



Workplace Customer Stories



from
FACEBOOK

Canada Tire



REGION
North America



VERTICAL
Retail

A better communication platform for a united company

Canada Tire offers products and services to help Canadians with their jobs and joys of life. Boasting a network of 1,700 retail locations, they are continually becoming stronger and more connected to the communities they serve.

Canada Tire adopted Workplace to replace an aging intranet and create a more united company for a large workforce across multiple brands.

How Workplace Helped

- A better intranet replaced five outdated systems and saved the company from having to conduct a multi-million dollar project
- Breaks down barriers for a large workforce across multiple brands
- Taps into customer insights using Groups, enabling ideas to come from everywhere
- Speeds up information by getting questions addressed quicker
- Company-wide announcements replaced emails sent to separate business units



The impact

780

hours of meetings
eliminated

58,000

employees



Our cross-Canada communications team of 15 will eliminate around 780 meeting hours a year by collaborating real-time in a Workplace group instead of a weekly meeting."

Chris Main

VP of Digital Technology, FGL Sports
A division of Canada Tire



Century 21



Creating and strengthening a people-focused culture

Century 21 Real Estate LLC is a global pioneer for innovation in commercial, residential and rural real estate that is transforming the industry from one of mere transactions to one of extraordinary consumer experiences. The company boasts a global network of 146,000 independent sales professionals across 13,000 offices in 85 countries and territories.

How Workplace Helped

- **Leading with transparency:** Workplace provided a direct line of communication with the leadership team and wider network.
- **Reinforcing a culture of collaboration** through use of Workplace Chat and Live Video sessions to check in with teams across the globe
- **Upholding company values** Through Live Video, leaders are interacting with staff and system members at all levels and maintaining consistency in their messaging



The impact

7,200

members in a single
Workplace Group
for coaching

3X

more webinar
session views

76%

increase in weekly
active
users in 2 months



Adopting Workplace as part of our rebranding has enhanced the relationship between our workforce and leadership team, along with our global network of affiliates. Workplace has enabled us to share critical, business-building feedback and best practices to help evolve the brand.”

Cara W.
CMO



CENTURY 21®



Columbia Sportswear



REGION
North America



VERTICAL
Retail

Breaking down silos and geographical barriers

Columbia Sportswear Company is a leader in active lifestyle apparel with a global portfolio of brands. Founded in 1938 in Portland, Oregon, the company's brands are today sold in approximately 100 countries.

The company had limited means to communicate with employees, including remote sales representatives and store management teams.

How Workplace Helped

- Made it easier to collect insights from remote employees to make better informed decisions
- Increased event participation when managed through Workplace
- Workplace ignited company culture by sharing photos and comments from events across the company



The impact

6,000

connected employees

38%

reduction in email



Workplace helps our employees connect and visually showcases our global teams. We're breaking down silos, communicating across functions and driving engagement, especially amongst our remote employee populations. It has definitely ignited our spirit of fun.”

Richelle L.

SVP & Chief Human Resources Officer



Delta Airlines



REGION
North America



VERTICAL
Travel/Transport

Putting communication at the heart of everything they do.

Delta Air Lines employs over 90,000 international employees worldwide. Their culture is rooted in a shared commitment their values of honesty, integrity, respect, Perseverance and Servant Leadership.

With culture being everything at Delta, Workplace has been invaluable to the airline for over three years as their only two-way communication tool.

How Workplace Helped

- Make the world a smaller place as it enabled two-way communication for employees around the globe
- Opened the door for leader-led, authentic and intentional communication
- Provided an immediate way for leadership to connect with employees helping to create security and trust



The impact

60%

Increase in mobile use and adoption

40%

Increase in overall engagement

11,000

Views on live steam town halls



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Catherine S

Senior Manager of Internal Social Media and Internal Channel Strategy



FIT4MOM



REGION
North America



VERTICAL
Retail

Strengthening the FIT4MOM franchise through mobile connection

FIT4MOM's unique business model allows moms to start and operate a FIT4MOM franchise business out of their homes while raising their children. The program offers workouts to women at all stages of motherhood. With numerous franchises located across the US, FIT4MOM was finding it hard to keep its franchise owners and instructors connected and informed.

