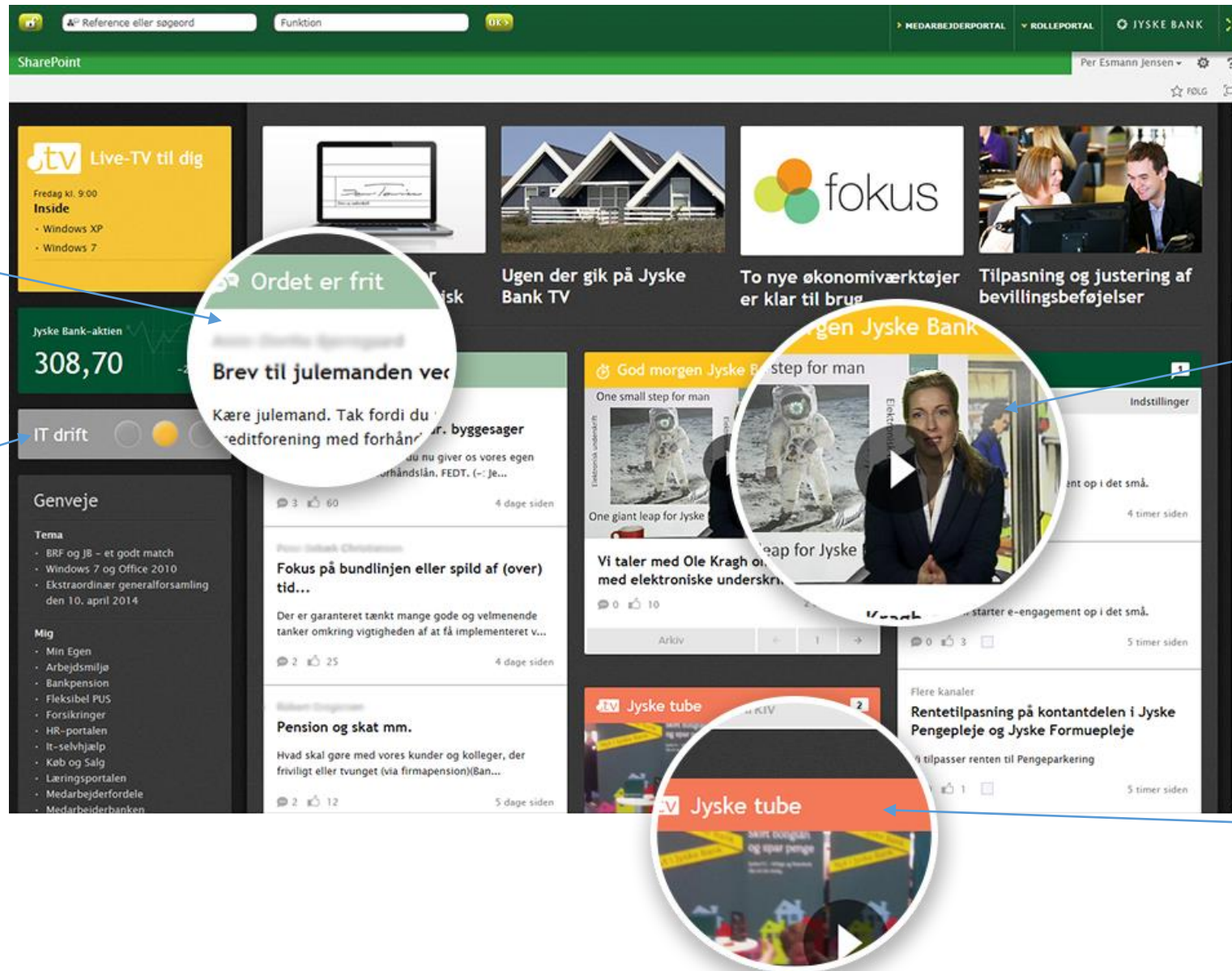
A modern design – for mobile as well as desktop – has been a crucial part of the solution.

Front Page of Jyske Bank's Intranet, JB United

The front page is packed with instances of Wisdom Noticeboard. Jyske Bank uses Noticeboard to everything from communicating top news to press cutting, debate forum and video.

