

CONNECTING A DISTRIBUTED  
WORKFORCE WITH "YOUR COOEE"  
THE VIRTUAL FRONT DOOR TO RSL LIFECARE



## RSL LIFECARE



RSL LifeCare is a charitable organisation caring for over 7,500 residents in 28 retirement villages and 28 Aged Care Homes across NSW and the ACT. A leader in senior living, RSL LifeCare provides high-quality personal home care, retirement villages, and aged care homes (nursing homes) in Australia. Since 1911, RSL LifeCare has been serving the community by providing professional, caring support for veterans, and today, they welcome all members of the public.

## SYNERGY



Synergy was founded on the core belief that the right technology, when implemented correctly, can make your business better. Synergy has been helping businesses large and small to meet their business needs since 1995 and established its Australia base of operation in 2007. Their team of skilled consultants, project managers, trainers, developers, and support technicians will deliver on your business requirements and provide the peace of mind you need to operate comfortably in today's business environment.

## THE PROJECT

Before beginning their digital transformation journey, RSL LifeCare had an outdated intranet implemented 10 years earlier. According to Ainslie Page, Digital Marketing Manager at RSL Lifecare, it was a "legacy system that was clunky and not easy to use. There was a desperate need to overhaul the intranet and utilize a system that was a bit more innovative and user friendly".

The final push to overhaul and modernize their intranet came from new government legislations. The Australian Royal Commission into Aged Care required care providers like RSL LifeCare to ensure easy access to policies.

"It was a great opportunity to implement a digital workplace that is easily usable, anywhere, anytime and that employees could really engage with as a central source of truth" says Ainslie.

## OBJECTIVES

1

Ensure easy access to policies & documents

2

Allow everyone to easily contribute content

3

Connect a distributed workforce

4

Communicate urgent information to everyone

# CHALLENGES

RSL LifeCare was using an intranet hosted on-premise which meant that employees had to be on the network to access it. This was not ideal for RSL LifeCare's distributed workforce and deskless workers.

Murray Campbell, Consulting Manager at Synergy, explained that there was a need to move across to SharePoint Online which is "accessible anywhere you've got an Internet connection, so it makes it easier for the workforce to be able to access documents".

According to Ainslie, the team at RSL LifeCare also needed to overcome another challenge:

"How can we join employees in one central place when we've got 28 different locations?"

A medium to large organization, RSL LifeCare has over 4,000 staff spread across 28 sites and their Head Office in NSW and the ACT. While some employees work on-site, Home Care staff are highly mobile and spend their working hours both off-site with clients and at their fixed office address. Although corporate staff worked remotely during the pandemic, employees plan to return to the office. RSL LifeCare is the definition of a distributed workforce.



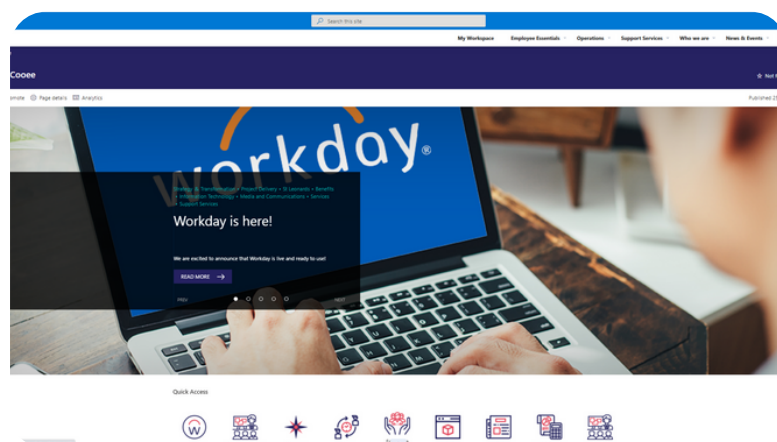
"It's a fountain of knowledge...a central source of truth"

Ainslie Page  
Digital Marketing  
Manager



## WHY POWELL INTRANET?

When RSL LifeCare approached Synergy Australia, with their requirements for a user-friendly, cloud-based intranet Powell Intranet, was top of mind for Murray and his team. Built on Microsoft 365, Powell Intranet met RSL LifeCare's primary needs for an accessible, secure content repository. However, what made Powell Intranet really stand out was how inclusive it is. Every employee can contribute to creating content and building RSL LifeCare's "virtual front door".



# IMPLEMENTATION PROCESS

After evaluating proposals from three vendors, RSL LifeCare worked with Synergy to design and implement Powell Intranet according to their needs.

Once the platform was built, the digital team had the tough task of rewriting policies that had become outdated and moving them over to the new intranet. There was a "six- or nine-month delay between when the intranet was built and when they first started using it in the live environment and that was all to do with trying to get as many policies across as possible" according to Murray. This stage of the digital transformation journey was an initiative that needed to take place carefully with the right systems and processes in place.

Once the initial content was ready, RSL LifeCare began a soft launch of their intranet, "Your Cooee", with one department. Four months later everyone had moved across to the new platform.

