

CASE STUDY

Case Study: Transforming Internal Communication at RetuRO with a SharePoint Intranet



RetuRO SGR sought to revolutionize its internal communications and knowledge-sharing capabilities. As a growing organization, it required a centralized, engaging, and structured intranet platform to enhance collaboration, streamline information access, and strengthen employee engagement.

SOLUTION

Optimizzor implemented a SharePoint-based intranet with Viva Engage integration to streamline communication and engagement at RetuRO. Viva Engage enabled interactive, community-driven discussions, while SharePoint Online provided structured, organization-wide news with personalized feeds and analytics for content optimization.

RESULTS

The SharePoint intranet **boosted employee engagement by 70%** and **cut search time by 40%**. It also improved HR transparency and increased event participation through targeted communication.

AT A GLANCE

Transformed internal communication with a structured SharePoint intranet

Increased employee engagement through targeted news and social interaction.

Improved access to information with better navigation and knowledge management.



"Optimizzor has been a reliable partner in improving the way we work with SharePoint at RetuRO. They helped us build a structured and efficient intranet, tailored to our needs, while providing expert guidance and continuous support along the way."

Luiza Nedelcu

Training Manager
RetuRO SGR

What solutions did Optimizor recommend to resolve the challenges RetuRO SGR was facing?

To address these challenges, Optimizor designed and implemented a SharePoint-based intranet tailored to RetuRO's needs. The solution integrated Microsoft Viva Engage and SharePoint Online to create a dynamic and structured communication ecosystem.

1. News and Social Engagement

To facilitate news dissemination and social interaction, we deployed a hybrid approach:

- **Viva Engage for informal, community-driven discussions:** Open communities such as Leadership & Board, Organization News, and People Projects enabled quick, interactive engagement through **Q&A, polls, and comments**.
- **SharePoint Online for structured, organization-wide communication:** We implemented **custom news templates** and a **metadata-based categorization system** for precise targeting (e.g., HR News, Leadership Updates).
- Personalized news feeds to ensure employees received content aligned with their interests and departmental priorities.
- News analytics dashboards to track engagement and optimize content strategy.

2. Knowledgebase & Document Management

RetuRO required a knowledge repository to centralize organizational insights. We implemented:

- **Dedicated SharePoint Online knowledgebase sites**, structured into three levels: **Sections, Subsections, and Leaf Pages**.
- **Integrated document libraries** to store and distribute templates and reference materials.
- **Advanced search enhancements** to enable quick retrieval of relevant documents and knowledge articles.
- **User feedback mechanisms** to continuously refine knowledge content.

3. People Search & HR Information Hub

To improve employee discoverability and HR communications, we utilized:

- **Microsoft 365 Profiles (Delve)** for **rich employee profiles**, including contact details, skills, projects, and interests.
- **SharePoint-based organizational charts** for clear visibility into reporting structures.
- **HR communication site** with information on **new hires, benefits, holidays, and policies**.
- **Targeted feedback collection through integrated polls and surveys**.

4. Event Management & Communication

A robust **event communication system** was implemented using SharePoint Online:

- **Embedded event announcements** on intranet homepages for enhanced visibility.
- **Custom filtering options** to enable employees to personalize their event notifications.

Governance Framework

A governance plan was developed to ensure long-term intranet effectiveness:

- Defined policies for content creation, metadata management, and security.
- Standardized branding and navigation for a cohesive user experience.
- User role assignments to streamline site ownership and content management.
- Training sessions for editors and portal owners to maximize adoption.

Conclusion

By leveraging **SharePoint Online and Viva Engage**, RetuRO successfully modernized its internal communications, driving engagement, efficiency, and knowledge sharing. The structured **governance model** ensures the platform remains adaptable and sustainable over time.

Optimizer's expertise in **M365 and intranet governance** ensured a seamless implementation, positioning RetuRO for **a future-ready digital workplace**. 🚀

About Optimizer

Established in 2016, Optimizer, part of Bittnet Group, provides its clients with modern IT Managed Services, Optimization Solutions, Security Upgrades, and IT Business Continuity Planning (BCP).

We partner with USA's Forbes 500 companies and global SMBs to maximize their Microsoft 365 utilization, enhancing IT processes for 2-3 times greater efficiency with existing team sizes. Our focus is on delivering peace of mind through our highly rated (99% satisfaction) reactive and proactive infrastructure management and support services.

