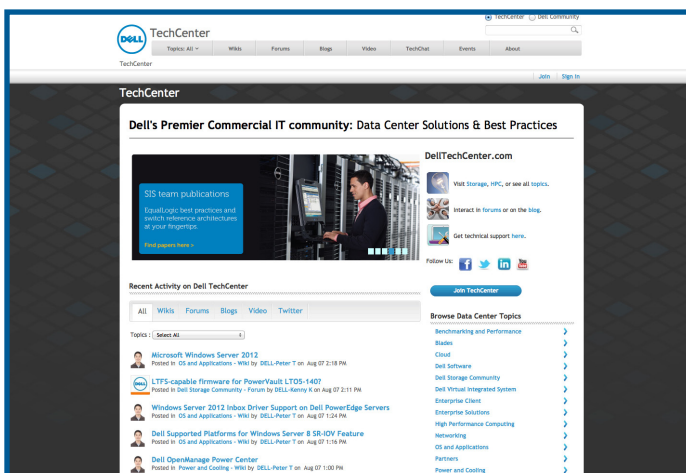


## Dell Promotes Employee Collaboration and Drives Sales

Founded in 1984, Dell was created with an unprecedented idea—by selling computer systems directly to customers; it could deliver the most effective computing solutions to meet their needs. With 109,000 employees worldwide, Dell is committed to making technology more accessible to people and organizations across the globe.

Today, Dell connects with more than 5.4 million customers every day, including large enterprises, public institutions, small and medium businesses and individuals. It ships more than 120,000 systems daily to customers in 180 countries—that's more than one every second. Dell is the number one provider of PCs to both public sector customers in the US and large enterprises worldwide. It does business with 95 percent of Fortune 500 companies.



Dell unites a global employee base with a social intranet.

## Challenge

### Create knowledge management platform for global services team

“Dell has more than 50,000 service agents around the globe who are subject-matter experts in their field and help our customers further their business needs,” says Kyle Johnson, Senior Manager, Global Services, Dell. “In order to work together and collaborate on customer issues, employees would email one another to ask questions, and then wait for a response. We needed a better way to connect our globally-distributed workforce and capture the collective knowledge of our employees.”

Dell decided to create a central area for employee collaboration. Already using Microsoft SharePoint as a document repository, it wanted to launch a social intranet to enable global collaboration, knowledge exchange and ongoing support.

## Solution

### Connect international workforce with a social collaboration platform

To evaluate social platforms for the workplace, Dell researched industry analyst reports on enterprise social platforms and vetted the included vendors based on their business needs. “Our criteria for a social intranet included cutting-edge social features out of the box – including all of the bells and whistles, seamless integration with SharePoint, a solution that would be quick to implement and a solid vendor relationship to ensure that we could make an impact on its product roadmap,” says Johnson.

*“We chose Telligent because it’s a recognized leader for social software in the workplace. The Telligent platform enables the Dell global services team to collaborate together for sales and support.”*

**Kyle Johnson, Senior Manager, Global Services, Dell**

Dell's IT team launched its community, Knowledge Management Portal (KMP), within eight weeks to thousands of its services employees. Telligent provided additional support for the implementation and strategic advisory services to help Dell craft its business objectives for the community. Currently, several thousand employees are members, and Dell is scaling the community to eventually connect more than 50,000 employees.

"We want everyone at Dell to be engaged in KMP. Most of the community members are in services, and increasingly employees from sales, support and other departments are requesting access so they can participate as well," says Johnson. A majority of the participants are based in the United States (45%) followed by Europe, the Middle East and Africa (35%) and then Asia Pacific Japan (20%).



Employee profiles feature skills and education as well as badges and points earned for contributing to the community.

Dell's employee community enables it to improve workplace productivity by facilitating knowledge exchange and employee collaboration. Some of the top use cases include:

> **Sales enablement:** Employees engage in Q&A forums to quickly source solutions to issues that arise on customer sites, ask product questions and find competitive intelligence. The free flow of information, knowledge and advice improves the sales cycle by speeding up response rates and enabling employees to source expertise from subject-matter experts across the globe.

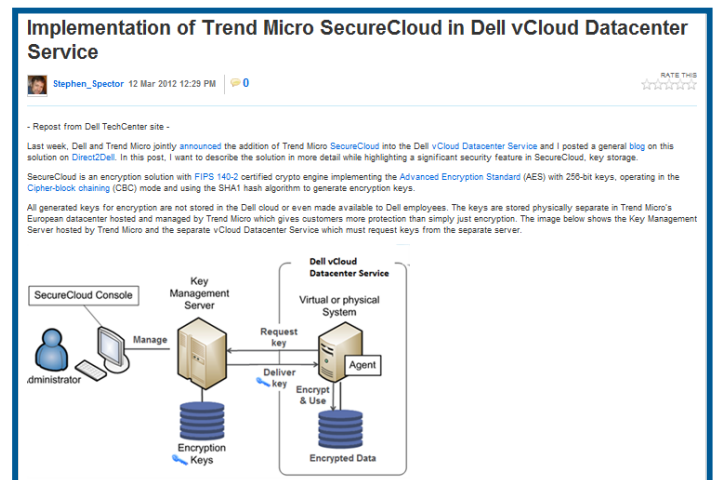
Dell also posts YouTube videos to update employees on new offerings or to break down a service capability in detail. This enhances the training and sales processes by highlighting key

talking points and competitive information. All of this information is captured for employees to search for future reference.

