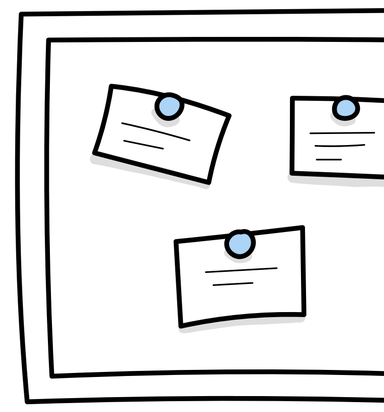
keka

How keka's social wall built a remote-friendly culture

Rediscovering the glue that kept the employees together





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Reminiscing the office culture amidst hybrid work

Samreen felt miserable. It was barely a month since her company had implemented the hybrid work model and she was missing her office terribly. Although she had not realized it then, the office meant a lot to her and the team. It was not merely a space where they worked. It was a place where they had built so many good memories, working and solving problems together.



Although she connected daily with her team, Samreen couldn’t shake the feeling of gloom when she remembered the days in the office and compared them to her WFH days.

The calls she made to collaborate for work were not the same as the discussions she used to have in the office. There was a very visible disconnect. Many a time, she felt she was not able to communicate as clearly as she wanted to. The talks about interesting ideas they used to have seemed too distant, like a dream now.



Ensuing cracks in culture – work takes a hit

The gloom finally got Samreen and many members of her team. The camaraderie they had built over the last two years began crumbling. Three new joiners had also joined her team and they hadn’t got the chance to establish rapport. Even though the team was using collaboration tools such as Slack, the discussions were purely transactional without any warmth.

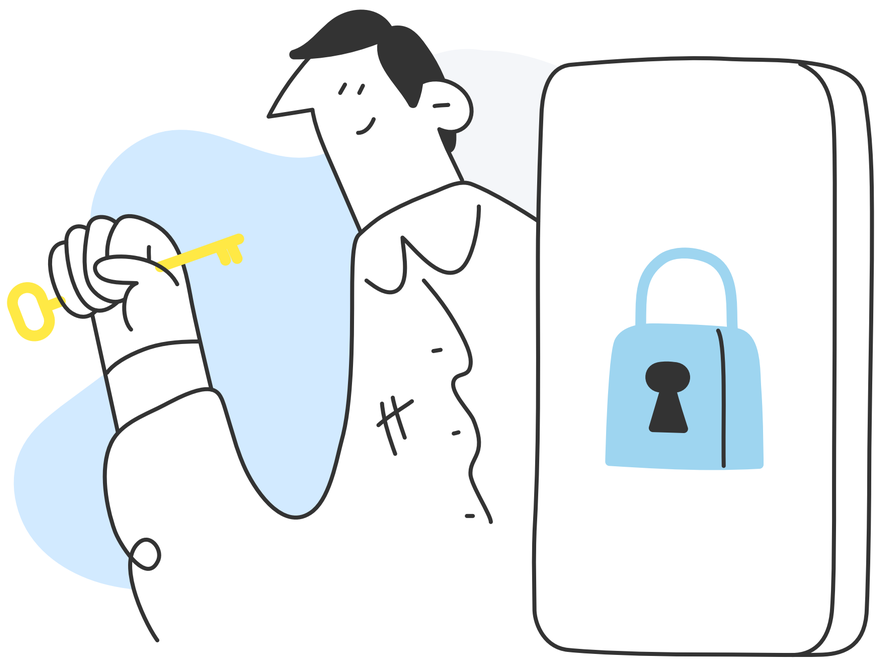
Unable to watch this without doing anything about it, Samreen took the initiative and decided to speak to Sakshi, the CHRO.

After listening to her, Sakshi informed her that similar issues were cropping up in almost all teams. “I have found a solution for this. Hang in there!” she had said.

