

THE INTRANET  
INNOVATIONS  
VIRTUAL SUMMIT  
2024



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# Merging Two Companies & Cultures with an Innovative Intranet

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Brief history of Uber Freight

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Challenges faced

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SharePoint issues

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Why we chose Simpplr

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User success

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Moving forward together

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Founded in 2000 as Transplace and merged with Uber Freight in 2021 to become the global team powering intelligent logistics

North America



Europe



**~5K** Uber Freight team members around the world

2000

6 trucking companies unified their logistics teams creating Transplace to compound efficiencies

2016

Uber Freight founded to digitize the brokerage industry, further compounding efficiencies in logistics

2021

Uber Freight integrates Transplace to power intelligent logistics

2023

Uber Freight begins releasing the most comprehensive evolution of the industry's most powerful networks

# Challenges we faced

## Separate intranets – we needed a single “town square” to meet

- **Transplace**
  - SharePoint
  - Microsoft Suite (Outlook, PowerPoint, Word, etc.)
- **Uber Freight**
  - Used home-grown intranet at Uber
  - Google Suite (Gmail, Google Calendar, etc.)

## Divergent corporate cultures

- **Transplace**
  - Older workforce, older company, bigger workforce
- **Uber Freight**
  - Younger workforce, startup culture based in the middle of Silicon Valley

# SharePoint issues

- **Complex user interface:** steeper learning curve for users
- **Limited user engagement:** we faced challenges in fostering collaboration
- **Black hole for documents:** it was difficult to manage and track document versions
- **Search functionality:** difficult to find what you were looking for
- **Customization complexity:** issues with tailoring the platform to specific needs
- **Integration hurdles:** difficulties integrating with other tools and outside systems

# The search

In 2021, we began  
to look for a solution.  
**Our wish list:**

- **Cultural support:** a space conducive to building a unified corporate culture
- **User-friendly interface:** an easy-to-use platform for a seamless employee experience
- **Analytical capabilities:** a tool that provides robust analytics to measure engagement, usage, and other key metrics
- **Collaborative features:** support for collaboration, content creation, and employee interaction
- **Document management:** a centralized hub for storing and accessing important documents
- **Universal accessibility:** a platform where every employee can easily access information and tools

# Why Simpplr?

Other intranet companies we considered

- **Igloo**
- **LumApps**
- **Axero**

X-factors

- **User support**
- **Customers seemed to be happy**
- **Driven**

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**User friendly interface**

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**Simplified management**

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**Analytical insights**

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**Collaborative features**

Uber Freight Connect

Search Uber Freight Connect...



Home

Feed

Sites ▾

People

Apps ▾



## Join the Journey: Celebrating Female Truck Drivers with Sisters of the Road!

Exciting news! As part of our Women's History Month programming, we're thrilled to announce that Uber Freight is partnering with Sisters of the Road, an award-winning photo exhibit documenting the lives of female American truckers, for a major ...

In [Marketing & Comms](#) on Mar 4, 2024

Sites to check out 🔍



Employee Experience  
People - 👤 4357

## People Portal

Social campaigns

Latest

Popular





## Content Creators

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### One Uber Freight culture

"It is easy and quick to use. It allows us to organize and make information easy to find. It is the source of truth we direct employees to and link in training materials, eLearnings, facilitator-led sessions, etc. All employees have access, so it helps us build our One Uber Freight culture."

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### Just one click away

"We have been able to post helpful content and resources for managers as well as for employees. We have uploaded benefits guides, step-by-step guides on how to use People Portal, and all of our policies on the Employee Experience site available to everyone just one click away!"

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### Change management

"The Transportation Management team launched a site and has seen tremendous growth and adoption of it. The site creates a one-stop shop for TM resources such as important links, news, training content, and more! We've been able to come together as one by leveraging UFC."

## Observers

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### No more clutter

"I like that Uber Freight Connect shares recent information about who we are and new things coming. It doesn't feel overly cluttered"

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### Content is king

"I think it's easy to navigate and has good search features. I also like that there are pages and events to stay up to date. Newsletters are a nice way to easily reference the content we have received via email."

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### One-stop-shop

"I don't really need to use it for my day job, but I do like it to keep up with what's happening around the company, and if I need to search for something specific: person, department, policy, etc."

# User success

We just finished our annual Internal Comms survey.  
**Here are some results:**

**85%** say UFC is their favorite way to receive company news and information

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**70%** say UFC helps them find the information they need to do their job

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**Like most about it:**  
“Easy to use”

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**Like least about it:**  
“Wish there was more content on it”

# Delivering results

	CURRENT 90 DAY AVERAGE	90 DAY AVERAGE 2022-2023
ADOPTION	<b>95%</b>	<b>88%</b>
AVERAGE VIEWS PER USER	<b>10</b>	<b>8.5</b>
VIEWED CONTENT	<b>80%</b>	<b>72%</b>
CONTENT PUBLISHED	<b>130</b>	<b>90</b>

# Moving forward together

- **Continuous improvement:** regularly gather feedback from users to enhance features and usability
- **Expanded engagement:** introduce new engagement initiatives to encourage active participation
- **Training and support:** provide ongoing training sessions for site managers to ensure all employees are familiar with the platform
- **Integrations:** continue to explore integrations with other tools
- **Employee-led initiatives:** support and promote employee-led initiatives
- **Executive engagement:** continue to cultivate involvement of executive leadership to demonstrate leadership support

Thank you

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