## NEXT STEPS

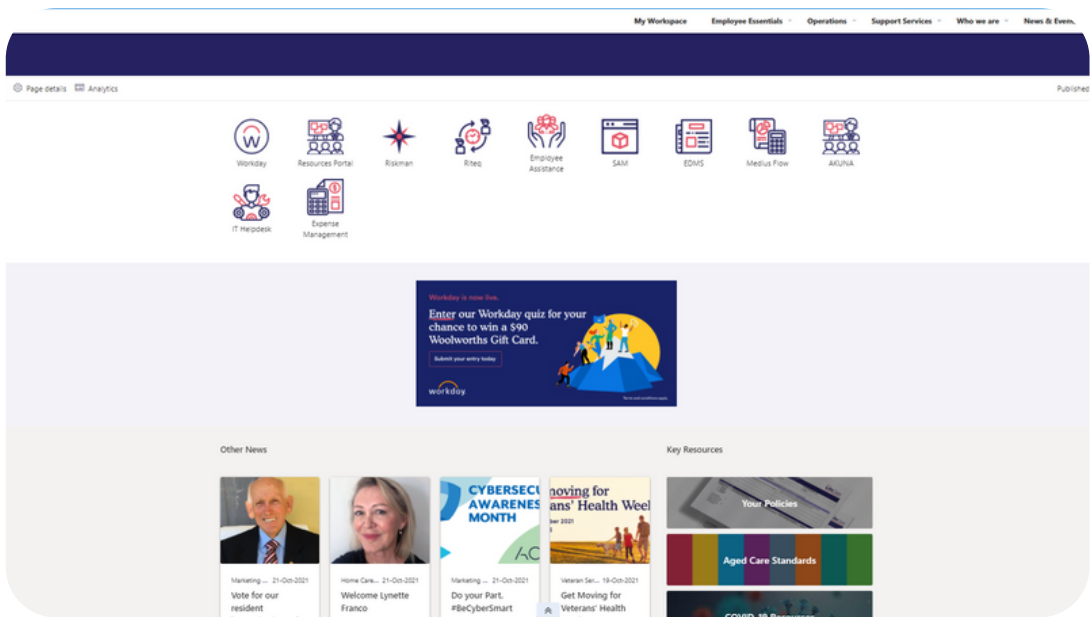
RSL LifeCare choose Powell Intranet for its ease of use, and they are preparing to take full advantage of that. The first step, and the secret to any successful intranet launch, is onboarding users through proper training. The digital team at RSL is in the process of handing over content creation to each business unit who will maintain their own page.

While most departments have embraced the task, Ainslie has some helpful tips for encouraging those who need more encouragement to engage with Your Cooee.



RSL LifeCare named their intranet Your Coee, so what does "Cooee" mean? Cooee is a Australian term and refers to a method of contacting people out in the Bush. Why? Because shouting Cooee! is a sound that travels a long way.

[Tips for a successful intranet launch](#)



## WHAT RSL LIFECARE ACHIEVED

RSL LifeCare now has a sophisticated intranet along with “better systems and processes in place to deal with maintaining files”. They have achieved their need to offer easy access to documents and better searchability.

The intranet has become the first place users go when they log onto their computers in the morning to “It is that central repository and fountain of knowledge”, says Ainslie.

With the help of Synergy, RSL LifeCare has taken Powell Software's “intranet-in-a-box” solution and personalized it to their own branding. They used their signature deep blue and deep coral colours and two-tone imagery across the intranet. Powell Intranet, which they have named “Your Cooee” now reflects RSL LifeCares brand image.

What started as a content management system has become a key internal communications tool. This is something that was very much appreciated during Australia’s numerous Covid lockdowns. The Intranet became the crisis communications tool to get news out to staff quickly.

## WHAT'S NEXT?

Once RSL LifeCare has gotten users up and running on the platform the next step is to really engage employees. As a Powell Intranet customer RSL LifeCare can benefit from the [Ideation Hub](#), an internal idea management tool, and the [Employee Advocacy](#) template, a social sharing tool. They are also interested in Powell Teams [Virtual Coffee Machine](#) and Water Fountain Cooler, for remote coffee breaks.

As a Powell Software customer RSL LifeCare can continue to benefit from new features.



“[We have] better systems and processes in place to deal with maintaining files”

Ainslie Page  
Digital Marketing  
Manager



## DESKLESS WORKERS

RSL LifeCares Home Care workers are what we would call “deskless workers”. They work in different locations and don’t have access to a company computer or Microsoft license. One issue this causes is that when a crisis hits, like a covid lockdown RSL LifeCare must send employees texts which can be a privacy concern. To overcome this problem deskless workers could use the [Powell Intranet mobile app](#) in “read-only” mode. This will give them access to news and alerts they subscribe too. The result? Everyone receives timely information. More importantly, it creates an inclusive company culture.

# RSL LIFECARES TOP TIPS FOR BOOSTING INTRANET ADOPTION

1

Onboard & take time to train users to be self-sufficient, with a dedicated team to offer support in using the platform.

Utilize traditional marketing techniques to encourage users onto the intranet. For example, send out newsletters every fortnight, including just snippets of articles so readers are driven to the intranet.

2

3

Make the platform a hub, bringing together all the tools' employees need like their holiday booking systems.

## About Powell Software

Powell Software develops digital workplace solutions that improve the employee experience, helping companies write their own "future of work" by leveraging the talent of their entire workforce.



[Get a Demo of Powell Intranet](#)