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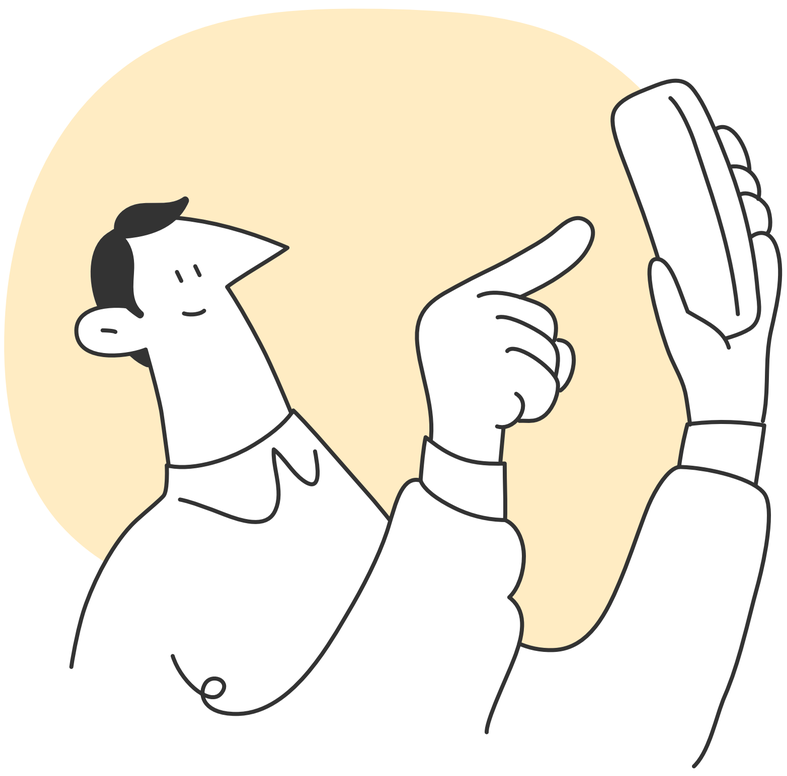
Keka's 'social' experiment

Early in the morning the next day, Samreen saw an email from the HR addressed to all teams. It talked about a 'dedicated social media portal' for everyone in the company. During the daily call, she felt that some of the team members were excited. "Hope they don't regulate or censor stuff we post. There are so many memes I want to post." Said Eeshwar, in his usual earnest voice.



There was a lighthearted debate throughout the lunch break in the team chat whether the platform will be adopted by everyone or not. By the evening, the link was live, and it had become a hive of activity.

The true potential of the social wall is discovered



In the evening of Friday, Akash published a post that truly showcased the true power and potential of the Social Wall. He posted his story about how a year ago, when he was an intern, Vikram had helped him figure out how to complete his tasks. The post was simple. It narrated how, despite his own workload, Vikram made a point to spend time with him every evening and helped him bring stability in how he managed his time. From barely being known across a few teams, Vikram had become a star overnight and his inbox was filled with messages of encouragement and admiration.

Over the course of the week, all the aspects of the office culture that the employees were missing appeared to make a comeback.

The nature of posts was diverse and included:

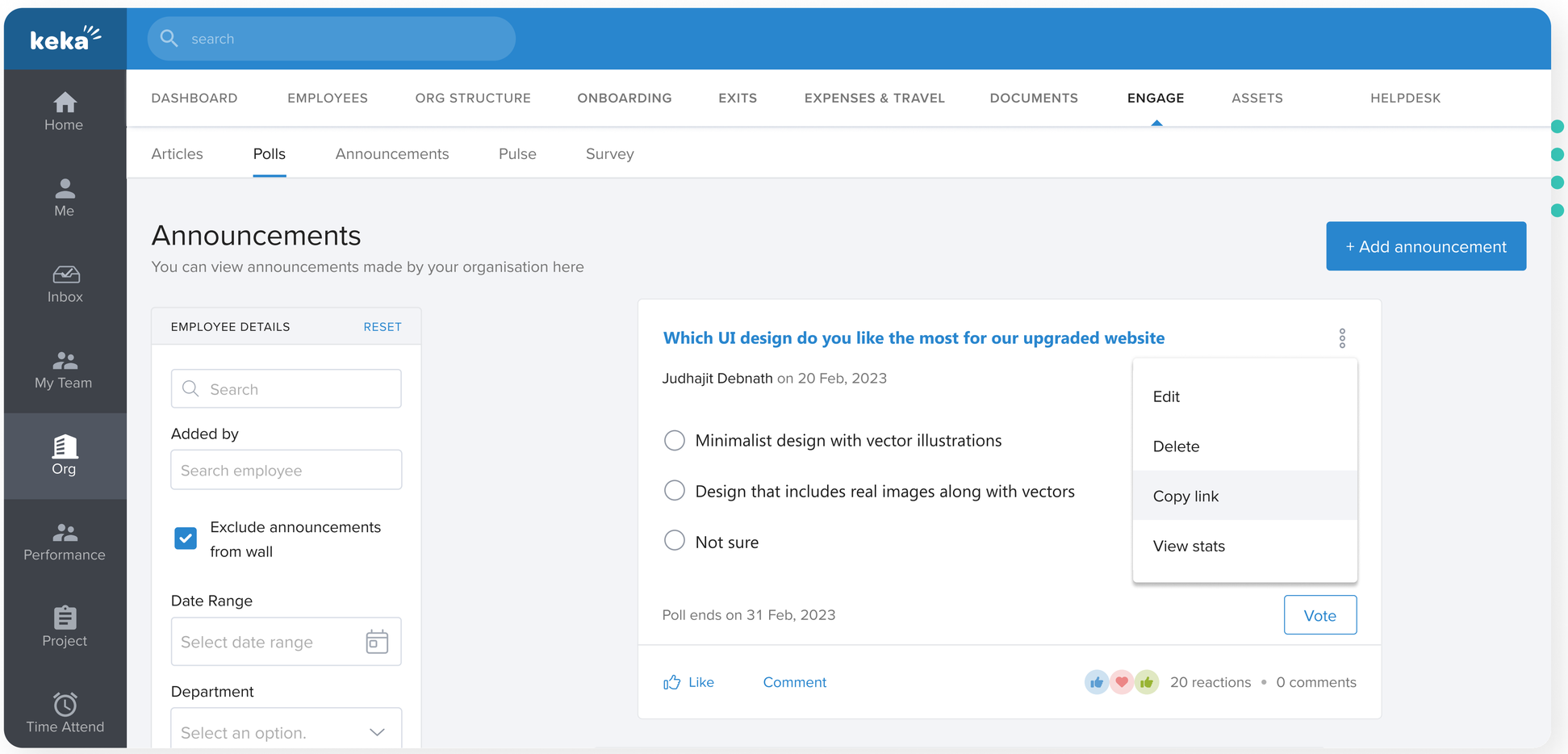
- Team members brainstorming for ideas
- Employees praising and thanking each other for their assistance
- Employees having fun and celebrating wins
- Work and company updates from HR

