

TAKE FLIGHT COLLABOSPHERE

AGENCY TRACK

CASE STUDY: ENGAUGE

RAJ CHOUDHURY | ENGAUGE

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About Engauge



Founded in 2007 through the acquisitions of Ten United (Traditional Creative Agency), Spunlogic (Digital Agency), Direct Impact (Direct Agency).

Engauge is a full-service marketing agency built for the digital and social age.

275 Employees

Offices in Atlanta, Columbus, Orlando, Pittsburgh, and China.

Engauge clients



Engauge insights



ENGAUGE'S SOCIALBRIDGE STORY

Premise of the engagement

- Engauge was looking to consolidate legacy systems and tools that existed from the original three agencies.
- Agency wide use and standardization of use of various point solutions continued to be a challenge.
- Once we evaluated all the features of SocialBridge we realized how this one tool could simplify our consolidation efforts.

yammer

Google
Apps

Basecamp

fugent

Microsoft Office
SharePoint

WIKIMEDIA

Dropbox

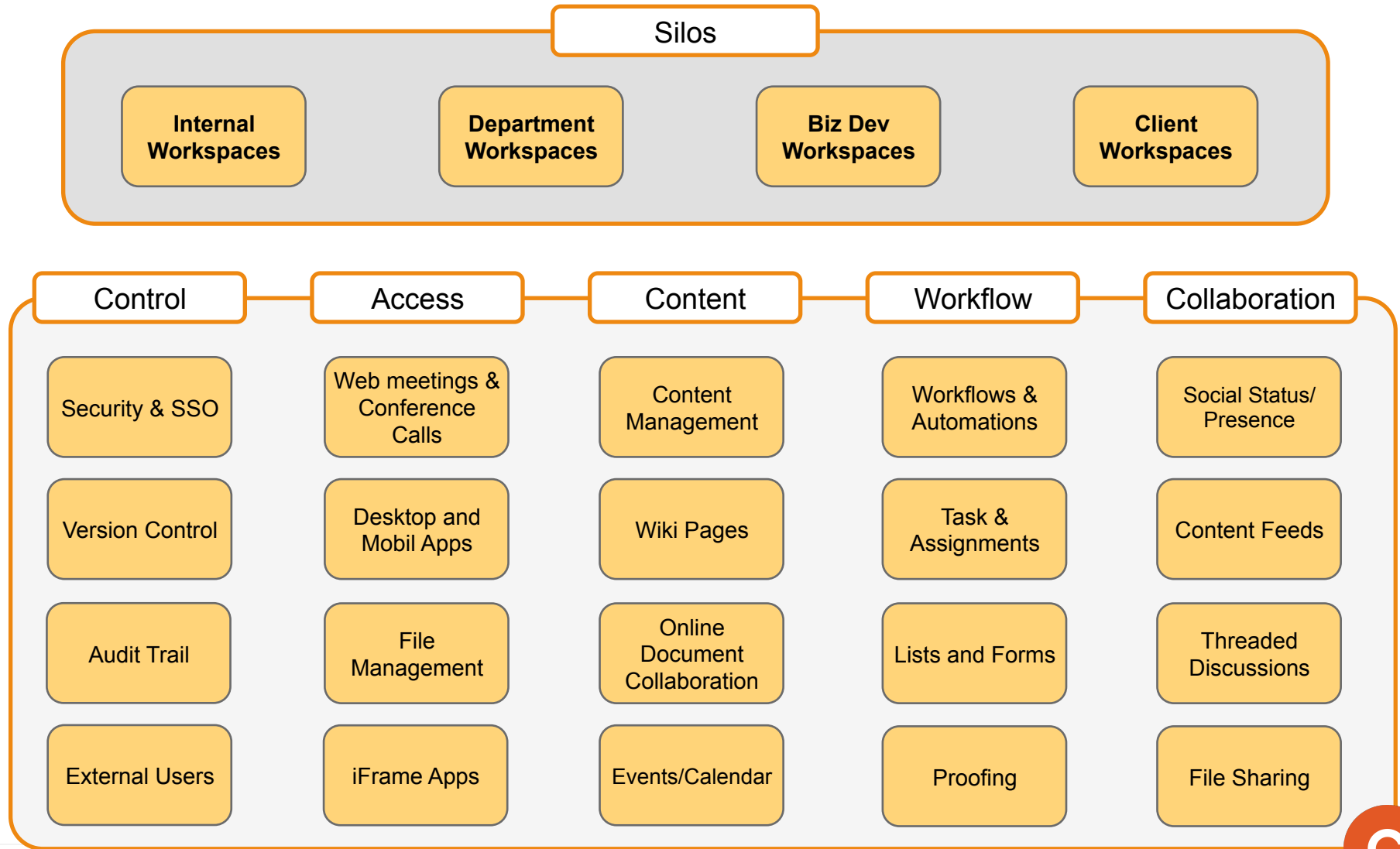


NING

mindmeister



How Engauge is using SocialBridge

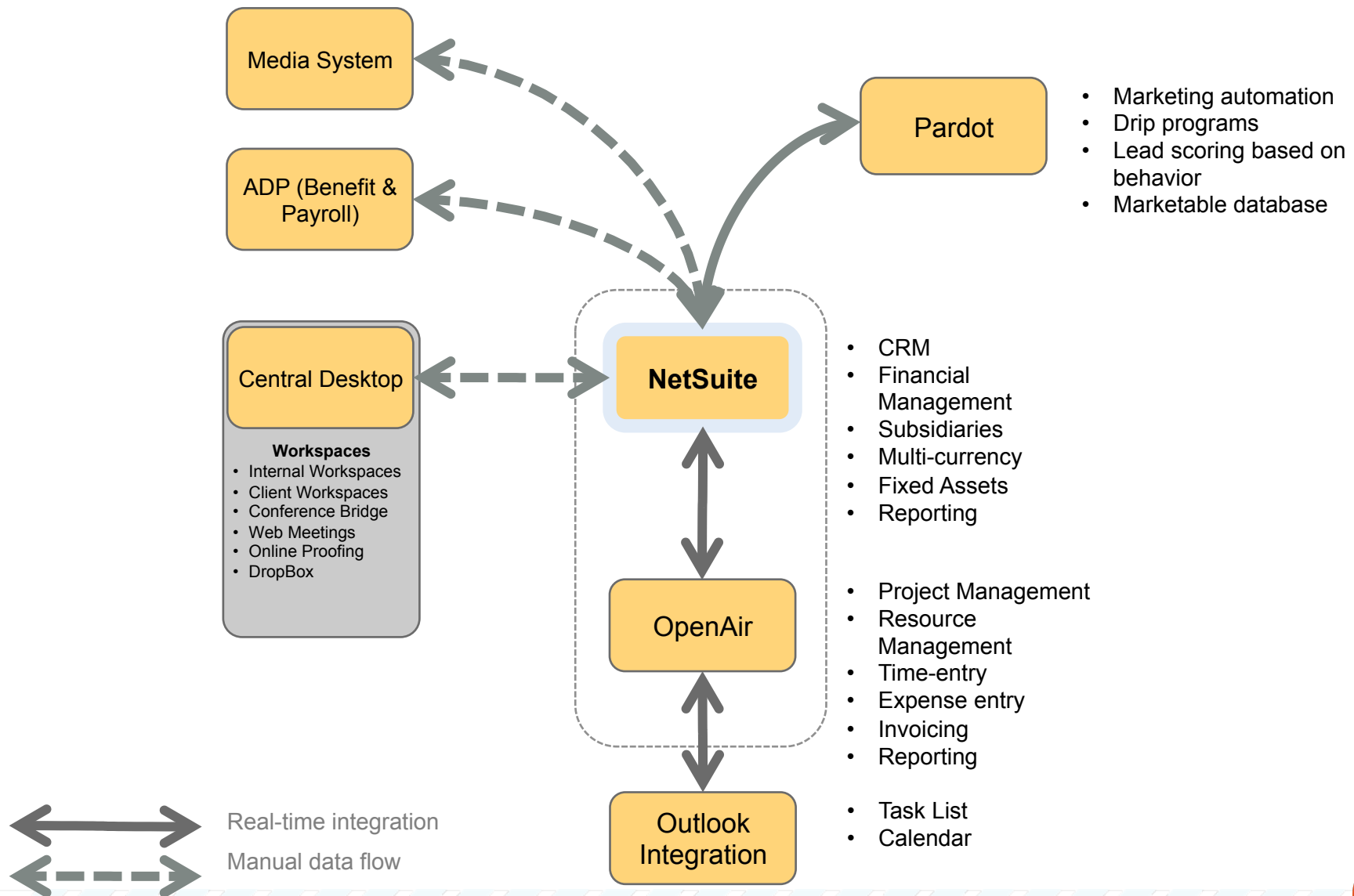


Drive all employees to the Hub

The screenshot displays the Engauge Hub web application interface within a browser window. The browser's address bar shows the URL <https://engage.centraldesktop.com/hub/>. The page header includes the Engauge logo, the user email rchoudhury@engage.com, and links for 'Sign Out' and 'at Engauge'. A navigation bar contains tabs for 'Workspaces', 'My Dashboard', 'Web Meetings', 'Favorites', and a search bar. Below this, a secondary navigation bar lists various sections: 'Engauge Hub', 'Home', 'Inside Engauge', 'New Biz & Marketing', 