

5 QUESTIONS WITH

Leidos

Leidos has a long, successful history of embracing and solving some of the world's toughest challenges in the civil, defense, health, and intelligence markets. We chatted with Tammy Triplett, the Internal Communications Business Process Manager, to learn how their team overcomes the challenges of managing more than 140,000 pieces of content while optimizing how the search function performs to produce recommended results for over 40,000 employees accessing their digital workplace worldwide.

Tammy also shares a very unique initiative for Leidos, launching a 25-hour live virtual conference that brought together employees and the best technical solutions from around the globe — all from Igloo Software's platform.



Tell us about Leidos

Leidos is a Fortune 500® company headquartered in Reston, Virginia with employees across 126 countries. While most locations are in the United States, We have a large presence in Australia and the United Kingdom — we even have a small presence in Antarctica. With a distributed workforce and about 55 percent of employees not at a Leidos location and many embedded at customer sites — this segment of our employee population is the hardest audience to reach and engage — a natural step for us is to leverage a modern digital workplace to help solve this problem.

Our mission is to make the world safer, healthier, and more efficient by leveraging our technical core capabilities across civil, defense, health, and intelligence. People are our greatest asset. We work to support our employees, ensuring they are well informed and have the collaboration tools necessary to carry out our mission.

Tell us about your Igloo community and how it came about?

We replaced our legacy intranet solution, JIVE, with Igloo's platform in 2018. We carried over the name "Prism" to provide continuity for the users. Prism's mission is to foster enterprise collaboration, connection, and communication by providing user-focused content and knowledge sharing. Our tagline is *Connect, Collaborate, Communicate*, and with greater than 90% of our more than 40,000 users, we are achieving this every day. We use Prism for our internal collaborative intranet and our people directory with robust profile information.

It's no secret that an intranet designed with employees in mind will keep them engaged and provide a high-value user experience. To be truly valuable to our employees, it's important for us to provide freshness and consistency to create a frictionless and positive user experience. To start, we set Prism as the default landing page for all Leidos-managed computers to serve as a single sign-on portal, making it easy for employees to leverage Prism as a gateway to all enterprise systems.

Each time a Leidos employee opens a new browser, they will likely experience a new piece of content or several new pieces of content on the page — this is because we curate content from across the platform as the content is available. These updates appear multiple times a day in the news carousel and the company news headlines. We also have other areas on the page that are updated dynamically and at varying frequencies — weekly, daily, and even every 15 minutes for our stock market performance.

While we have dynamic content constantly being updated on our landing page, the one thing that doesn't change is the page layout. This is intentional. Just as brands unify their product packaging to make it easy for their customers to quickly recognize and engage with their products, we use this same psychology of using *muscle memory* engagement from our employees with our landing page so it becomes second nature. Using muscle memory, our users will gravitate to the same place on the page to consume the same kind of information or resource nearly every time they visit the platform. We also make it easy to access the most needed information with Quick Links to the most used items across our enterprise such as Payroll, People Search, our HR Systems and so on. The goal is to simplify employee's journey and this helps them be successful in what they are working to accomplish.

Delivering a digital workplace that brings value and improves the user experience, required a platform to evolve with us — one that was developer-friendly and easier to stand up and maintain with less technical resources. Igloo's networked enterprise architecture is fundamental in supporting our merger and acquisition activities to segment our business operations. Our move to Igloo provided the flexibility we required to make these activities possible. As well, Igloo's granular permission capabilities allowed for better information and communication controls.





LeidoSphere Live Virtual Event

The team at Leidos put together a first ever enterprise-wide live virtual conference that brought together employees from around the globe. This 25-hour live virtual event that spanned four countries, with 63 presenters, giving 51 30-minute sessions, gave an opportunity for 7,200 Leidos colleagues worldwide to interact. This event also showcased how Leidos continues to differentiate, innovate, and excel in the markets they serve.

The inspiration for this event came from their Australian team who launched a tech talk exchange as a means to connect and engage employees working in silos (exasperated by the pandemic) or who had minimal exposure to share their work and access other teams. It was a starting point to introduce ideas and people, and a positive step toward greater collaboration.

