
Industry	Financial Institution
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Founded	1957
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Headcount	235
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Headquarters	Capitola, CA
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Bay Federal Credit Union
creates engaging and
collaborative employee
intranet with an aggressive
implementation timeline



The Simpplr solution enabled Bay Federal Credit Union to create an intranet that engages, empowers, and improves the employee experience. By having an intranet that offers robust search capabilities, a user-friendly interface, and the ability to keep content fresh and engaging, we give our team members the tools and resources they need to work more effectively and efficiently. This has resulted in our ability to better serve the entirety of our membership and our community.

Carrie L. Birkhofer

President and CEO



The Challenge

An inclusive, scalable intranet



Prior intranet offered limited search capability and incomplete analytics

Lack of ongoing customer support from the previous intranet provider

Low employee engagement

Bay Federal Credit Union was established as a teacher's credit union in 1957. As the largest member-owned financial institution in Santa Cruz County in California, they have succeeded. Bay Federal has over 235 employees in 7 locations. Effective employee communication is an invaluable part of their business as the credit union works to provide a highly rated service experience for its members.

In early 2020, Bay Federal Credit Union's executive leadership team agreed that the business had outgrown their previous

intranet platform. Their previous provider no longer addressed the organization's ongoing and expanding need for a collaborative, engaging user experience with robust search capability.

With executive support, a cross-departmental governance team was assembled from several departments throughout the organization. This diverse team ensured that a wide array of perspectives were taken into account during the vendor evaluation process.

The Solution

A 60-day transformation



Robust search capabilities to find up-to-date, accurate information

Low IT dependency with best-in-class integrations

Departments enabled to manage content, forms, and other resources

Bay Federal Credit Union was ready to move quickly in finding a solution that would better meet their needs. Working with a 60-day deadline to switch intranet providers, Bay Federal had to act quickly and efficiently. Simplr was rated as the best solution after a multi-vendor evaluation.

The ease of use with Simplr for end-users and Intranet admins alike was a key factor in their decision. With a sleek and sophisticated UI, Simplr had understood

exactly what they needed. Simplr's search capabilities were a massive improvement from the previous provider whose intranet structure was challenging to utilize.

Simplr's intuitive design clearly placed engagement and team contributions at the center of the user experience. All of these factors ultimately led to the selection of Simplr, and implementation was ready to begin. In 8-weeks, Bay Federal was able to refresh and migrate all content to Simplr.

They identified their necessary criteria and were looking for a platform that:

1

Would encourage two-way dialogue so all team members could contribute and create content

2

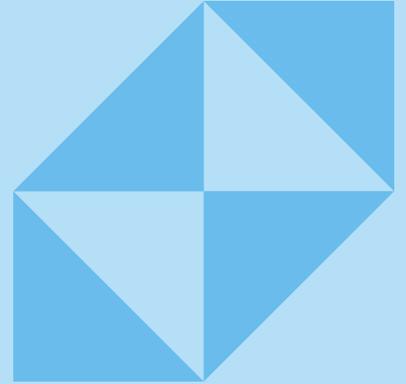
Be aesthetically pleasing, engaging, intuitive intranet, for both users and content creators

3

Feature highly robust search capability and analytics

The Results

A well-connected credit union



100% employee adoption

Rapid 8-week implementation with refreshed content, improved user tools, and social engagement

Connected remote employees to increase collaboration and decrease silos

After implementing Simpplr, Bay Federal Credit Union launched “BayConnect” as their new and improved intranet solution. On the day of their go-live, each users’ browser home page was set to default to BayConnect. Starting with 25 sites, they’ve grown to 82 sites and continue to develop new resources by harnessing user engagement through engaging content, employee contests, and continued site development. Utilizing BayConnect has increased the productivity of employees by making it easier to search for information and highlights the most newsworthy content on the home page carousel. Bay Federal Credit Union enabled employees to personalize

content and links on their BayConnect home pages, which empowered team members to prioritize content, links, and elements they rely on for their essential duties.

Employee participation and collaboration have drastically increased compared to their previous provider. With a 100% login rate, it’s clear that Bay Federal Credit Union keeps their employees engaged. Simpplr’s Auto-Governance engine has been a core part of their workflow and keeps information up to date for the credit union’s ongoing success in serving its members and community.

About Bay Federal Credit Union

Bay Federal Credit Union is a full-service, not-for-profit financial institution that serves over 80,000 members and 2,400 local businesses throughout Santa Cruz, San Benito, and Monterey counties in California. With more than \$1.5 billion in assets, Bay Federal is the largest member-owned financial institution in the region, serving its members and the community since 1957. Bay Federal is a certified Community Development Financial Institution, with a primary mission of promoting community development alongside their financial activities. Bay Federal has an award-winning employee volunteer program in which employees have given their own money and volunteer for numerous local schools, nonprofit organizations, and community events each year.



About Simplr

Simplr is the leading AI-powered employee experience platform. Organizations use our forward-looking, adaptable products to deliver personalized experiences that inspire and engage their employees. Wherever people work, Simplr enables them to flourish.

Trusted by more than 500+ leading brands, including Zoom, Snowflake, Moderna, Eurostar, and AAA, our customers are achieving measurable productivity gains, increased employee engagement, and accelerated business performance.

Simplr is headquartered in Silicon Valley, CA with offices in the UK, Canada, and India, and is backed by Norwest Venture Partners, Salesforce Ventures, and Tola Capital. Learn more at simplr.com.