CollabPoint

Maine State Credit Union Modernizes & Centralizes Through SharePoint Modern & Microsoft Viva

" CollabPoint was extremely easy working with. They listened to our needs, they offered feedback in a very constructive, approachable way, and they delivered. We are so pleased with the outcome.

– Jennifer Roper, VP of Marketing & Communications, Maine State Credit Union "

Industry: Financial Services

Maine State Credit Union is a rapidly growing and expanding credit union headquartered in Portland, Maine that serves four counties with three branches. In 1935, the credit union's first charter was approved, and when it began it only cost 25 cents to join. In 2005, the credit union was renamed Maine State Credit union and has grown to 100 employees.

Today, Maine State Credit Union is worth half a billion dollars, and they continue to embrace their core values as authentic, professional Mainers helping Mainers with a variety of financial products and outstanding, personalized service.

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Working with CollabPoint

CollabPoint's team of SharePoint and Microsoft 365 experts have worked with countless organizations to support migrations and deployments to Microsoft 365. CollabPoint helps transform organizations by enabling them to unlock the full power of their technology through adoption support, technology training and migration journey planning.

CollabPoint demonstrated its exceptional capabilities when they were brought on to modernize Maine State Credit Union's intranet by moving to Modern SharePoint. Beyond SharePoint, CollabPoint also integrated their intranet into Microsoft Teams, leveraging Microsoft Viva, increasing the adoption of Maine StateCredit Union's new SharePoint intranet by delivering access directly where employee communicate and get work done.

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Stagnation Breeds Mistrust And Duplications

Maine State Credit Union fell into the all-too-common issue with important internal communications getting lost in lengthy 'All-Staff' emails. Even though the credit union had an intranet, it wasn't trusted by employees. In turn, the information from the intranet was being duplicated routinely in 'All-Staff' employee emails.

Jennifer Roper, VP of Marketing & Communications, and Adam Kavanagh, Chief Operating Officer, at Maine State Credit Union knew it was a time for a fresh start; an opportunity to build a reliable tool employees could use to stay informed and engaged in their multi-branch, multi-county workplace. Since the credit union was already using Microsoft 365, it made sense to consider using SharePoint for their internal communications; but Roper and Kavanagh didn't know where to start.

Roper, eager to get employees reengaged and to launch modern employee communications, reached out to local, certified Microsoft 365 Partners, but couldn't find one that specialized in SharePoint Intranet
implementations. Through some LinkedIn connections and contacts mining, Roper found local SharePoint experts, CollabPoint.

Saved over 2 hours per employee, per week by having SOPs online vs. paper, for a **total cost-savings** of
$3,180/week

Over 2000% increase
on site visits to the new SharePoint intranet vs. their old site

80% decrease
in 'all-staff' emails sent due to information being accessed exclusively on SharePoint

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Modern SharePoint Implementation Journey with CollabPoint

Faced with a lack of trust in their intranet, Maine State Credit Union brought in CollabPoint to lead them through the journey of shifting to a modern workplace platform using Modern SharePoint. Not only did CollabPoint have to implement an easy-to-use Modern SharePoint Intranet, but they also had to put the right tools, training and processes in place to regain the trust of Maine State Credit Union's employees to drive adoption of the new employee communication platform to remove the reliance on sending 'All Staff' emails to communicate important information.

The requirements for Maine State Credit Union's new intranet were simple:

- Centralize employee communications

- Build trust in a single source of truth for all employees

- Drive adoption to reduce and eliminate 'All Staff' emails

- Move manual documentation and processes online
  Keep all employees informed and engaged

- Accurately document SOPs accessible by all employees

- Develop up-to-date document repository for reliable access

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"One of our biggest challenges was employees being uninformed and not receiving important communications. Every single employee update and critical information was sent through email," Roper stated, adding, *"if we announced an employee's promotion, there would be more than fifty email replies of congratulations. This caused important communications to get lost in the shuffle."*

Diving into the Modern SharePoint Journey with CollabPoint it was identified that Maine State Credit Union's master policies and procedures were mostly kept as physical paper copies stacked on people's desks, which lead to extreme difficulties with version control. Additionally, some were being housed in a Microsoft OneNote Notebook owned by an individual to permit access one-by-one, where a master document linked to all the various policies and procedures that would be sent out to employees upon request. Similarly, the corporate directory predominantly existed on an Excel file that would be shared via email occasionally. Hence, there was no easy way for employees to search for, or access these resources.

"As the organization continues to grow, we needed to put a foundation in place that would grow with us --- that was SharePoint. And the CollabPoint team made it us able to do just that," explained Roper.

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Centralizing Critical Information & Modernizing the Digital Workplace

"We spoke to several companies, and no one could carve out exactly what we were looking for. After meeting with CollabPoint, we knew they understood our organization and brought a fresh approach to how we could meet our objectives with fully mapped plan to do it," Roper shared, adding, "CollabPoint was absolutely the best fit for what we needed".