- > **Employee training:** Employees can easily find documentation, videos, Q&A and files to get up to speed on Dell's protocols and services. Dell also converts helpful discussions between employees in forum posts to wiki articles to build up the internal knowledge base.
- > **Corporate communication:** Dell creates blogs to ensure that company announcements, events and updates are shared in real time. Members comment on these updates, offering their opinions and asking follow-up questions on the latest news.
- > **Project collaboration:** Teams across Dell join sub-groups for focused collaboration. Different groups include pre-sales, intellectual property development, training and more. This creates a one-stop shop for people to find and discuss particular projects.

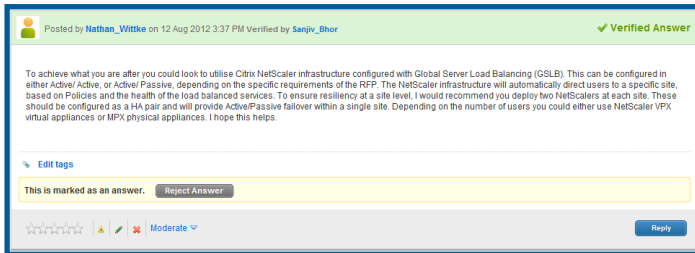
Members also have access to a corporate directory of peers across offices around the world to quickly locate subject-matter experts and collaborate on the spot. For example, an employee recently posted a sales question and received a response less than one minute later from an unknown colleague in another country.

- > **Mergers and acquisitions:** Dell KMP enables Dell to quickly onboard new employees and fold them into the collaborative Dell culture. It also posts wikis with FAQs and announcements related to acquisitions so employees understand the change management process in place.



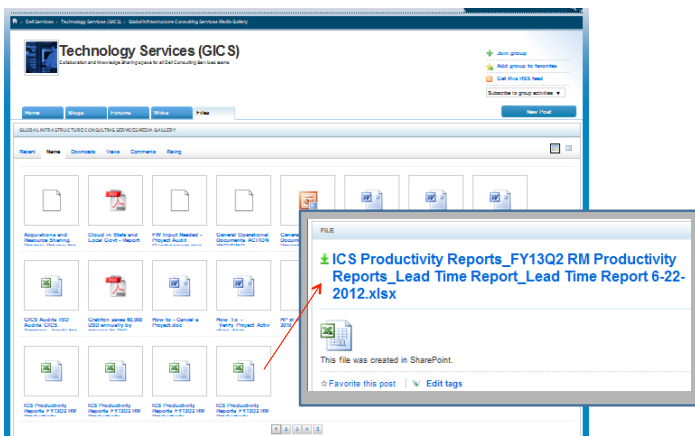
Dell blogs about corporate updates, product announcements and events.

“We are bringing employees across the globe together to improve our business,” says Johnson. “With the Dell KMP community you don’t have to know someone to get an answer, and you can talk to an expert anywhere in the world who will share feedback and helpful advice.”



Employee share advice and feedback to help co-workers solve problems.

Because Dell wanted to create a central place for workplace collaboration, it integrated SharePoint with Telligent’s social platform. “We fully integrated SharePoint, the backbone of our document repository system, and Telligent’s social platform, which helps employees be more productive” says Johnson.



Dell integrates Telligent with SharePoint to manage document collaboration.

To drive adoption and encourage active participation, Dell sends out emails highlighting popular discussions or high-profile projects in the community. This recognizes top employees for valuable contributions, while also motivating others to similarly contribute to the collective success of the company.

Members are awarded points and badges to recognize their contributions. Dell acknowledges top contributors and influencers publicly among their peers, which encourages other employees to participate.

## Results

### Increased sales and revenue through knowledge sharing and collaboration

- > **Improves employee productivity:** Peer advice and knowledge sharing improves Dell’s onboarding and ongoing training processes. Dell captures the knowledge and expertise of its consultants and best practices from successful projects and makes it easily searchable to employees across the globe. Dell can also develop junior level consultants and increase the knowledge of their sales force, which simultaneously reduces overhead.
- > **Increases sales:** Knowledge retention and sharings impact revenue by bringing people up to speed on projects more quickly, connecting experts to share advice to close sales deals and providing the necessary resources and advice to enhance the sales cycle and generate increased revenue.
- > **Enhancing corporate culture:** The KMP community connects Dell’s employees who work remotely and in global offices through collaboration. This social interaction makes the global workforce more connected and part of the company culture, which helps Dell create a more productive working environment.

### Learn more about Dell

- > Follow @Dell
- > Join Dell on Facebook
- > Find Dell on LinkedIn

### Custom tailor your community experience

To learn more about Telligent Community, visit [www.Telligent.com](http://www.Telligent.com)

- > Find Telligent on LinkedIn
- > Follow us on Twitter @telligent
- > Join Telligent on Facebook
- > Join Telligent on Google+