

Building a Culture of Engagement with Sound Credit Union

Sound Credit Union wanted to bring employees together across departments through their intranet. In the first year with Igloo, they continuously ran engaging campaigns designed to drive adoption and build culture across teams.

The Year-One Campaigns

Quarterly campaigns in “The Current,” Sound’s intranet, cemented the tool as the core of their culture. Incentives to use The Current to its fullest quickly incorporated site into everyone’s daily routine.

+ “Like What You See”

Users who liked at least five pieces of content were entered into a draw, giving employees a strong incentive to interact with one another in their new digital workplace.

+ “Diving into the Current”

Employees were entered into another prize draw if they reviewed updated or underutilized areas of The Current, spreading knowledge and increasing the value employees gained from the site.

+ “Current Champions”

To celebrate one year using Igloo, the Current Champions program recognized champions for views, likes, and other contributions like exceptional or outstanding content.



INDUSTRY
BANKING



EMPLOYEES
200 - 500



What did the Campaigns Achieve for Sound Credit Union?

Here’s what the team had to say.



Steady Engagement Growth

Organizers quickly surpassed their engagement goals with steady engagement growth.



15% Increase in Likes on Content

Two-way participation in the digital workplace quickly became the norm.



Engagement Beyond Campaigns

Even in areas where engagement wasn’t incentivized, like training channels, organizers reported an increase in likes and comments.