'HR Center & Policies', 'Templates & Tools & More', 'Photo Gallery', 'Helpdesk', 'Drop Box', 'Settings', 'People', and 'More'. The 'Engauge Hub Home' section features a 'Who's Online' widget with four profile icons, an 'Up Coming Anniversari' section with a table (Name: TBD, Hire Date: TBD), and a 'My Workspaces' list categorized into Internal, Clients, and Departments. The 'Internal' category includes items like 'Engauge Leadership', 'Beer Fridge', 'Pricing', 'Vendors', 'Columbus New Business', 'Engauge Drop Box', 'Lists of People', 'Engauge Hub', 'Employee Master Sync', 'Freelance', and 'Netsuite'. The 'Clients' category lists 'Logitech', 'RCSH', 'Sonny's Bar-R-O', 'Cisco', 'Price Chopper', 'Food Lion', and 'Engauge.com'. The 'Departments' category lists 'Analytics', 'DIG', 'HR - Recruiting', 'IT', and 'Project Mgmt'. The main content area is divided into several sections: 'What's your status?' with a user profile for Raj Choudhury and a status update 'Raj Choudhury is doing some clean up work on the hub. Sep 28 clear'; 'Welcome New Engauge Employees' with a row of profile icons and an 'Add Team Members' button; 'Announcements' featuring three recent posts: 'Congratulations Melissa Tighe! Welcome Baby Charlotte "aka Charlie" born October 3rd', 'Engauge recieves Junior Achievement Silver Award for our volunteer service for the 2011-2012 school year!', and 'Jess parties with Cuba!! Per her Growth Intro today'; and 'Employee Spotlight - Melissa Alvarez' with a photo of Melissa and a text description of her as a marathon runner and dancer.



Engauge Agency Ecosystem



The net results

- Consolidated down to a handful of agency systems.
