

# Bold strategy and design drives a transformative consumer-grade digital employee experience for entertainment giant.

## Business Challenge

A global mass media and entertainment conglomerate was undergoing rapid transformation as part of a merger and needed to digitally integrate and modernize the numerous intranet properties from the legacy business.

The client was facing a challenging landscape, both internally and externally. They had a shifting business strategy that included the integration of three legacy business units, needing to maximize their traditional business while layering in a hyperfocus on streaming content. External forces that created added pressure were the COVID-19 pandemic and the strategy around if-and-how to safely return-to-office. On top of this, the client was going through an internal transformation: a rebranding effort for the newly-created entity, cultural

integration, and platform transformation. Their mission was to harmonize HR technologies across the entire company and create a simple, consumer-grade experience tailored to their people's needs. They wanted to give employees an individualized experience in an integrated ecosystem designed to connect teams across divisions, functions, and geographies.

Logical Design Solutions was chosen to partner in the digital strategy and design phase to create a best-in-class digital experience for employees globally.





## The Solution

Logical Design Solutions started with an experience strategy and roadmap that gave all constituents—employees from around the globe, managers, new hires, and leaders—a voice and met their unique, individual needs. The strategy was followed by a consumer-grade design that created a unified enterprise digital experience for all employees – a platform for strategic communications, connectivity, collaboration, and innovation.

This platform constitutes a “best-in-class business asset” as part of the media company’s building blocks for success. This vision aligns to strategic priorities around enterprise modernization, integration, and the future of work. The best-in-class employee experience Logical Design Solutions designed includes:

- A modern and consumer-grade experience that provides the experience that employees expect from a leading global media company.
- A seamless employee journey bridging organizational silos to create cohesive journeys in the context of communications, services, career, and community.
- A personalized, relevant experience that is narrow-casted and hyper-personalized to be timely, useful, and engaging, and addresses global and local affinity.
- Effective attention management where the experience “follows me” and brings important items or issues to my attention as a matter of my role, interests, eligibility, or prior behavior.
- A specific experience for Managers to help them better lead and their support their teams as the company instituted a new HCM platform.



It works flawlessly and looks fabulous! Everything my team and I could possibly need is in the platform.

- Access for all from any work environment, an experience that connects every user to vital information across the enterprise.
- A responsive, mobile experience that flexes to perform optimally across multiple devices, channels, and touchpoints.
- Easy navigation and effective Search that are intuitive in guiding people to the resources and answers for which they are looking.
- A systematic and scalable foundation that uses a logical ecosystem architecture to grow with emerging technologies and new business scope.

## Our Approach

To successfully create a new global digital experience to deliver personalized content and experiences to every employee, Logical Design Solutions leveraged its holistic methodology “The Logical Approach.” Our unique approach carefully considers all the dimensions and trade-offs of business goals, experience outcomes, ecosystem complexities, operational impacts, organizational readiness, and IT strategy to define an experience strategy and roadmap to realize design. This transformation required deep partnership, trust, and shared empathy with stakeholders and business consumers alike.



LDS has been our partner for over 18 months now. We have an incredible relationship with them, and continue to do amazing work together.

## The Benefits of The Logical Approach

- Working across organizational silos to engage stakeholders from businesses and functions to align around enterprise common goals and capabilities
- Performing business design to achieve a global common experience, with only necessary variability
- Mitigating pain points while seizing optimization and digital innovation opportunities
- Rationalizing the organization’s many business initiatives, programs, and systems into a cohesive, meaningful user experience
- Adopting people-centric approaches that factored the user’s perspective and catered to both their common and unique needs. Ongoing user participation supported the iterative design process and provided input into adoption plans
- Harnessing the power of digital-first capabilities, including integrated social, omni-channel, mobile, cognitive computing, and point-of-need analytics to improve decision-making
- Harmonizing a complex ecosystem with well-defined roles and relationships among digital properties. The resulting leaner, more purposeful digital landscape helped create a seamless experience for business consumers and maximized the value of digital investments for the business
- Partnering with IT stakeholders to create a compelling experience through a digital-first foundation – driving alignment with the overall IT strategy





## Results and Impact

The solution provides employees the personalized services and resources they need to be connected, informed, and empowered. The result is an employee experience that leverages digital to accelerate change to become an integrated enterprise, with people at the center and digital as a common capability in a hybrid work environment.

### For the business, this new digital experience:

- Reaches all people with global, strategic communications and relevant “local” communications
- Drives integration and collaboration across business units, brands, and geographies
- Aligns people to the mission, values, goals, and imperatives across the enterprise
- Fosters agility and adaptability to move quickly
- Embraces new and diverse voices
- Enhances efficiency and productivity
- Leads the industry in a fast-changing, market-driven business ecosystem

### For people, this new digital experience:

- Provides the tools to navigate the organization and thrive
- Organizes resources, information, transactions, and people so that they are easy and intuitive to find
- Immerses people in a common purpose and culture of belonging
- Highlights diverse and global career and development opportunities
- Inspires engagement and participation
- Provides the tools to succeed in decentralized and hybrid work environments
- Delights with a consumer-grade experience
- Empowers people to work digitally and self-serve
- Maximizes value and accelerates growth

# About LDS

We are a digital strategy and experience design consultancy to global enterprises in transformation. For over 30 years, LDS has helped market leaders realize their most important business and people strategies through technological innovation.

Our expertise is inside the enterprise. Our purpose is to help large organizations operationalize their digital transformation for every employee. Our work is focused on the win-win outcome – where business performance is elevated, and where people feel valued and empowered in their work.

Clients come to LDS because of our reputation for intellectual rigor, our foundation in visionary experience strategy, and our commitment to enabling digital transformation for businesses.

The future of human work is our domain. Learn more by visiting [www.lds.com](http://www.lds.com).

## KEY STATISTICS



The client was a business in transformation: they needed a world-class employee experience based on what mattered most to their business and people, and factored in their legacy intranets and technology investments.

Fortune 150 institution



Unites company through a single experience

30,000 employees



39 countries

Diverse work environments, including in-office, at-home, hybrid, and other onsite environments.



Digital properties include: ServiceNow, SuccessFactors, SAP ECP, Frontier, ADP, Slack, Facebook Workplace, iCoach, Benevity, Cornerstone HR, TeamSeer, and many others.





*A digital strategy and  
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