



Communication Touch-Up

Modern Corporate Intranet



KELLY-MOORE® PAINTS

COMPANY:
Kelly-Moore Paints

HEADQUARTERS:
San Carlos, California

EMPLOYEES:
Over 1,400 throughout
the western US

OVERVIEW:

Kelly-Moore manufactures paint sold through its over 145 retail stores. It also exports paint to Africa, China, Greece, Japan, Korea, Middle East, Russian Republics and Vietnam.

KM Live: A Fresh Coat Of Productivity

Kelly-Moore Paints employees were unable to easily communicate, collaborate, and share documents and knowledge due to an antiquated Intranet that forced them to rely on inefficient email.

MangoApps provided the company's 1,400+ employees scattered across the western US a modern corporate intranet where they could easily accomplish all their collaboration needs. MangoApps also gave disconnected retail store workers the ability to finally engage with communications.

As Kelly-Moore grows its paint manufacturing and retail sales business, it finds itself faced with a problem that befuddles many companies with dispersed workforces: How do you keep far-flung employees connected with each other and ensure a two-way flow of communication so those in the field have their voices heard?

“ In our stores, not everybody has an email account, but with KM Live everyone is included, so we've quadrupled our touch points out to the field ”

- Jim Maul, CIO

“Our legacy Intranet was primarily a one-directional feed out to the field,” explains CIO Jim Maul. “We wanted to improve not just the availability of information but also to improve the communication and collaboration across the company. And most importantly, to provide communication back into corporate.”

Ryan Arakaki, Director of Marketing, says that similar problems affected his team in the corporate offices too: “We had a lot of challenges with communication, sharing of documents, collaborating on projects. We didn't really have a tool to do that.”

In addition, many workflows across the company were still paper-driven. For example, 55 of Kelly-Moore's processes still required employees to fill out paper forms by hand and submit them via fax. Even when forms were available digitally, there was no central online storage location for them, so they were difficult to locate, and it wasn't always easy to figure out which employee to ask for help. Vojta Borovian, IT Director of Infrastructure & Services, says every department also had its own way of handling workflows, so there wasn't compatibility between them. “You name the tool and we were probably using it,” he says. “Departments were used to certain communication channels. Some of it was driven by customer needs. Some of it was driven by established legacy systems, including email, instant messaging, and so on.”

Borovian notes the legacy Intranet was primarily used by Kelly-Moore's retail employees, who comprise 75-80% of the workforce. “We had minimal ability to audit its effectiveness,” he says, “so it was essentially one-way communication: Put it on the portal and hope people read it and take action on it.”

MangoApps: A Fresh Workflow Platform

With the company's challenges clearly mapped out, Maul and Borovian decided to conduct a thorough RFP process and evaluate nearly two dozen vendors in the digital collaboration space. "We had five finalists that we took out of proof of concept into an evaluation process," Maul explains.

Borovian adds: "We were looking for simplicity and the intuitiveness of the tool. Another element was the fluidity and the approach to the solution."

At the end of the evaluation process, Maul and Borovian selected MangoApps as Kelly-Moore's main productivity platform and set about implementing a new Intranet site, KM Live. "It represents a new way to communicate and collaborate within Kelly-Moore," Borovian says. "Bringing people together and giving them fluidity of information."

He points out that even the logo on the new Intranet was key: "The paint drop in the KM Live logo is not only a representation of our company but also a representation of the fluidity of the conversation, of everything being found in one place."

Maul notes that even the MangoApps implementation process was as smooth and fluid as that paint drop: "What MangoApps demonstrated was not only a well thought-out solution but also the flexibility to work with us and incorporate our feedback into the product. Even for our go-live, we were able to include a number of enhancements that we felt would really make a difference. MangoApps was very accommodating."

Borovian also observes that the MangoApps team was also willing to walk the walk: "We never exchanged a single email throughout the project. The MangoApps team used MangoApps to deliver the service!"

“ We were at 80% of employees logging in during the first week, and today, we have 95% of all employees logging in regularly. ”

- Vojta Borovian, IT Director



Vojta Borovian, IT Director of Infrastructure & Services and Jim Maul, CIO, delivered a modern corporate intranet connecting 100% of Kelly-Moore employees for the first time.

Vastly Improved Efficiency

When the KM Live Intranet was launched companywide, the impact was palpable, Maul says: "From a day one go-live perspective, we were thrilled with what we were able to put out in the field. The feedback has been very positive." Borovian adds: "We were at 80% of employees logging in during the first week, and today, we have 95% of all employees logging in."

