Accenture People: Connecting colleagues online for high performance
Employing some one-quarter million people who avidly embrace advanced technologies, Accenture has long recognized the value of helping everyone connect with anyone. Today, the Accenture People online tool is a leading-edge environment that makes it easy for employees to interact and share skills, interests and activities across Accenture’s global corporate network, meshing the best of business networking and social networking capabilities.

**Business Challenge**

Developed in response to employee suggestions, Accenture People was launched in 2008 as a collaborative business network, replacing earlier communication solutions that enabled employees to share expertise but were not interactive or user-friendly. The platform supporting Accenture People quickly became a new and innovative way for colleagues to connect, transforming the way they identified expertise across the company.

As time passed and as Accenture’s workforce grew steadily larger and more diverse, it became clear that an evolution of Accenture People was required to maintain its usefulness and to enhance the critical, cutting-edge capabilities that had helped it become so integral to employee performance.

The revision of Accenture People began in 2011, driven largely by the activity streams and social networking capabilities. As with all of the CIO Organization’s applications and projects, the development of the new Accenture People tool involved a global network of resources, including a 12-person Manila-based team. The project began with the construction of a prototype, followed by in-depth comparative analysis against LinkedIn and Facebook functionality, and extensive user testing and feedback before its release. This process helped ensure that the refreshed online environment delivered significantly better overall performance, epitomized by pages that load in less than two seconds.

As several other Accenture line-of-business applications included links and references to employee data, links and service references had to remain the same.

To amplify and accelerate the opportunities for sharing employee knowledge and experience, Accenture People has also integrated a wide variety of the latest available tools and technologies:

- Employees can now search for colleagues based on phonetics, without having to know exactly how a name is spelled.
- New “autocomplete” search features with thumbnails and basic demographic information help locate people 15 times faster than the previous “type and click and search” method.
- To help employees expand their networks, the “People You May Know” function provides matches based on multiple factors, including employee profiles, previous projects and locations.
- An “Activity Feed,” prominent on every page, helps employees to easily keep track of what colleagues are saying and doing in their areas of interest.
- Blogging capabilities have been significantly enhanced with the adoption of the WordPress system, widely recognized as the industry standard, enabling employees to set up a blog, integrate links, video and audio from any site, and promote their ideas with ease.
- Microblogging, much like Twitter, also makes it easy for employees to reach out across the entire global workforce for their information needs, facilitating the quick exchange of ideas, and enabling questions to be asked and answered efficiently.

"Accenture believes our people should be interacting across the enterprise as intuitively as they do on Facebook and other social sites," explains Chip Allen, who led the initiative for the CIO Organization. "Our goal with this refresh was to create an Accenture People environment where connections are second-nature and collaboration is effortless. We think we succeeded."
Newly designed Accenture People profile pages emphasize the features employees use.

Accenture People enables employees to connect with the latest tools and technologies.
High Performance Delivered

The refresh of the Accenture People online tool has resulted in significantly improved performance for Accenture's one-quarter million employees. Since the new platform went live in 2012, Accenture People is much faster, and functionality in several important areas has been enhanced. The most frequently used data can be found at the top of pages, with the need for clicks having largely been eliminated. This ease of access to Accenture's vast global resources is helping to improve issue resolution, drive professional growth, and boost productivity for all employees.

The fact that Accenture People now provides the best of business and social networking capabilities, and once again provides a state-of-the-art, integrated approach to information and communication across the enterprise, has greatly increased its use across the global workforce. Recent metrics demonstrate how Accenture People is now helping to connect Accenture professionals efficiently and effectively.

- Nearly 1,500 microblogs are sent on any given day, streamlining the exchange of information and decision-making across Accenture.
- Adoption of the industry standard for blogging has resulted in 100 blog posts per day, helping to share and promote innovative ideas, insights and points of view.
- In an average month, approximately 30,000 employees update content on their Accenture People pages, making it easier for colleagues to understand and take advantage of their knowledge.
- Improved access and performance has led to about 500,000 people searches every month, and resulted in richer search results.

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 249,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US$25.5 billion for the fiscal year ended Aug. 31, 2011. Its home page is www.accenture.com.

For more information about Accenture's IT organization, visit: www.accenture.com/internalit