Its existing communications tool was clunky and couldn't be accessed on mobile, so adoption was sparse. Emails were overused and inboxes were flooded, so important information was often missed.

Because FIT4MOM needed quick mobile access for on-the-go mom-owners, the business knew it had to find an easy-to-use communications tool with mobile capability to connect and access the community in real-time.

How Workplace Helped

- Improved communication between 300 franchises and 1,500 fitness instructors
- Sharing best practices through groups helped other franchisees become more successful in their business
- Sharing ideas enabled others to increase sign-ups to their own business
- Streamlining internal communications decreased emails by 85%



The impact

1,800

connected owners
and instructors

85%

decrease in emails

75%

growth in revenue



We are a company powered by women and moms. We are 100% mobile in our business, and need systems and apps to keep up with us. The Workplace app sold the concept to our users immediately.”



Ash R.
CEO





REGION
North America



VERTICAL
Education/ Non-
Profit

Building and growing a very creative community

The Challenge

KRE8ivU, an a creative after school program that teaches music production and cinematography/filmmaking needed a tool that checked all the boxes: Learning Machine Solution, but needed to the ability scale operations to multi-state, an intranet, and a way to build a community.

How Workplace Helped

- Provided a solution for an LMS
- Helped to create a “Hive” mentality where everyone can share their best practices and learnings across the company.
- Ability to focus on their mission of teaching and inspiring through ability to share work and get feedback live and in real-time



The Impact

100+

Students ages 12 - 18
onboarded

100%

adoption rate

103,792

posts in one month



Workplace by Facebook has been a powerful tool as our company intranet for over two years. For several months we had been auditioning Learning Management System platforms at some point we realized that Workplace covered all our requirements. We are now using Workplace for our teams as well as an LMS. Workplace has given Kre8ivU a landing base to collaborate on ideas and share projects easily. Students can easily like, comment, and share their ideas and opinions in a familiar forum that serves as a virtual community with easy access to our instructors.”

Douglas G
Founder



Memorial Health System



REGION
North America



VERTICAL
Healthcare

Streamlined communications helped improve efficiency and the bottom line

Based in Illinois, Memorial Health System is a nonprofit health system with inpatient and outpatient services. Employee and patient experience come first at Memorial Health System – and the organization has earned some of the highest satisfaction ratings amongst patients and staff in the nation.

However, traditional tools and processes were creating roadblocks. Memorial Health System turned to Workplace in June 2018 to combat email fatigue, redundant internal communications and a disconnected workforce. Today, over 96% of the organization's 7,000-strong workforce have joined the team on Workplace.

How Workplace Helped

- \$340K annual savings by hosting CONNECT sessions
- High praise from surveyors on 2018 Joint Commission Survey



The impact

\$340K

annual savings

100%

attendance at
marketing
communication team
meetings

69%

cost savings migrating
off print and digital
newsletters



As a leader, the benefits of having your team connect in a cohesive way will increase overall productivity and employee satisfaction. What management doesn't want that for their team? From a business perspective, that kind of activity has a very positive impact on the bottom line.”

Cathy S

Director, Communications & Marketing



Miami-Dade County Public Schools



REGION
North America



VERTICAL
Education

Turning connected classrooms into communities

Staff and teachers were spread across schools and educational departments, resulting in communication silos. Using Workplace, Miami-Dade County Public Schools is creating a community among staff and teachers, bringing thousands of educators together to connect, share best practices and technology integration strategies. In the process, Workplace is improving culture and raising the bar on instructional impact.

How Workplace Helped

- Delivering a clear message to teachers and staff
- Bringing teaching staff together to raise the bar on educational practice and professional development
- Making school operations run more effectively
- Giving key feedback to improve the product and serve customers better
- 2,000 employees came together to share their stories as the company created a virtual celebration for their 'One Million Properties' milestone



The impact

50,000

active mobile users



Workplace allows us to stay connected, work together in real time and build a global learning community. There are very few tools that allow us to accomplish this so efficiently and effectively.”



Leonid Rabinovich

Executive Director, Miami-Dade County Public Schools



NFP



REGION
NA



VERTICAL
FSI

NFP brings workers together in a new normal

Leaders across the company needed to share information and engage with a growing workforce and their current communication tools were not as efficient.