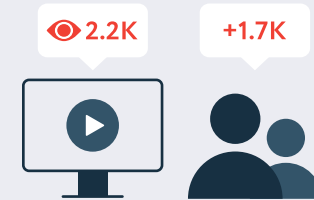
The communication plan is a key component of any successful event. Leidos leveraged Prism to post a blog that was featured on their home page on their carousel, as well as graphics throughout various pages across Prism. Leidos also had the event as a feature in their weekly Leidos newsletter as well as many other means to communicate to their employee base.

SUCESSES SHARED

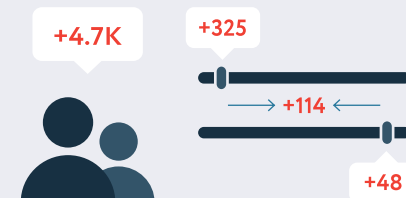
EVENT METRICS



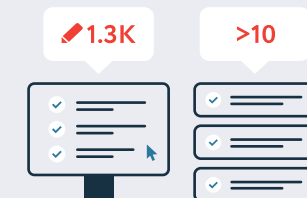
Pre and during-event saw 10,137 page and event views by 4,720 people.



The first two weeks post-event had 2,265 views of the recorded sessions by close to 1,700 people.



The live event had close to 7,200 attendees. At each session, numbers went as high as 325 and as low as 48 attendees, averaging to 141 per session. Many people attended more sessions than they originally RSVP'd for.



Of the 5,300 people who RSVP'd for sessions, 1,328 people registered for more than one, and many of those registrations RSVP'd to more than 10 sessions.

The metrics and post-event survey from participants tell the story of an extremely successful event — the pressure is definitely on for Team Leidos to do it again next year.

What are some of the problems that were solved with Igloo?

Given our large and complex structure, our top priority was mapping out our pages and managing our volume of content to keep our employees informed and engaged. Specifically, our challenges were being able to:

- Effectively promote our 882 pages to make them easy for employees to find, and;
- Manage our more than 140,000 pieces of content producing relevant results when our people use the search function.

The results users see on a page can make or break the user experience, and with more than 140,000 pieces of content, 882 pages and 350 collaborative spaces it was imperative for us to help people land on the right page so they can ultimately find the information they seek.

A real example of this use case searching the words “human resources” produced more than 18,000 results.

Prior to solutioning this issue with phrases, the HR page was on about page 10 of these results, which means no one ever found the human resources page in search. Layered on top of this, very few pages have single words (i.e., human or resources as individual search words) that would make sense to promote one page over less relevant pages. This was pervasive across Prism.

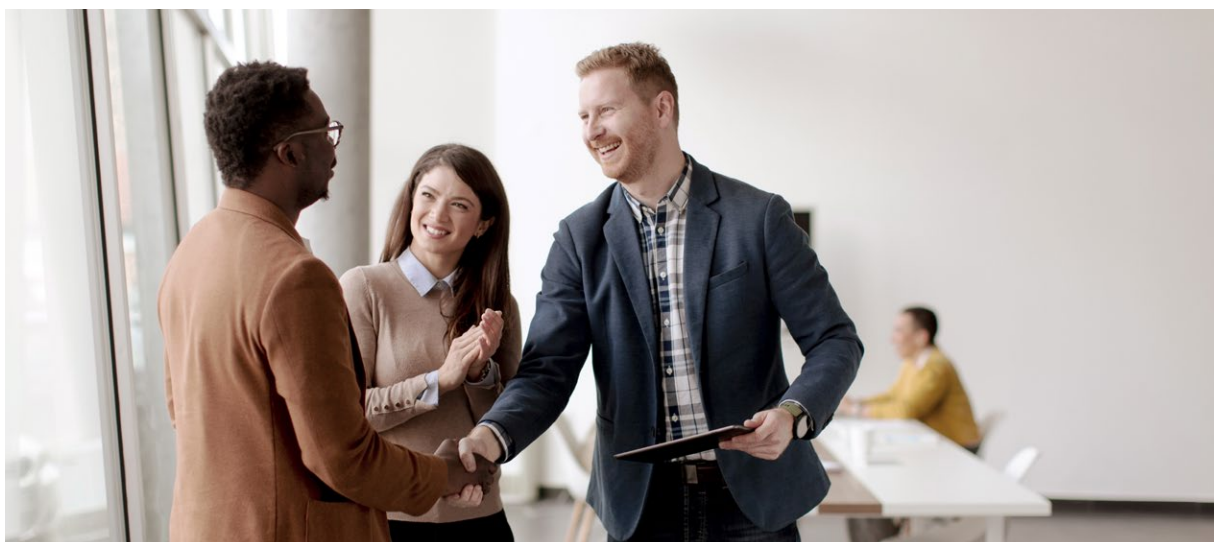
To solve this problem, as soon as phrase capability was added to the recommended results feature, we implemented phrases in addition to words. We did this to ensure that pages or wikis returned in the results were above forums or less relevant content. To take it up another level to make our search function even more robust, we leverage our reports to tell us what people are actually searching for and ensure the right results are at the top. We have also taken a proactive approach adding page titles as phrases for all 882 pages (along with variations of those titles) for recommended results. In addition, we also have about 900 other phrases going to specific content that is mostly contained in our wikis.

