



## BIS Recognition Site

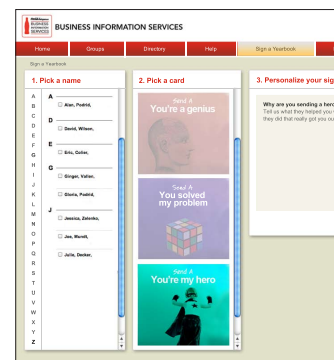
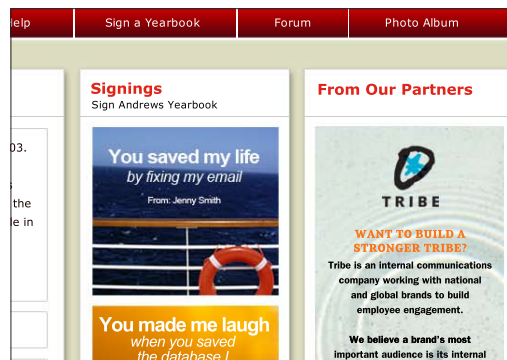
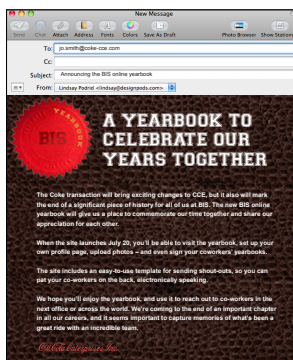
Driving engagement through a recognition microsite

The Business Information Services (BIS) group at Coca-Cola Enterprises (now part of The Coca-Cola Company) asked for Tribe's help in creating an employee recognition program. BIS includes employees working all over the world, some in large corporate offices and others working in very small offices or at home. BIS needed a way to recognize employees and commemorate the end of the Coca-Cola Enterprises chapter as the company was acquired under the ownership of The Coca-Cola Company.

An online yearbook served as a vehicle to create an environment where all employees would be visible, regardless of geography. We spoke with key influencers on the BIS recognition committee to develop a plan for reaching BIS employees, making it easy for them to connect with each other and build relationships across the company. The plan included an in-person event for the site's launch at CCE's corporate headquarters.

At the event, we created engaging activities for employees. We also set up computer stations to help people create their profiles. The site itself featured a number of engagement and communication tools, from open employee discussion forums to an online "shout-out" system that employees could use to recognize their peers. We programmed the site from the ground up, using out-of-the-box solutions for capabilities like the forums. To do so, we created a single user sign-in system, allowing users to effortlessly access the site's different areas without the need to log in more than once.

After its launch, Tribe handled all management and maintenance for the site. The site remained live until the acquisition and integration of the BIS team into the newly formed Coca-Cola Refreshments.



## TRIBE

[www.tribeinc.com](http://www.tribeinc.com)

Tribe is a corporate culture company working with national and global clients to build internal brands and employee engagement. We develop strategies, messaging, programs and communications to create better business outcomes.

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