How Workplace Helped

Connecting employees: Workplace Chat has enabled global employees to stay engaged, share expertise and strengthen relationships with colleagues and clients, creating a new sense of community within the organization.

Addressing employee needs: Weekly surveys on Workplace have provided actionable insights into issues and opportunities, allowing leaders to demonstrate a concern for employee wellbeing.

Improving company culture: Utilizing Workplace Groups has helped changed NFP's culture through greater connection and communication.

[Click here to view full case study](#)



The Impact

80k

Global users in 54 countries and 13 languages on one platform

50m

Connections made this year through sharing and collaborating

40k

Monthly users on Workplace mobile app



“It’s been exciting to see employees embrace a new way of communicating, make connections with colleagues thousands of miles away, and feel empowered to share wins or float questions about overcoming business challenges.”

Eric Boester

Executive Vice President and Chief Marketing Officer



T-ROC



REGION
North America
LatAm



VERTICAL
Frontline
Retail

Transforming sales teams through Workplace

With its mainly millennial workforce, T-ROC found Workplace to be the perfect solution to connect its employees: It's easy to implement, requires no training and uses tools that young professionals are familiar with.

Page Valgora, Director of Sales Enablement explained: "We wanted employees to be active in the T-ROC community, contributing ideas, learning best practices and sharing successes."

Now everyone at T-ROC is using Workplace – from the CEO, to administrative assistants. Specifically, Workplace Chat has become integral to its sales operations and enablement. It instantly connects employees through mobile or desktop to get answers, send files or conduct video calls.

How Workplace Helped

- Enabled more agile culture through spontaneous and lively dialogue on new ideas, products and campaigns that bring employees closer
- Used Workplace as a motivational platform



The impact

97%

Workplace Chat
adoption rate

2,200

active users

80%

adoption rate



When sales staff working independently in the field need answers fast, Workplace Chat is their lifeline."



Page Valgora,
Director of Sales Enablement





A mobile workforce, productive while on-the-go

UST Global was looking for a better communication and collaboration platform to help drive its digital transformation. Other tools had struggled to gain adoption. Collaboration by email was limited, with new ideas locked up inside departments and teams.

With 85% of employees under the age of 40, the company found that its young, highly-mobile workforce relied on personal tools to stay productive.

How Workplace Helped

- 25% of the workforce travels regularly, using Workplace to stay connected and productive
- Senior leadership in the US, UK and India use Workplace Chat to make decisions and prepare meetings, wherever they are
- Within the first week, a post in the 6,000 member 'Innovation' group shared information on a new technology under development eliminating the need to complete a pending acquisition of a similar technology



The impact

18,000
employees

85%
adoption rate

“

Workplace allows our most important asset – our people – to be effective and productive.”



Sunil K.
CEO



Valet Living



REGION
NA



VERTICAL
Property
Management

Connecting and engaging a remote, part-time workforce

Valet Living needed a more effective way to communicate to its ninety percent remote and part-time workforce,

Why Workplace?

Workplace offered an easy-to-use and proven platform to connect workers across the country. Employees could get up and running with little training, resulting in a high adoption rate that strengthened engagement, culture and communication.

How Workplace Helped:

- Created internal opportunities for everyone resulting in a 50% growth in internal promotions, and an increase in workers building their skills to diversify into other sectors.
- Connected everyone by allowing the opportunity for executives to bring the entire workforce together and give every employee the opportunity to share ideas, ask questions and stay up-to-date.
- Created alignment and social responsibility by the ability for executives share the organizations' strong standpoint on cultural and social issues.



The Impact

50%

Increase YOY on
internal promotions

20%

Reduction in attrition

75%

Frontline adoption



Our associates guide everything that we do at Valet Living, and Workplace is an invaluable tool that connects us to our frontline directly. I truly enjoy going on Workplace daily, learning from our associates, and getting to see firsthand the amazing work that they are doing."

Shawn Handrahan
President and CEO



Veterinary Emergency Group (VEG)



REGION
NA



VERTICAL
Healthcare

Cultivating a culture of togetherness amidst expansion

VEG needed a solution that could keep its growing workforce bonded, and an efficient and consistent way to relay important information.