In "ordet er frit" (the word is free), employees can contribute and start a conversation thread.

Traffic signal shows status of IT operations.



Jyske Bank's own TV studio produces, among others, morning television to inform staff. The broadcasts are available from the intranet.

In "Jyske Tube" employees can upload videos that are shown at the intranet's front page.

An app makes it easy to add videos from a smartphone. In this way, it is easy to share e.g. glimpses from an event.

Also "how to" videos, e.g. with tips from IT, is shared here.

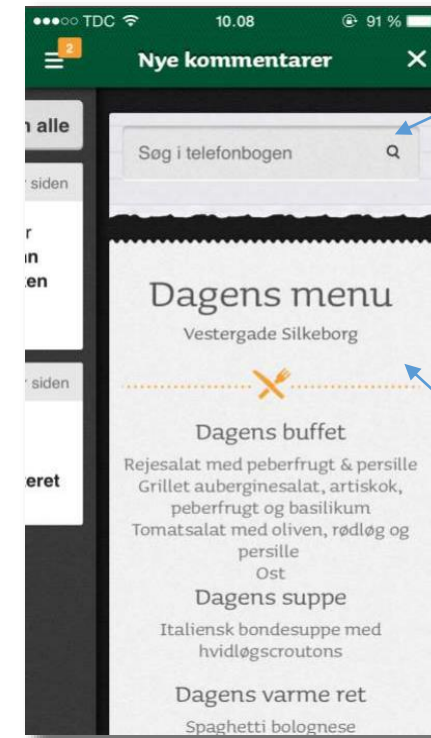
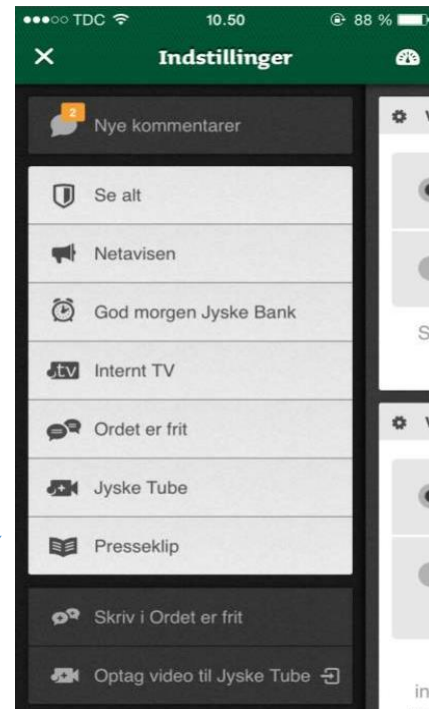
JB United App

Jyske Bank meets the modern reality with a mobile app version of JB United. JB United, also, has it's own app store.

The front page of the app shows the news flow.



The mobile menu makes it easy to follow specific news channels and create news.



