

Empowering a Diverse Workforce: A Digital Assistant Case Study

INDUSTRY
Healthcare



Background

Founded in 1894, Children's Wisconsin is the only independent healthcare system in Wisconsin dedicated to the health and well-being of children. They offer a wide range of care and support for children of all ages. Services include medical care, dental care, mental health, foster care, adoption, social services, child advocacy, and injury prevention. Care is provided to children from Wisconsin, Michigan, northern Illinois, and beyond.

The healthcare industry relies heavily on effective communication to ensure smooth operations and quality patient care. With a diverse workforce, this becomes even more crucial. Children's Wisconsin, a leading healthcare organization, recognized the need to optimize its current intranet platform and provide a best-in-class solution to modernize and enhance the digital employee experience, focusing on effectively communicating and supporting its diverse workforce of employees and non-employed affiliates.

Problem

Due to a large diverse workforce, Children's Wisconsin faced challenges communicating across a mix of desk and deskless workers.

- Traditional methods of communication such as email or bulletin boards were inefficient in reaching targeted groups of employees and affiliates who may not have access to a workstation.
- The intranet was outdated and lacked sufficient support for collaboration and distribution of content and services.
- Employees found the intranet lacked personalized experiences tailored to their specific roles.
- Employees and affiliates encountered challenges in swiftly accessing resources and finding information due to complex systems and siloed data.
- The intranet had opportunity to support Children's internal belief that a positive employee experience was critical to providing a positive experience for the kids and families they serve.

Goals

Update old, outdated intranet platform with a modern experience that differentiates their intranet.

Transform the intranet into a one-stop shop for employees. Providing access to what they need to know and do from multiple systems in a single, unified experience.

Streamline communications, collaboration, knowledge management, and support workforce wellbeing.

Create a strong company culture and community that supports a diverse workforce, providing every employee the opportunity to have a sense of connection regardless of their role or function.



Solution

Children's Wisconsin implemented a new intranet branded as Children's Connect on Igloo Software's platform, along with the Workgrid Digital Assistant.

Together, the two solutions have allowed employees and non-employed affiliates a modern experience that **enhances collaboration, knowledge finding,** and **a sense of community and well-being.**

The implementation of the digital assistant created a differentiator for their intranet, offering personalized notifications, reading suggestions, and convenient access to third-party resources from a unified access point.

Embedded on the intranet, the digital assistant adds value, transforming the intranet into a digital destination for all. As a result, intranet engagement has increased and the intranet has become a valuable tool for employees, serving as a one-stop shop for all their needs.

Key Features of the Digital Assistant

Integrates with Third-Party Systems

The digital assistant seamlessly connects with various third-party systems, giving employees and affiliates on-demand access to resources, such as their time off balances, daily cafeteria menus, and procedures. This integrated approach eliminates the need for multiple logins or accessing complex systems, saving time and improving productivity.

User-Friendly, Accessible Interface

The digital assistant features a user-friendly interface that is intuitive and easy to navigate. Employees and affiliates can quickly find the information and resources they need. This accessibility empowers all members of the diverse workforce to access information when and where they need it, creating a sense of community and connection for everyone.

Communications and Notifications

The digital assistant creates a streamlined experience for all the alerts, tasks, and notifications employees need to know and take action on. This personalized, single experience effectively keeps employees on track with what needs their attention.

AI Chatbot for Knowledge Retrieval

The digital assistant features a natural language conversational interface that allows users to quickly find information from benefits information to common FAQs like company device support or campus amenities.



How much time off do I have?

Time Off Balance	
Remaining PTO	80 hrs
Pending Approval	0 hrs
Scheduled	0 hrs
Taken	27.30 hrs
Total Accrued	107.30 hrs



What's for lunch today?

Here are today's lunch specials:

- **Sandwich Bar:** Turkey Club
- **Grill Station:** Stir Fry with Shrimp, Chicken, or Tofu
- **Pizza Oven:** Buffalo Chicken



Office Café Menu



Use Cases

Cafe Menu

The digital assistant notifies employees with a daily notification featuring the cafeteria menu, eliminating the need for them to search for it manually. This feature simplifies access to the menu and answers the common question “What’s for lunch?”

Communications and Alerts

The digital assistant allows Children’s Wisconsin to curate and schedule notifications tailored and targeted to specific employee groups or affiliates. Messages can be targeted to users based on any attribute including department, location, or role, ensuring relevance and effectiveness.

From corporate news to location-specific alerts, the digital assistant ensures employees receive personalized, relevant, and timely information. For communicators, it provides analytics to track utilization and effectiveness.

Reading Recommendations

The digital assistant sends employees a notification with reading recommendations based on their past reading activity on the Children’s Connect intranet.

This feature helps drive engagement to communications and increase adoption of the intranet by offering personalized and relevant information to employees. To date, reading recommendations have proven to be one of the most engaging notifications the assistant delivers.

