

# Global Advanced Materials Supplier Uses Intranet Content to Build Community

By seeking to create a more effective employee portal and improve communication, Materion has seen a 40% increase in pageviews.

## Summary

Materion, a global leader in advanced materials, supplies materials that appear in everything from cell phones and medical devices to avionics systems. From alloys and beryllium products to composite metals, precision optics, and more, Materion provides the materials that make innovation in other industries possible. When they needed to innovate their digital tools to better connect and support employees, Materion upgraded their existing Liferay solution. [materion.com](http://materion.com)

## In Brief

### INDUSTRY:

Manufacturing

### COUNTRY/REGION:

Global

### USE CASE:

Employee Portal, Intranet

### KEY FEATURES:

Content, Knowledge, and Experience Management, for increased employee engagement.



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Stacey Papp, Global Communications Lead

## Challenges

- Lack of easy, clear communication tools to connect with the global workforce—heavily reliant on emails
- Employees struggled to find content, policies, standards, and other critical guidelines
- Solution was not designed with the employee user experience in mind, therefore it was difficult to navigate and not well adopted

## Results



### IMPROVED ENGAGEMENT YEAR OVER YEAR

18% increase in sessions and a 47% increase in page views



### EASILY ACCESSIBLE DATA

Users now have easy, clear access to key information such as policies, reference guides, and an employee directory



### CULTURE-SETTING CONTENT

Increased employee engagement has turned content into a conversation, highlighting, and promoting the corporate culture while improving overall communication

# Connecting Employees as They Support Innovation

The materials Materion supplies aren't often thought of or seen by consumers. This B2B company produces alloys, compounds, beryllium products, and other advanced materials that make technology and innovations possible across numerous sectors.

With 2,600 employees needing to be connected in order to create the best possible materials, Materion had outgrown a previous Liferay solution as well as a reliance on email communication.



Global Communications Lead, Stacey Papp, immediately saw the need to upgrade the company's employee solution. "Our intranet was functioning but not nearly at the capacity it should or in a way we wanted it to. We knew it could be more and our goal was to set out and make that happen."

Despite researching other options, Materion chose to upgrade with Liferay for a number of reasons—one being the security clearance necessary to be their vendor. Additionally, Liferay DXP would allow Materion to upgrade the existing solution and customize it to the supplier's unique use case.

## An Intranet Built with Better Communication in Mind

Over the course of four months, Papp researched other intranets, took cues from the best parts of the current solution, and developed a game plan.

She then partnered with various stakeholders within Materion to sketch out new designs and stacks — focusing on creating an intranet that would offer effective support company-wide. According to Papp, she had an aspirational view of what the intranet could look like and how it could function to better meet Materion's communication needs while improving the employee experience.

"We started with a vision to create a platform that employees could actually use to engage with content, job aids, and corporate news. We set out to achieve that goal by doing time studies and engaging with employees in various roles to learn about what they wanted from an intranet," said Papp. "I think the result far exceeded our expectations and gave employees a valuable communication platform."

Branding was thoughtfully incorporated into the advanced material supplier's solution which is aptly named "Materion Matters." Each page was carefully designed, everything from graphics to navigation, to visually communicate the brand and to easily allow people to find exactly what they want, when they want it.

## Materion Matters Makes a Difference

One page that needed to be designed in a more user-friendly manner was the policies page, which outlined important information such as ethics and compliance standards, IT policies, and various other guidelines the company uses daily. Key to employee experience and company policy, Papp redesigned it in conjunction with feedback from several internal departments to understand search behaviors and make the content engagement experience more visual. Now employees can easily navigate the policies to find critical information.

Additionally, the home page was reimagined to be a hub of information but quickly became much more. “I was so excited to see it become a vehicle for interacting with company news and updates,” Papp said. Employees quickly took to stories highlighting teams around the world, employee interviews, and spotlights on special events like community service projects. The goal of using the intranet to connect employees and cultivate Materion’s culture was such a success that content is scheduled for publication two months or more in advance.

“The newly designed intranet helps to get people engaged with the content that is provided. Our primary goal is to reach all of our global employees with news from around our facilities and this helps us do exactly that. What has really been illuminating is seeing how employees connect with each other—some who have never met—over a story or a comment. That’s what unity is all about.”

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## The Results

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Year-over-year those same numbers continue to impress. From September 2018 to September 2019 Materion Matters saw an 18% increase in sessions, a 47% increase in page views, a 26% increase in pages per session, and a 5% increase in average session duration. Papp sees this engagement as an encouraging measure of success and uses the data to continuously fine-tune the intranet to meet employee needs.

The Global Communications team posts multi-media content to the intranet approximately three times a week and sees steady engagement with spikes at predictable intervals when employees are coming on for their shifts or on lunch breaks. Podcasts, videos, and infographics—all of which are new content mediums for the intranet—as well as quick reference guides and the employee directory see consistently high volumes of user activity.

By tailoring their intranet to better meet the needs of employees, Materion was able to improve communication and foster company culture.

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