Arakaki says he and his team had no problem immediately adopting the MangoApps platform and quickly streamlining what used to be a cumbersome workflow. "When we start a project, I can kick it off with just a message to our team. It's a one-stop shop for everything I need," he says. "Before, it was mostly done by email, or in person, but now, everything that happens with the project is captured in that one thread. We save time not having to repeat feedback we get from one group and sharing it with another group because everything is right there. It's a lot quicker and more efficient. And when we add people to a project, we don't have to get them up to speed because everything is already there."

He adds that MangoApps' robust search functionality is key too: "When I need to make an announcement or communicate a program or a

promotion with the field, a lot of times, that information gets lost later. But with the search function, any time someone comes in, whether they're new to the company or new to a position, they can find the documents they need."

Borovian elaborates that the search functionality is a major timesaver for everyone across the company: "When we are talking about finding an HR form, which used to take a while, even had the knowledge of where to look for it, now it's literally just three key strokes away."

Brushing Up on Communications

Christine Goldsmith, Director of Learning Development, quickly found that MangoApps is vastly better than email for making announcements to employees. "Before, we were communicating a lot through email, and so it was a more sterile message," she says. "Now I can create content that will meet the needs of the audience and be able to insert images or video if we want to. I can craft the message in a way that might be more meaningful to the target audience, so I am able to liven things up a little more. It really helps with the impact."

Maul elaborates on the ways MangoApps improves communication within Kelly-Moore: "We're getting the information out to the field, not just policies and procedures but also information to help us execute better. We're communicating and coordinating our sales promotions. Announcing changes in HR benefits. Communicating events that happen in the industry. Announcing employee changes within the company. Anything you can think of now, KM Live, powered by MangoApps, is our primary communication channel for getting information out to the company. We've never had a single tool we could use to leverage that before."

He adds: "Historically, in our stores, not everybody would have an email account, but within KM Live, everybody does, so we've already quadrupled our touch points out to the field. If we announce a promotion or we announce a change, any employee across Kelly-Moore can provide

feedback and comment on the success of that program or provide feedback for improvements for that program next time around. So it provides a continuous feedback loop up and down the chain, rather than communicating out in one direction. It's a huge change to how we work and the culture at Kelly-Moore."

“As soon as we post something, there are likes and comments. Announcements are more engaging than they used to be.”

- Vojta Borovian, IT Director



In addition, employees have found it's much easier to communicate with each other through MangoApps as they go about their daily routines, whether they're in a store, out in the field, or sitting in a corporate office. "The ability to access KM Live wherever I'm at, whenever I need to, is great," Goldsmith says. "If I just want to check in and see what's going on, I can get to that information."

She adds: "When viewing some of the conversations on there, it's great to see that employees are asking and answering questions, really helping each other out. There's a lot of knowledge sharing going on and a sense of community as people turn to each other for help."

Borovian adds: "Our salespeople are always in the field. They need to have access to information on their mobile devices. They may not generate as much new information as others do, but they need to communicate, and they may need quick access to a resource or a person, so having access to private messaging in one place is key. And MangoApps allows them to search messages, including private messages, so they can capture that moment of interaction and reuse that information."

Multi-Faceted Capabilities

Reflecting on how the new platform has changed Kelly-Moore, Maul says: “MangoApps best matched the multi-faceted capability we were looking for in a tool. Not just an easy way to present information but also an easy way for an employee to find what they were looking for. To be able to navigate seamlessly across people, information, communications, announcements, and have it all there for them to find, delivered to them personally.”

Borovian adds: “Every employee having a voice was key, especially employees who didn’t have a voice before and now having it, that was huge. Not only for them but also their managers and peers. Now they can truly reach anywhere in the company.”

The screenshot displays the KMLIVE internal social network interface. On the left is a blue navigation sidebar with icons for Home, News Feed, Messages, Company, Departments, People, Projects, Groups, Files, Wikis, and More. The top header is blue and contains a 'Compose' button, search and notification icons, and a user profile for 'Hello Kevin'. The main content area is titled 'Company Page' and features a horizontal navigation bar with department icons: KM, Marketing, Stores, Sales, MFG, R&D, Finance, HR, and IT. Below this are three columns of content, each starting with a placeholder post by 'Todd Miller' from 'about 3 hours ago'. Each post includes a video player with a play button. The first video shows a woman painting a wall. The second video shows a woman at a paint counter in a store. The third video shows a woman painting a bathtub. Below each video are engagement metrics (likes) and comment sections. The first post has 8 previous comments, the second has 2, and the third has 6. A 'View All' link is located at the bottom right of the content area.

TRANSFORM HOW YOUR COMPANY COLLABORATES, COMMUNICATES, & GETS WORK DONE.

Contact us for a more detailed capabilities demo
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