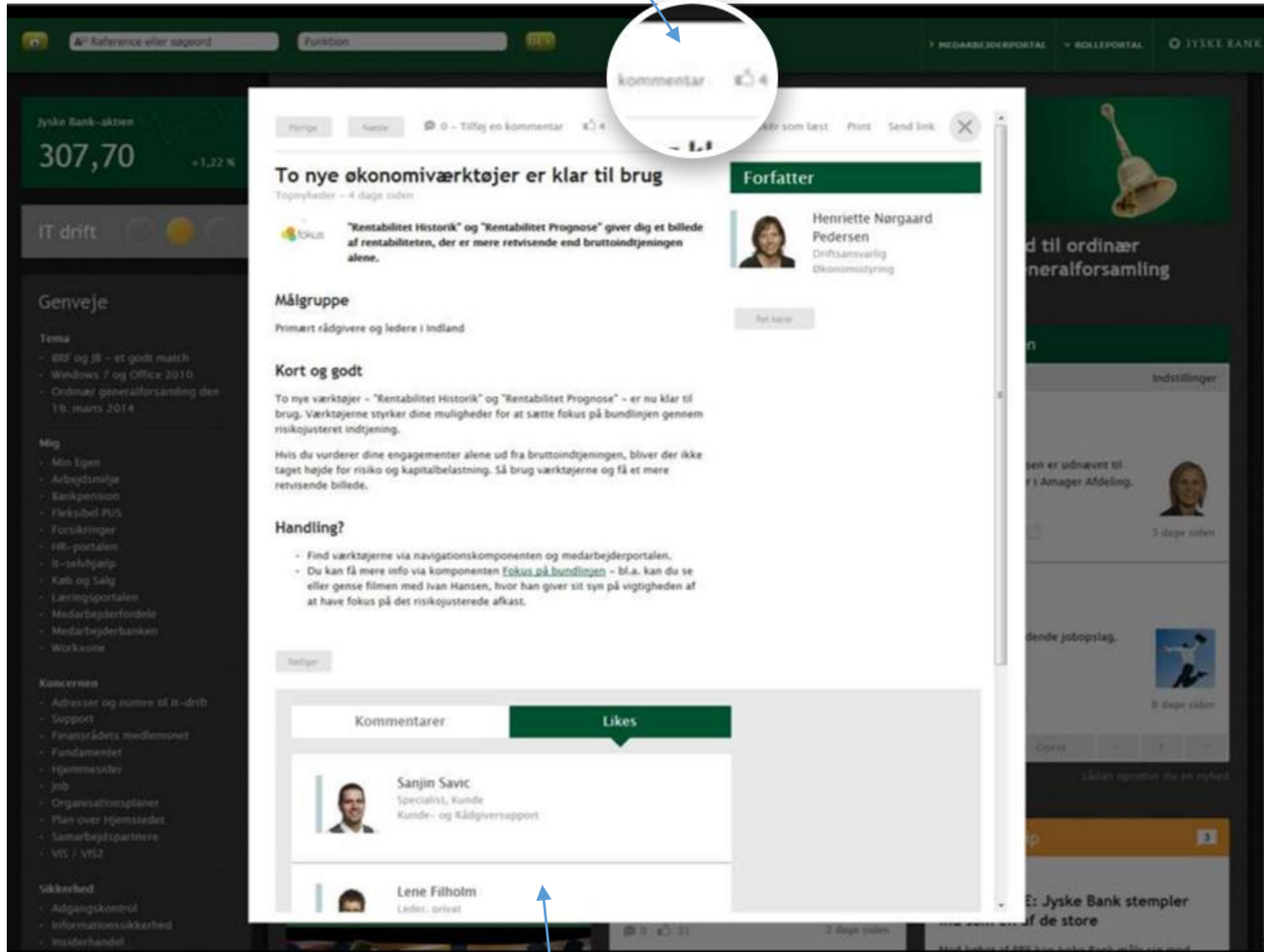
It is easy to find contact information on a colleague – also on-the-run.

The app allows employees to send their business card electronically.

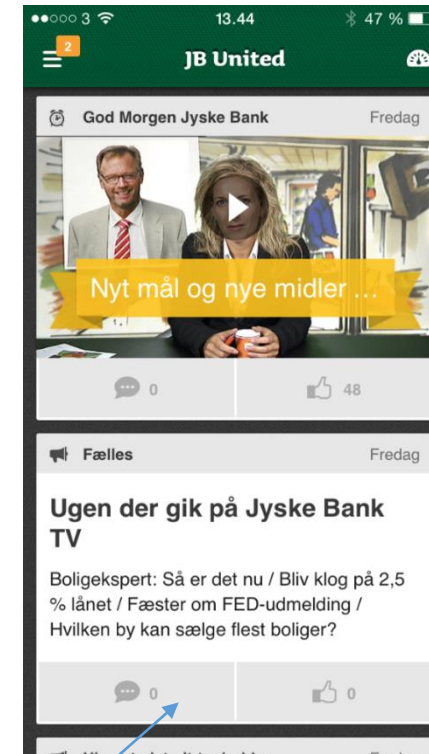
Menu of the day.

JB United News

To like or comment on a news is no longer than one click away.



2/3 of all news are commented on – typically with several comments.



It is, also, easy to write, comment and like news from the mobile app.

The user is notified of new news and comments.