How do you measure the success of Prism?

We use a combination of tools from Igloo analytics, PowerBI and Adobe analytics and a few other sources to gather and report on top-level metrics to provide to our leadership and users on a quarterly basis. Comparing metrics year over year, we’ve seen significant improvement in many areas. We already had high engagement rates with our employees interacting with Prism at 84%; still, we were able to grow that number by more than 7% to over 90% of our employee population logging in to use Prism on a regular basis.

Our first month of data since implementing the phrase changes in our recommended results showed encouraging data. Prior to implementing phrases in recommended results, we were monitoring the number of terms that had over 100% increases in searches by our users. These are the users that were searching for the same terms over and over and having to sift through several results before finally landing on the right result. There was an average of 150 of these searched terms with greater than 100% increase every week. Once phrases were added, we saw a decline in this repeat search activity number by 77% from 150 words to less than 35 words every week. What’s also promising is that our new report for recommended results that Igloo is helping us improve showed in the first month that 460 recommended results were clicked.

The combination of metrics is vital for us to ensure we are keeping pace with our efforts to improve the experience for our users and limit the friction that can be caused by using a large and complex digital workplace like ours. With any dramatic change we see in our reporting, we look at the why. *What changed to cause it, what can we do to further any favorable motion, or what can we change to avoid any unfavorable motion?*



Why do you like working with Igloo Software?

Hands down, the knowledge base and support that Igloo provides — I find both invaluable. There are so many great resources available on Igloo's Customer Care to help you with every step of your digital workplace journey. I'm a very active member of Customer Care. If I were to narrow the top go-to resources that I use most often it would be the Knowledge Base for new features — I go there to figure out what they are and how to use them; the Product Zone to add and vote for ideas that I'd like to see happen, and what I probably use the most is the Community Events discussions and support forums. In these forums, I get to engage with 'Iglootes' and other customers on various topics — it's amazing for sparking ideas for things that I can implement on our platform. It's a great site and I couldn't live without it.

What does the future hold for your Prism?

I see Prism as a work in progress — it's constantly evolving. Using metrics to help us determine where to focus our efforts next has really paid dividends. We will continue our efforts to improve our search and reporting capabilities, as well as a revamp of our HR and IT content — these are the two largest areas of our architecture and content. In addition, we have launched a new page administrator campaign to provide our 500+ page administrators with reminders and tips about why and how to keep their areas fresh and clean to ensure the best user experience for all users. This ongoing effort will help minimize the friction and improve the findability of the resources our employees need to be productive. In general, no news is good news. People use it, find what they need and get on with their jobs.



Tammy Triplett

*Internal Communications Business
Process Manager*

Tammy has been with Leidos for close to 30 years and is based in Reston, Virginia however she calls Florida's gulf coast home. She has held a variety of roles during her tenure at Leidos, and for the last 10 plus years, she has acted as the company's Prism Digital Workplace Manager, partnering closely with their IT team.

Her responsibilities are vast from developing the high-level strategy to executing transactional items for the business. Specifically, she enables more than 500-page administrators to be the community managers for their areas of Prism. Outside of work, Tammy loves to travel. Recent years have found her taking cruises and travelling to places like Canada, Mexico, the Mediterranean, Alaska and many Caribbean islands.

[See LinkedIn profile →](#)

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At Igloo, we are always innovating, keeping up with the way the world works today. We help companies move beyond traditional intranets to inspiring digital workspaces that improve communication, knowledge sharing, collaboration, and culture. We don't just provide the technology; our leading team of engineers and support professionals offer best-in-class services to ensure success for every customer.

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