

# Intranet Content Strategy + Training

*The Coca-Cola Company Improves Operational Efficiency and Intranet User Experience with Content Strategy*

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**Client:** The Coca-Cola Company

**Report Type:** Case Study

**Industries:** Beverage Manufacturing, Retail, Marketing



# The Client

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As one of the world's most recognizable and valuable brands, The Coca-Cola Company represents more than just its signature beverage. With more than 3,500 products sold in over 200 countries, the famous Fortune 100 company relies on over 700,000 associates worldwide to carry out its mission to refresh the world.

With such a complicated global network, internal communications must work as smoothly as The Coca-Cola Company's bottling, marketing, and selling. Since associates heavily rely on the company's intranet (myKO) for important information, The Coca-Cola Company's internal content strategy must promptly answer questions and provide accurate, up-to-date information.

When The Coca-Cola Company realized that it needed to refresh its approach to myKO content, they reached out to Content Science. In this case study, learn about The Coca-Cola Company's situation, our solution, and the results.

# The Situation

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Despite building a powerful intranet that served as an essential information hub for employees, The Coca-Cola Company associates had trouble finding, understanding, and acting upon the myKO content. Focusing initially on benefits, insurance, and travel content, The Coca-Cola Company realized that not providing the right content in the right way to users

- Created operating inefficiencies
- Increased legal risks
- Lessened employee morale

In order to tackle these problems, The Coca-Cola Company needed to analyze its current myKO content, create some strategic recommendations for moving forward, and model an approach to its benefits, insurance, and travel content that the company could repeat and apply to other areas of myKO.

As a result, this world-famous brand turned to us for high-end consulting.

# Our Solution

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Our consulting engagement began by talking extensively with a core team led by Jack Norton, Enterprise Content Manager. We mutually decided that strategic analysis and planning were in order. Our goal? To develop a strategy, plan, and timeline to help The Coca-Cola Company implement a model for articulating a user-focused content strategy that also took information architecture, user experience, and design into account.

*To start, we conducted an extensive analysis.*

## Analysis

Focusing on myKO's user goals, content, and ecosystem, we conducted a thorough set of analyses.

### Content Audit and Gap Analysis

Providing qualitative audits of the benefits, insurance, and travel content, we analyzed the effectiveness of the current myKO content.

### Content Testing

We focused on qualitative testing with users that investigated if website visitors could find and use the right content, understand the content, and act on the content.

### Structure + Ecosystem Analysis

Where does The Coca-Cola Company have content, and how does it work together as a system?

### Template Analysis

How does myKO organize, present, and surface content to users?

# Our Solution *continued*

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## *Through our analysis, we discovered that:*

- **Employees organized the information differently** from how it was presented, suggesting that the current information did not feel intuitive to users.
- **When people searched for specific content**, it did not rank high in search results. That made specific queries fail and the information became harder to find.
- **The content suffered from poor quality, usability, and usefulness**, ranging from poor grammar to inconsistently organized pages.
- **The content did not apply a consistent voice, tone, and style**, leading to unnecessary confusion and a jarring experience for users.
- **Employees often did not know what to do next on each page**, leading to too many myKO support phone calls.

*Our overall analysis helped The Coca-Cola Company better understand opportunities of creating a more searchable, understandable, and actionable experience through applying content best practices.*