CollabPoint started by conducting discovery sessions interviewing employee subject matter experts to gather the most relevant information, from the right people, to design an intranet that would be adopted by the way Maine State Credit Union already works. Once information had been gathered, CollabPoint began mapping the journey to SharePoint from the previous abandoned intranet.

Maine State Credit Union had many valuable resources available; they just weren't easily accessible to employees. To change this, CollabPoint moved all company policies (e.g. SOPs), procedures and documents onto SharePoint providing a central location for employees to access them. Due to the sensitive information in some of those policies and procedures, CollabPoint quickly introduced multi-factor authentication and single sign-on for an added level of security.

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Since the migration, company news and announcements are now exclusively on The Vault, the name of the new Maine State Credit Union SharePoint Intranet. This current and critical company information is presented in an organized fashion, which has significantly reduced the number of 'All-Staff' emails being sent out and ensures employees aren't missing the critical answers that impact their day-to-day tasks. Prior to these changes, Maine State Credit Unions old intranet would sometimes only get two visits per day. Now, many areas of their new Modern SharePoint Intranet get upwards of 400 or more views per day.

"Now if an employee needs an answer, they can go straight to the Vault and find it with ease, while knowing it's the most current and accurate source of information available," explains Kavanagh.

Beyond deploying Modern Sharepoint, CollabPoint deployed a new training and development site for Maine State Credit Union's organization wide trainings. This site gives end users the ability to register for trainings, for managers to have insight into what their employees are registered for, and helps trainers have all their training material in one location.

Additionally, as part of the migration, CollabPoint moved Maine State Credit Union's corporate directory onto Modern SharePoint, making it easy to manage and stay up-to-date.

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Boosting User Adoption with
Microsoft Viva

Originally, slated as only an intranet modernization project, CollabPoint broadened the capability through recognizing the opportunity of the credit union already utilizing Microsoft Teams. To bring the new Modern SharePoint intranet directly into where employees were already communicating and collaborating, CollabPoint deployed Microsoft Viva Connections to overlay their SharePoint intranet to display directly within Microsoft Teams.

Ashleigh Kibe, Modern Workplace Strategist and Managing Partner at CollabPoint shared, "Maine State Credit Union had some Teams collaboration, but it was fairly limited.
As part of the effort to get their team to adopt Teams more, we thought it would be a good opportunity to deploy Viva Connections and overlay their intranet. It ended up working really well."

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Embracing Modern SharePoint & Moving on to Next Steps

To ensure their new intranet, The Vault, was highly adopted, Maine State Credit Union held a launch meeting for key stakeholders, subject matter experts and main content contributors to enable them to drive adoption throughout the rest of the organization. They then set up a week of training sessions where everyone in the organization was shown what's on SharePoint and how to find it, including a 'The Vault' scavenger hunt where employees had to find five items on SharePoint. These onboarding exercises were so effective they are now permanently a part of new employee onboarding.

Since the Modern SharePoint implementation, user adoption continues to grow month over month. "Adoption has happened very organically with our stakeholders embracing SharePoint. Our adoption rates are only increasing as time goes on," said Roper.

With the level of stakeholder excitement about 'The Vault' and its high adoption and usage, Maine State Credit Union continue to add more valuable content to the site. The credit union now uses the SharePoint 'promote' feature when there's an announcement or company news, and now instead of more than fifty 'reply-all' email replies, employees comment directly on the piece of content in SharePoint.

Maine State Credit Union and CollabPoint are now working on rolling out phase two of the intranet modernization project, which will focus on employee onboarding and training.

"We're really excited to see where the next phase take us," explains Kavanagh.

Overall, Roper, Kavanagh, and the entire Maine State Credit Union staff have been very happy with 'The Vault', their new Modern SharePoint intranet. Kavanagh summarizes the experience by stating, *"CollabPoint is very easy to work with. They are so easy to talk to and reach. We actually have them on our instance of Microsoft Teams now and are able to ping them whenever we need something. All in all, it has been a great experience."*

Reflecting on their work with CollabPoint, Roper additionally shares, *"the team at CollabPoint are really great and very knowledgeable. They were able to find easy off-the-shelf solutions and made us feel like we weren't a unicorn. They really made an impact with us and we're already seeing the ROI after just a few months."*

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Start Your Successful Modern SharePoint Journey with CollabPoint

The team at CollabPoint are experts in helping businesses reach their full potential by empowering users to get more from the tools available to them.

No matter where organizations are in their journey with Microsoft 365, SharePoint or the Cloud, CollabPoint is here to help businesses maximize efficiency to deliver a greater ROI on their existing technology investments. Visit **www.collabpointllc.com** to learn how CollabPoint supports organizations in unlocking the true power of Microsoft 365 technologies.

Get in touch today to learn how we can provide the support your team needs to unlock the true power of your Microsoft 365 technologies.

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