- Reduced overall costs/maintenance efforts of point solutions.
- Implementing something brand new as opposed to re-engineering an existing solution allowed us to create new standardization mechanisms and processes (evolving & redefining our agency).
- Simplified and improved on-boarding of new employees, training and overall user acceptance.
- Reduced replicated client data between systems and increased security and access to the data.
- Made Engauge an easier place to work!



Q/A

Agency questions

- Created from the union of three agencies, Engauge is no stranger to collaboration. How has the agency's collaborative culture evolved with SocialBridge in place?
- Some of your staff took time to adjust to SocialBridge, while for others it was a seamless transition. Can you explain what you learned from different groups' experiences and how you managed each along in the process?
- What have been the best, perhaps even unexpected, benefits of SocialBridge for your internal teams?
- How does the culture of collaboration inform the agency's direction going forward in both technological and cultural infrastructure decisions?



Agency questions

- The concept of T-shaped talent is hot. As a result of your collaborative environment do you foresee or have you already realized benefits in attracting this caliber of worker to the agency? Can you talk a bit about how you sell your process and culture to prospective employees, and I suppose clients as well.
- Systems and interruptions can be killers to the creative process. How have you counteracted those fears when bringing creatives into SocialBridge? Do you find some of the more seamless features (R+A, web folders, links) help, or no?