Why Workplace?

Workplace provided a user-friendly, versatile platform for VEG to share knowledge and company updates, and connect with colleagues across hospitals through a centralized touch point.

How Workplace Helped:

- Strengthened relationships and kept morale high with monthly CEO 'VEG shows' on Live and by posting meaningful customer stories, celebrating successes and welcoming new hires as the team grew.
- Helped VEG become a smarter, nimbler organization by allowing employees to crowdsource knowledge and get immediate support from other doctors in VEG hospitals, and hosting regular education and development programs.
- Cleared email clutter and streamlined communication by posting guidelines and policies in real-time and engaging in dialogues with employees to improve alignment and cohesion



The Impact

90.4%

Activated accounts

93.4%

Weekly active users

99%

Monthly active users



Without Workplace, we wouldn't know as many other VEG employees and be as connected. We wouldn't be saving as many lives as we do and have the culture that we have today."

Anna Foster

Associate Director
The VEG Innovation Lab



**VETERINARY
EMERGENCY
GROUP**



Wharton



REGION
NA



VERTICAL
Education

Organizing a digital welcome experience for new students

The Wharton School, one of the world's most distinguished institutions for business education admits close to 2,000 students in its Master of Business Administration program. Quarantine measures from the coronavirus (COVID-19) pandemic in the United States led The Wharton School to cancel its Welcome Weekend for newly admitted students. Adapting to this unprecedented situation, the school decided to take the event online – even amidst a tight timeline

Why Workplace?

By using Workplace as a platform for community-building, The Wharton School successfully hosted a warm welcome experience that fostered many new connections among its students and staff.

How Workplace Helped:

- Set up a community at speed creating 250,000 connections among students and staff in 3 weeks
- Championed the community spirit among students and staff through groups and Live townhalls
- Measuring success with data and insights to gauge health of the community



