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Industry	Healthcare Manufacturing
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Founded	1990
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Headcount	12,000
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Headquarters	San Ramon, CA
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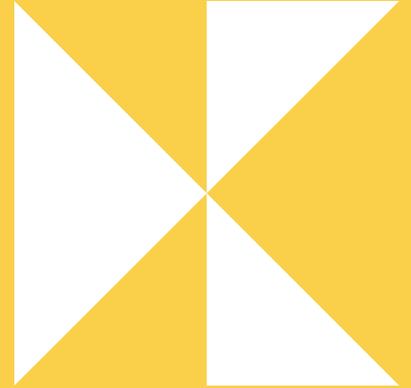
CooperCompanies



# Cooper Companies creates a Unified Digital Experience with Simppplr

## The Challenge

# Separation of divisions



Lack of easy access to knowledge

Need for a mobile-enabled solution to support factory workers

Outdated information stored in an old environment

CooperSurgical is a medical device manufacturer that focuses on solutions that assist clinicians in improving the health of women, babies, and families worldwide. At the start of 2019, the company experienced an IT incident that caused company-wide downtime. This incident made the leadership team realize how important it is to have an internal communications strategy that would enable them to reach employees during similar events. They invested the next year looking into hiring the right team for the job and searching for the right platform to help support the cause.

CooperSurgical hired a Director of Corporate Communications to build an internal communications infrastructure from the ground up. Company wide communication was conducted only by email across 1,500+ employees, and leadership wanted better visibility on whether critical news and announcements were reaching employees.

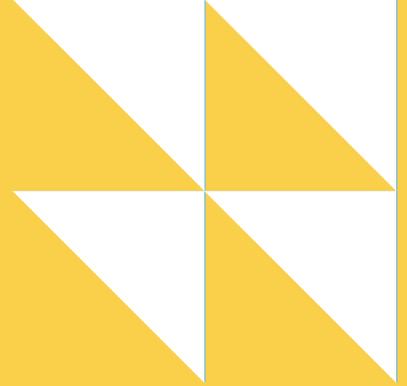
This project was accelerated as a result of the COVID-19 global pandemic, which made it harder for employees to keep up-to-date on important company news. Closure policies were getting lost in email threads and the reopening procedures that were fluctuating regularly.

CooperSurgical's tech stack included Microsoft 365, Okta, and Oracle. While SharePoint existed, it was largely used as a content repository and was already rendered a content dumping ground. Considering the existing tech stack, their new intranet platform needed to include these integrations because their IT team was relatively new and wanted to prevent the risk of struggling with too much change-management.

In the end, Simpplr's ease-of-use and out-of-the-box solutions were the most appealing factors for the leadership team. With new IT and Internal Communication teams in place, Simpplr would fit in well as a low-barrier for change management.

## The Solution

# Unifying OneCooper Digital Experience



Improve internal communications with strong collaboration and feedback

Connect all units, locations, countries, and time zones

Establish a strong company culture by fostering employee engagement

As part of the OneCooper vision to unify the two divisions of CC (Surgical and Vision) into one culture, Simpplr started the journey with CooperSurgical to support their lack of a formal internal communications program and infrastructure that was largely non-existent. They created a test case for the future global expansion that the leadership team envisioned. Cooper Surgical's launch met all of their requirements including the ability to post announcements, communicate key information, provide analytics and access to an IT help desk, leverage mobile in order to connect with deskless workers, and to customize individual sites based on brand needs.

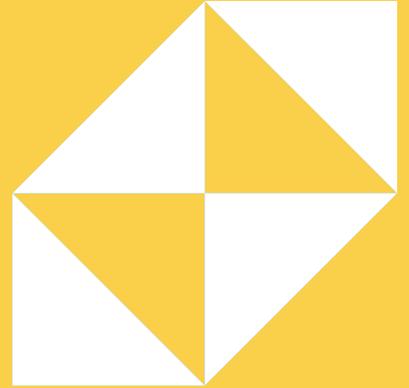
Based on the success of that rollout to their roughly 2,500 employees, CooperVision started their pilot as the global CIO was

intent on replacing an aged Kentico intranet and standardizing on Simpplr. With the resounding success of a 25 person pilot in their UK manufacturing group, CC moved forward to enable all 1,800 of their UK manufacturing colleagues as a first wave to a global deployment with additional waves to Global Manufacturing and knowledge workers in multiple countries totaling ~7,000 additional users.

Cooper Companies looked to Simpplr because they wanted something that was truly simple. The ease of use and low barrier to entry combined with the ability to grow and scale were what set Simpplr apart from the competition. Together Cooper Companies and Simpplr got to work to build the foundational intranet, OneCooper, from the ground up.

## The Results

# A Simpplr Path to Success



93% company adoption across  
123 departments in 45 locations

Unified two divisions of CC (Surgical and  
Vision) into one culture with Simpplr

Supported leadership objectives  
of a OneCooper vision with higher  
engagement scores

When CooperSurgical first launched they had no baselines for engagement and their sole goal was to create a viable intranet that could easily be expanded across their various divisions. Since its launch, OneCooper has reached 93% of the company's global workforce with 31 sites. They currently have 123 departments in 45 locations engaging with 739 pieces of content and they are growing the repository daily.

The initial rollout was very well received and generated immediate positive feedback. One employee shared, "I have worked for CVI for a very long time and this is the first time I have ever felt connected to the company."

Their successful launch accelerated their push for expansion. As a result, they have launched their next division, Cooper Vision, and are poised to grow quickly through the next phase of the partnership.

Currently in the expansion phase with CooperVision, their next move will be growing further into the Cooper Companies' HQ. Cooper Companies is excited to continue leveling the playing field for their wired and non-wired employees through their Simpplr partnership.

As they move forward, their focus is on non-wired employee onboarding, identifying smaller sites and ensuring that there is value across OneCooper for all teams, further customizing their main dashboard, and building out a structured editorial calendar.

# About CooperCompanies

CooperCompanies (“Cooper”) is a global medical device company publicly traded on the NYSE (NYSE: COO). Cooper operates through two business units, CooperVision and CooperSurgical. CooperVision brings a refreshing perspective on vision care with a commitment to developing a wide range of high-quality products for contact lens wearers and providing focused practitioner support. CooperSurgical is committed to advancing the health of women, babies and families with its diversified portfolio of products and services focusing on medical devices and fertility & genomics. Headquartered in San Ramon, CA, Cooper has a workforce of roughly 14,000 with products sold in over 100 countries. For more information, please visit [www.coopercos.com](http://www.coopercos.com).

CooperCompanies

## 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](http://simplr.com).