Company specific social wall

Thanks to its informal vibe, Sakshi, the CHRO, had found it a better alternative than emails to conduct polls and surveys. The fact that she could conduct anonymous surveys was a huge boon for her, as it enabled her to measure the pulse of the organization in several critical aspects.

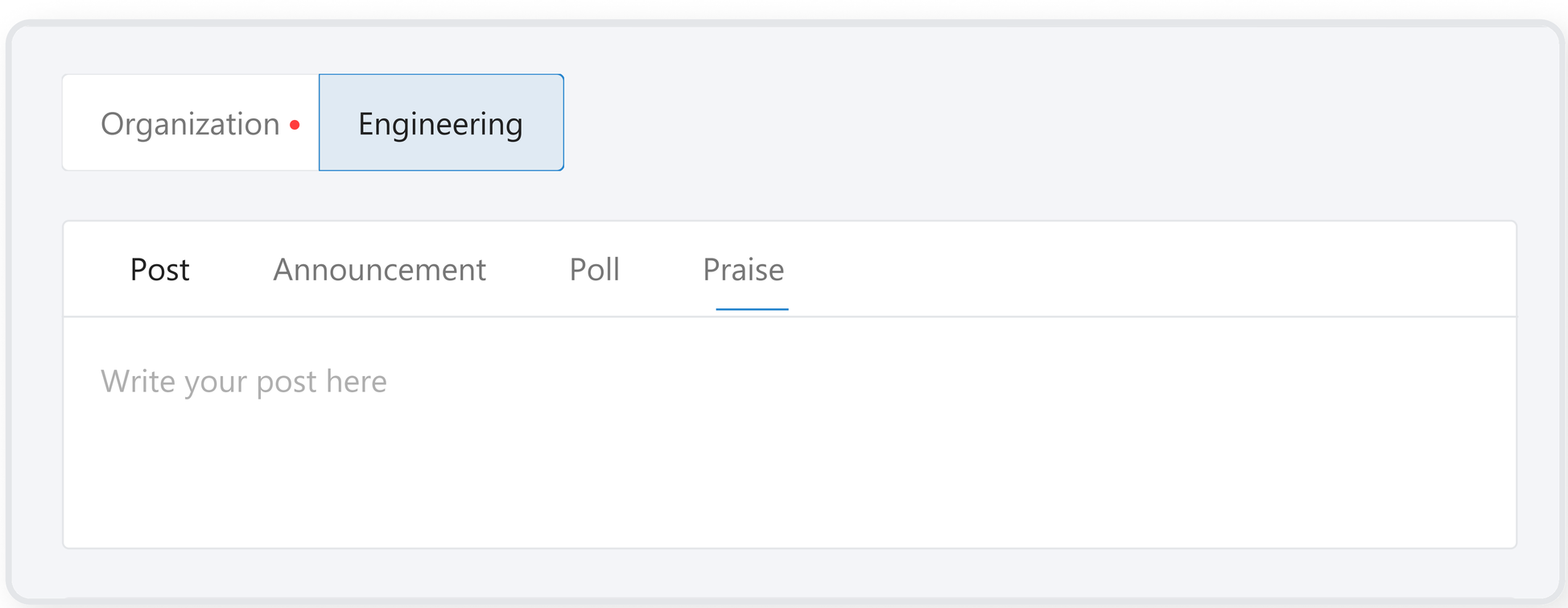
The Social Wall appeared to be restoring the office culture that was earlier crumbling.