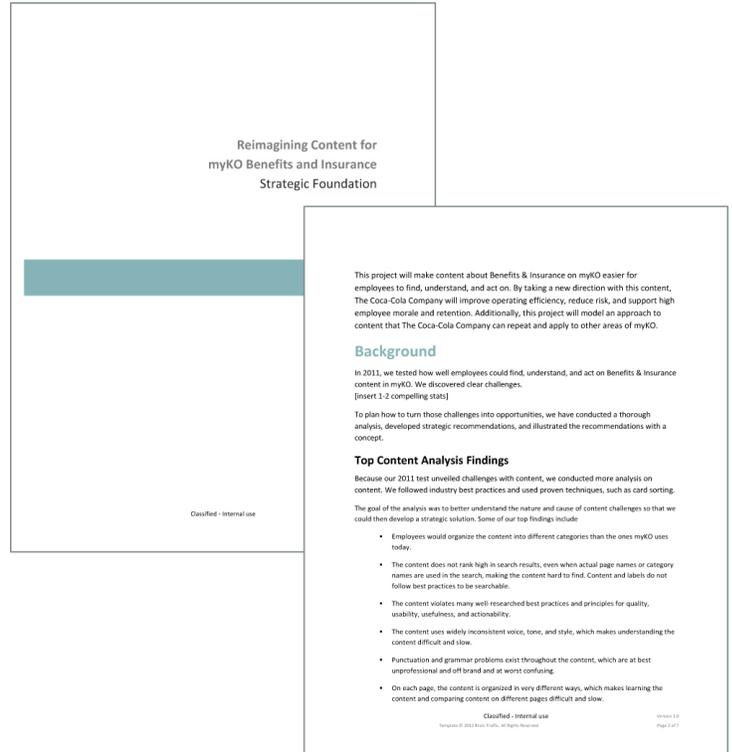
# Our Solution *continued*

## Recommendations + Roadmap

As a consultancy, we rarely offer analysis and recommendations at the same time. Strategic recommendations take deep thought. We don't simply spout off best practices as recommendations. Why? Because a collection of best practices is not a strategy. The Coca-Cola Company came to us for advice on how to make content work for their unique situation, not a cookie-cutter solution.

So, we synthesized our research and analysis into a series of strategic recommendations and a clear roadmap. We took time to consider different possibilities, develop recommendations, and think through the impact of each recommendation on the others. We also planned how to implement the recommendations realistically.

The result was a set of recommendations that complemented each other and worked together as a roadmap. Our recommendations turned The Coca-Cola Company's challenges into actionable opportunities. A clear roadmap outlined a plan to execute upon this strategy, and emphasized getting the basics right before expanding into other areas of myKO.



### STRATEGIC FOUNDATION TEMPLATE

# Our Solution *continued*

**More specifically,** we made recommendations to change The Coca-Cola's Company's approach to myKO content such as

- **Refocusing content on known and anticipated employee needs.** That meant removing content that didn't address common questions and tasks, filling in content gaps, and providing more access to related and contextual content.
- **Rewriting and reformatting content using best practices and principles.** We know and apply proven ways of making content work thanks to our study of disciplines and fields such as content strategy, technical communication, journalism, cognitive psychology, and more.
- **Revamping the content publishing process.** We made recommendations concerning editorial style, creating reusable templates, and offering better ways to evaluate content.



## WORKING SESSION

*After we agreed on the strategy, The Coca-Cola Company sought our help with implementing it.*

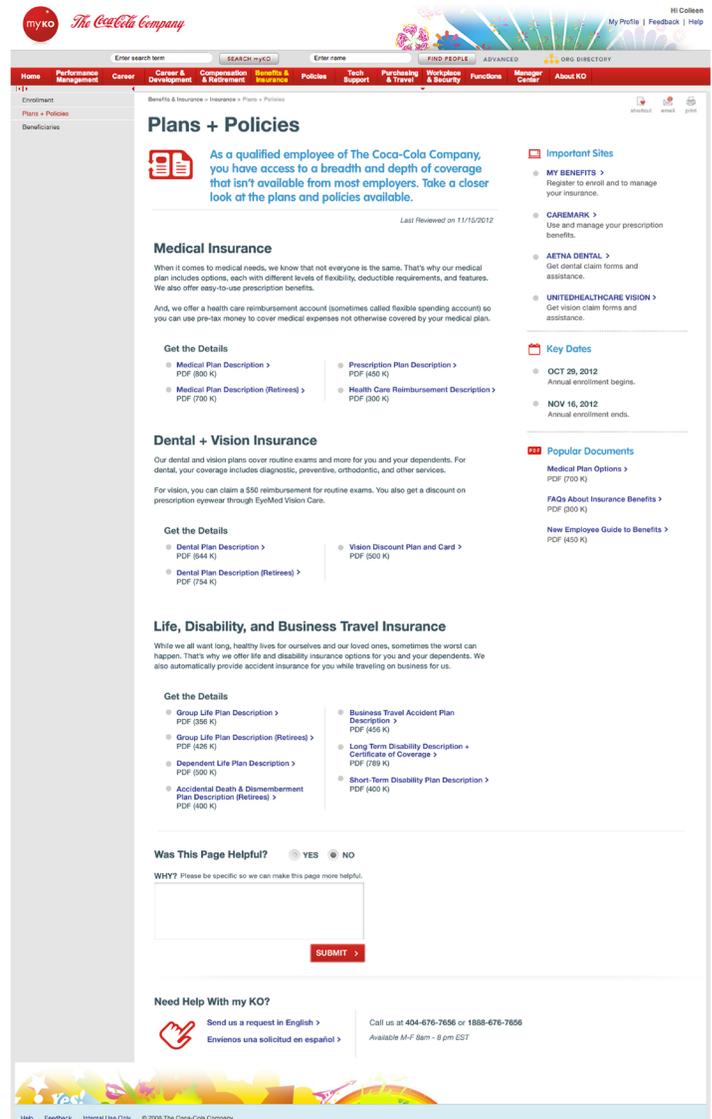
# Our Solution *continued*

## Content Concepts, Messages, Writing, + Tools

We created concepts to illustrate key recommendations. For example, we crafted a new version of the Plans + Policies portal page.