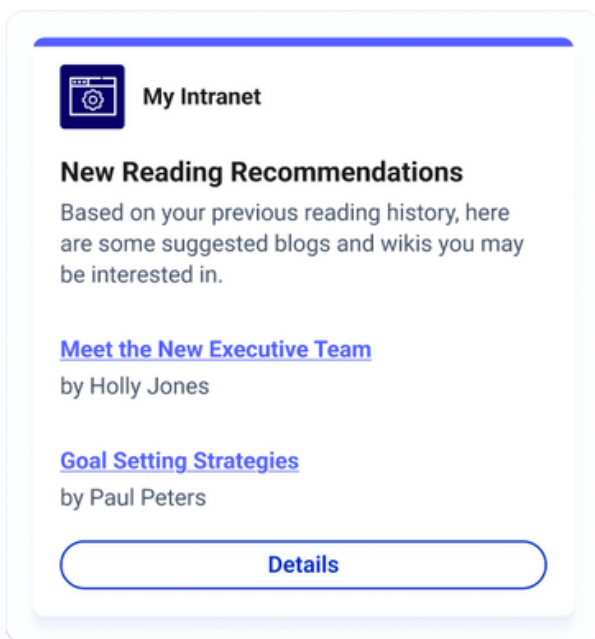
Time Off Balance

The time off balance app integrates with Workday to provide employees streamlined access to their time off balance, encouraging employees to take time off and focus on their well-being.

Training Reminders

The digital assistant, integrated with Workday, sends notifications to employees regarding their assigned training and also provides reminders for upcoming training sessions. This feature is particularly crucial in the healthcare industry, which is highly regulated, as it ensures that employees are always up to date with the necessary training.

By receiving these notifications through a user-friendly interface, employees can easily take action without relying on email or manually logging into Workday to check for training.



My Intranet

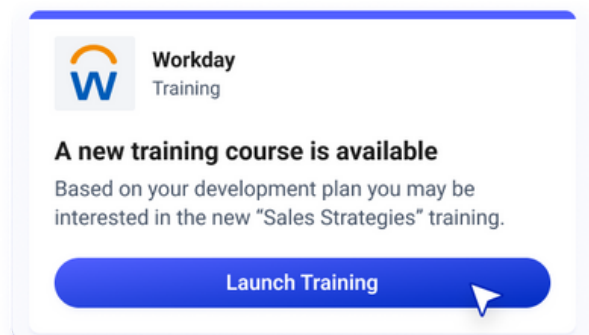
New Reading Recommendations

Based on your previous reading history, here are some suggested blogs and wikis you may be interested in.

[Meet the New Executive Team](#)
by Holly Jones

[Goal Setting Strategies](#)
by Paul Peters

[Details](#)



Workday Training

A new training course is available

Based on your development plan you may be interested in the new “Sales Strategies” training.

[Launch Training](#)

Results and Impact

Implementation of the digital assistant had a significant positive impact on Children's Wisconsin's workforce, leading to:



Enhanced Communication:

Personalized notifications offer employees and affiliates the opportunity to stay up to date with timely updates, news, and even reading recommendations. This not only enhances engagement but also fosters a sense of connection within their diverse workforce. Upon launch of the digital assistant, 81% of users engaged with the personalized Reading Recommendations, resulting in increased article consumption.



Adoption of Tools:

Children's Wisconsin recently invested in new technology, including Workday and Microsoft 365. With these investments, it was important to create an easy and seamless way for all users to leverage the benefits of these tools. After phase 1 of the digital assistant launch, 70% of users reported they were interested in accessing info stored in another system through the intranet.

The digital assistant helps increase the adoption and utilization of these existing tools by simplifying access to data and services while also proactively alerting and guiding employees on the tasks that require their attention or action right from the Children's Wisconsin intranet.



Increased Intranet Engagement:

Within 90 days of launch, the assistant achieved an impressive 64% engagement rate among users. Considering the diverse user base and the fact that not all users log onto the intranet daily, these numbers showcase successful adoption and utility.

In addition to an impressive engagement rate following the implementation of the digital assistant, the launch of Children's Wisconsin intranet went on to be recognized as Best Launch in the 2024 Igloo Software Digital Transformation Awards.



Increased Productivity:

Convenient access to third-party system data and resources reduces context switching and time spent searching for information, enabling employees and affiliates to focus on their core tasks. This resulted in improved productivity and workflow efficiency.



Improved Employee Satisfaction:

The user-friendly interface of the digital assistant makes it easier for employees and affiliates to navigate and find the resources they need. This, in turn, contributed to higher job satisfaction and a positive work experience.

Conclusion

Children's Wisconsin successfully implemented a digital assistant, revolutionizing their communication and resource management within their diverse workforce. The tailored, personalized notifications and seamless integration with third-party systems immensely benefited employees and affiliates, resulting in enhanced communication, increased productivity, and improved job satisfaction. Embracing digital transformation is crucial for healthcare companies looking to empower and engage their diverse workforce.

**To learn more about how the
Workgrid Assistant can
support your digital workplace
request a demo!**



 workgrid.com

 [@workgridsoft](https://twitter.com/workgridsoft)