The Impact

11,071

Connections made in first six months

3

Weeks to implement and create connections

46,684

Reactions in the first 6 months

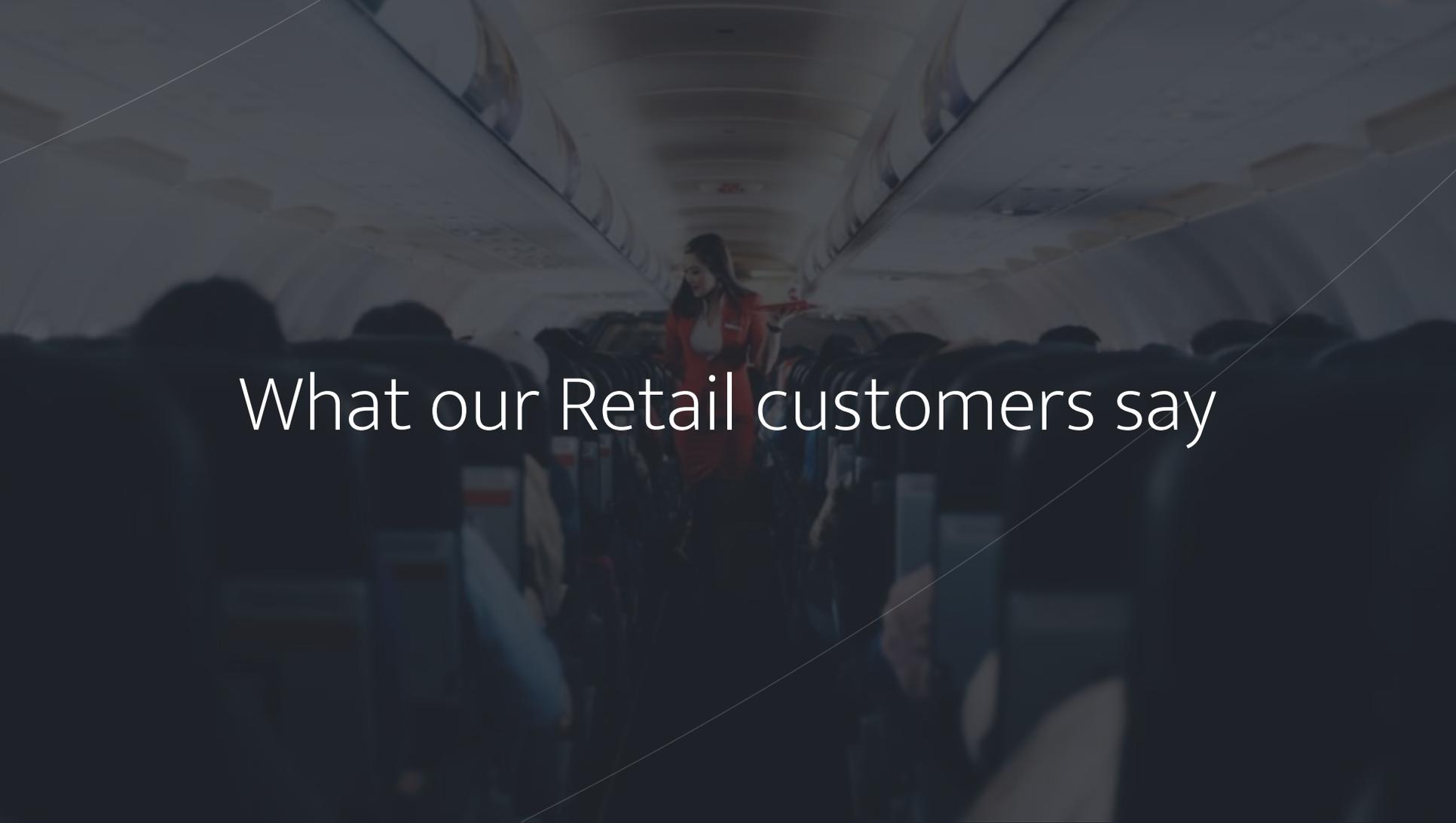


“Being able to see how people interacted and how much time they spent on Workplace was golden for us as Wharton is a very data-driven place.”

Eric Greenberg

Senior Director of Marketing Strategy and Operations at The Wharton School of the University of Pennsylvania



A woman in a red vest is standing in a retail store aisle, surrounded by clothing racks. The image is dark and serves as a background for the text.

What our Retail customers say

“

Workplace has brought our employees closer together; they are communicating better and the shops are running more smoothly than ever, which is reflected in our growing revenues.”

Jayson Rapaport

Co-Founder



“

Our cross-Canada communications team of 15 will eliminate around 780 meeting hours a year by collaborating in real time in a Workplace group instead of a weekly meeting.”

Chris Main

VP of Digital Technology, FGL Sports
A division of Canadian Tire



A group of people are seated around a table in a meeting room, engaged in a discussion. In the background, a whiteboard features a diagram with the word "IDEA" circled in a hand-drawn circle. The scene is dimly lit, with a dark overlay across the entire image. The text "What HR leaders say" is centered in white.

What HR leaders say

“

Workplace helps our employees connect and visually showcases our global teams. We're breaking down silos, communicating across functions and driving engagement, especially amongst our remote employee populations. It has definitely ignited our spirit of fun.”

Richelle Luther

SVP & Chief Human Resources Officer



A group of five business professionals are seated around a conference table in a meeting room. They are engaged in a discussion, with some looking at laptops and others at each other. The scene is dimly lit, and the image has a dark, semi-transparent overlay. The text 'What Business leaders say' is centered over the image in a white, sans-serif font.

What Business leaders say

“

We are a company powered by women and mums. We are 100% mobile in our business, and need systems and apps to keep up with us. The Workplace app sold the concept to our users immediately."

Ash Robinson

CEO



“

Workplace has brought our employees closer together; they are communicating better and the shops are running more smoothly than ever, which is reflected in our growing revenues."

Jayson Rapaport

Co Founder





What our IT customers say

“

Our cross-Canada communications team of 15 will eliminate around 780 meeting hours a year by collaborating in real time in a Workplace group instead of a weekly meeting.”

Chris Main

VP of Digital Technology, FGL Sports
A division of Canadian Tire



Workplace has already been adopted by
some of North America's top brands

Campbell's



StanleyBlack&Decker

