



Creating a New Mission for the Future

CHANGING COMPANY CULTURE

One of the largest electric utilities in the US, the company delivers power to 15 million people in California. They have a long history of servicing the state and pride themselves on leveraging innovative technologies to be a premier 21st century power network.

The leadership of the utilities company created a new mission statement and wanted the messaging to be communicated to their organization of over 10,000 employees in an efficient, visual and personalized manner. Leveraging live video communication enabled by Kollective, they connected with employees to shift the workplace culture to a fresh way of thinking.

THE BUSINESS CHALLENGE

EMBRACING A NEW COMPANY MISSION

The electric utilities company's new mission statement wasn't translating internally or being adopted by employees. The company's main form of internal communication was email and written documentation. While this proved useful for day-to-day communication, it did not provide the impact needed to encourage a radical shift in the company's culture and corporate messaging. The company needed a new open-communication platform, which would allow the message to be distributed to and understood by the entire company.

The President of the electric utilities company decided they needed to host a Town Hall Meeting to address the new messaging and live-stream it to all employees. The IT team, however, was confident the company's current network infrastructure did not have the bandwidth capacity to support the demand.

- Widely dispersed employee base of 10,000 people located in over 300 offices
- Employees weren't embracing the new mission and purpose for the company
- Email and written communications didn't have an impact
- Communication to teams was often in silos or to select groups
- Company culture needed to evolve and change
- Leadership had to build a connection with employees to ensure buy-in on the new strategy

Company:
Leading Electric Utilities
Company

HQ:
California

Employees:
10,000+

Global locations:
300+

“We are committed to the use of video. Real-time communication encourages greater transparency and employee engagement, ultimately ensuring that staff is more committed to the new, greener, company messaging.”

- President, Major California Electric Utilities Company

THE SOLUTION

KOLLECTIVE ENABLES SUCCESSFUL COMMUNICATION THROUGH VIDEO

In order to ensure a successful town hall the electric utilities company needed to address their bandwidth issues. Rather than requiring them to upgrade their existing network infrastructure, they used Kollektive's software-defined enterprise content delivery network (ECDN) to provide an immediate boost to the company's network capabilities. This enabled them to deliver seamless, real-time video to every employee.

- Deliver live video to all employees regardless of their location and bandwidth
- Offload up to 99% of the bandwidth consumed by video
- Provide high-quality live video experience and communication for all employees
- Gain valuable insights on network performance, the delivery across the organization and viewer engagement.

THE IMPACT

CULTURE CHANGE AND EMBRACING THE NEW MISSION

Through the adoption of Kollektive's solution for video distribution, the electric utilities company dramatically increased the reach and engagement of video throughout the organization. Leadership was successful in transforming the culture of the organization – giving employees a new company mission to believe in and actively follow.

The electric utilities company successfully streamed HD-quality video to thousands of employees simultaneously and the company now runs quarterly All Hands events as well as smaller ones on a regular basis.

- Leadership demonstrated and encouraged a culture that valued openness and communication
- Live video created transparency and immediacy for cultural change
- Employees became engaged and committed to the new corporate messaging
- Opened a new dialog with employees, empowering them to be proactive in communicating areas where the business can improve
- Achieved greater inclusivity across various offices, departments and team members
- Improved employee satisfaction, which translated to better customer service and overall experience

HEAR WHAT THE TEAM HAD TO SAY

"In day-to-day life, we spend so much time on YouTube and Facebook Live, watching videos. We wanted our employees to use similarly effective communication platforms in the office.

In the past, the process was a long-winded one, with leadership speaking to various departments directly. But now, because of Kollektive's technology we host a single live broadcast. There's no impact on the network. We don't have to worry, it just works."

- Enterprise Technology Architect

"The re-brand is not just a case of updating messaging, it's about changing the way we approach and do things. Keeping up with technology is vital to becoming a leader in digital utility, and email is no longer an effective means of communication to connect and engage employees. Video, on the other hand, is the future."

- Senior Project Manager



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