To help guide content creation, we developed key messages and wrote completely new benefits, insurance, and travel content.

Additionally, we provided The Coca-Cola Company team with tools such as a site map, wireframes, a content matrix, and templates to create structure around content development and help stakeholders and content creators maintain their content over time.



## CONCEPT ILLUSTRATION

# The Results

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After we helped develop and implement The Coca-Cola Company's content recommendations, The Coca-Cola Company gained some results immediately.

**First**, the stakeholders felt they had a clear plan and direction.

**Second**, users noted that the new content helped:

- **Answer key questions** faster and easier.
- **Increase understandability** through direct, on-brand language.
- **Provide better access** to relevant and related content.

**Third**, the content strategy, recommendations, and implementation led to important long-term results.

- **Reduced Risk of Confusion or Legal Problems:** The clear and well-maintained content provided more accurate information and did not imply commitments that The Coca-Cola Company could not keep.
- **More Efficient Planning, Creation, and Maintenance of Content:** Having people with content expertise plan, create, and maintain content helped increase quality and efficiency.

In short, our recommendations continue to help The Coca-Cola Company not only with the benefits, insurance, and travel content but also by modeling content best practices for other sections of myKO. Over time, as employees perform their jobs more efficiently by accessing myKO content informed by our content strategy, The Coca-Cola Company expects improved employee productivity and satisfaction.

*The Coca-Cola Company's content stakeholders are now aligned around a common set of strategic recommendations and best practices. They clearly see the content possibilities that await.*

# The Results

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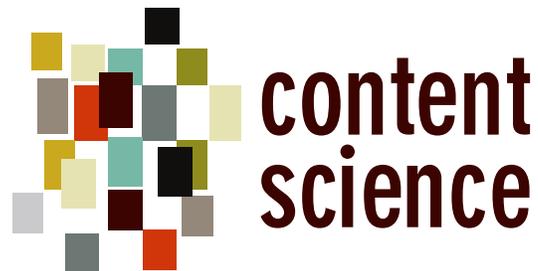
If you're experiencing problems with your website and think content might be the cause, we can help you find out for sure, then advise you on how to solve those problems. Partnering with The Coca-Cola Company was a success because it transformed not only their myKO content but also the team and processes that produce it.

If you work with us to refresh your content like The Coca-Cola Company, you could gain benefits such as

- ✓ An analytical—not knee-jerk—approach to improving content.
- ✓ A credible outside perspective that overcomes internal resistance to change.
- ✓ A clear understanding of your current content situation, including the challenges and opportunities.
- ✓ More efficient internal processes for producing searchable, understandable, and actionable content.
- ✓ Fewer customer service calls.
- ✓ A framework for evaluating content performance.
- ✓ A strategy that works immediately and for the long haul.

# About Content Science

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We're an award-winning consultancy in Atlanta, GA advising Fortune 500 companies, startups, institutions, and government agencies around the globe on digital content strategy. Our services include consulting, research, and training.

We named our company Content Science because content is, indeed, a science. We study what works well – and what doesn't – so companies can make informed decisions about content.

Our principal, Colleen Jones, is the author of the top-selling book *Clout: The Art and Science of Influential Web Content* (New Riders Dec 2010), as well as a contributor to countless past and upcoming reputable publications. She is also the owner and CEO of ContentWRX, which helps organizations overcome content evaluation challenges by automating the collection, analysis, and interpretation of content feedback.

**Want to make your content work for your organization? We can help.**

**Contact us to find out how.**

[content-science.com/about-us/contact-us](http://content-science.com/about-us/contact-us)

INTRANET CONTENT STRATEGY + TRAINING  
THE COCA-COLA COMPANY IMPROVES OPERATIONAL EFFICIENCY AND INTRANET USER EXPERIENCE  
WITH CONTENT STRATEGY