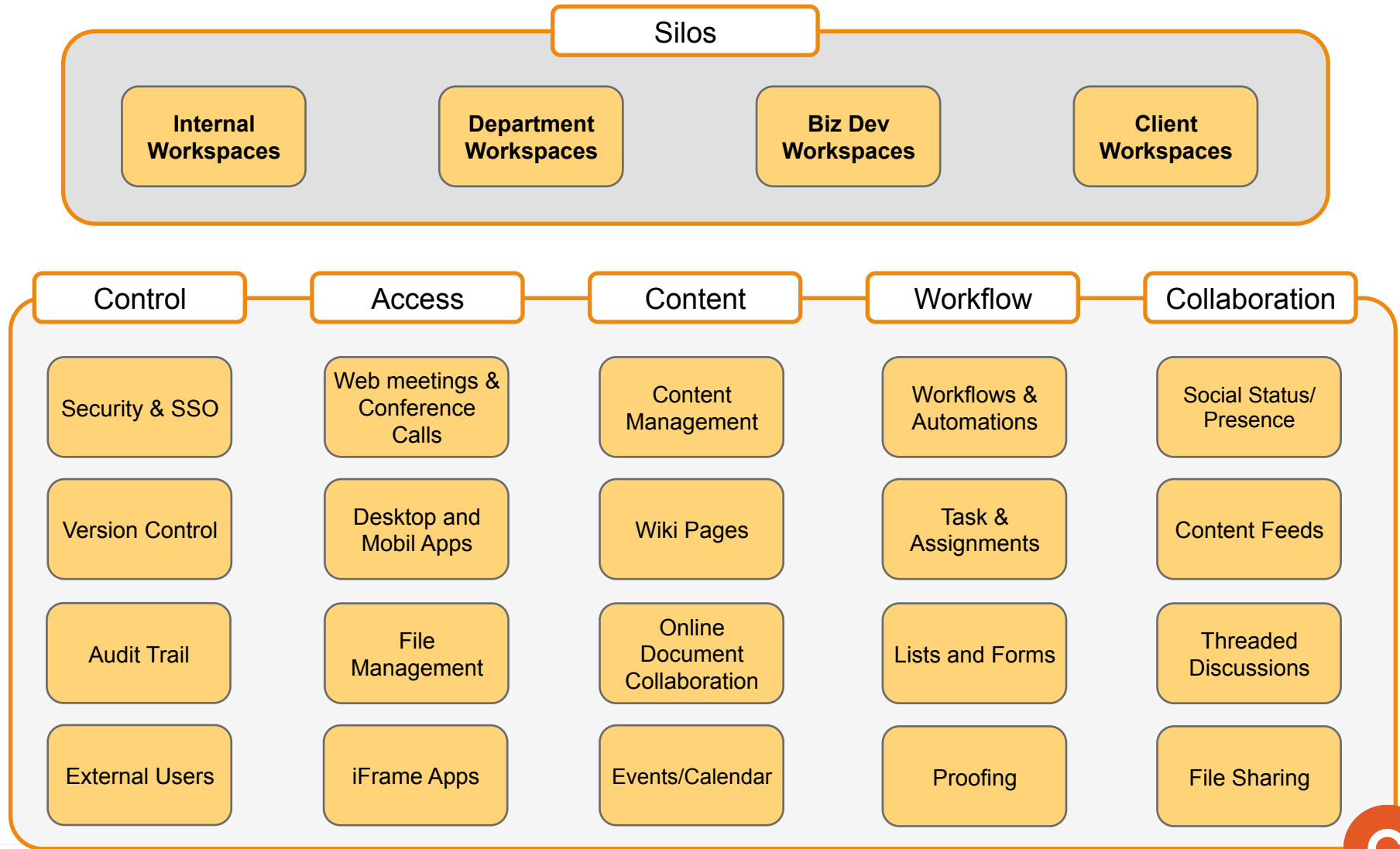
Client questions

- Early on you released SocialBridge to a few clients as a beta program, and they loved it. How have you seen your client relationships evolve now that SocialBridge is deployed across all your accounts?
- You're working with Del Hayes, who has many brands, and Chick-fil-A which is a single entity, how do those client engagements differ in SocialBridge for you guys?
- What has been your overall experience with client inclusion, has it led to more productivity on accounts/campaigns, or has it hindered?
- How about client satisfaction? Any rock star clients that rave about SocialBridge?
- How do your clients react to collaborative tools like Review + Approve, which I imagine they don't get with most of their agencies?



YOUR TURN TO ASK
THE QUESTIONS

How Engauge is using SocialBridge





THANK YOU FOR
FLYING WITH US.

GET READY FOR
YOUR NEXT
ADVENTURE



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