One of the best things about the wall was that it allowed employees to publish posts specific to their department only or for the whole company. Also, there were special options to publish posts related to announcements, praise, and even conduct polls.



On Keka's Social Wall, employees can tweak the settings of each post and poll and control which audience it will be visible to.

For example, as shown below, employees can conduct polls specific to their departments and for the whole organization.



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Gamified social recognition

The ‘praise’ feature in Keka’s Social Wall gamified recognition through a series of badges, each of which could be used for a different context.

Badges

Badges are used while giving Praise to an employee.

+ Add Badge



Upon selecting any of the badge, employees can also add a note of appreciation for the person they are praising and tag them.



Praveena Muvva praised **Harsha Vardhan**

12 Oct 2020

The Firecracker

The way you work in the organisation is priceless. People like you always important to our company. Thank you for the amazing support in the... see more

Insightful Comment Share 21 • 3 Comments

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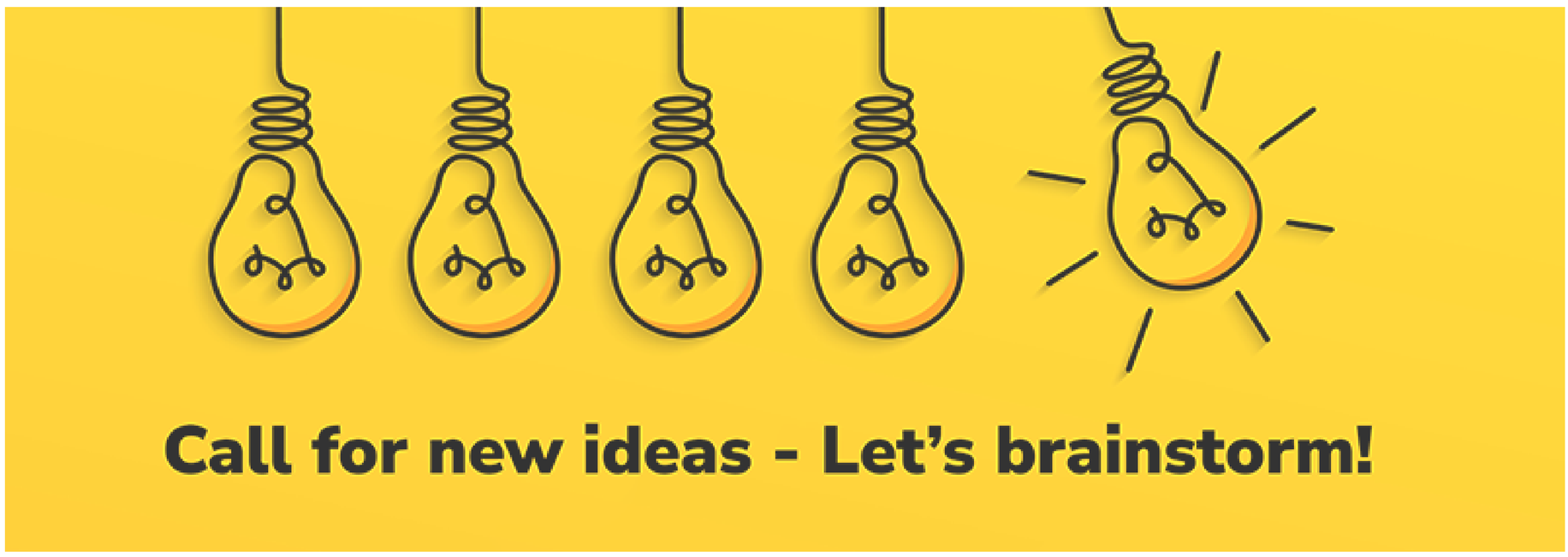
A call for ideas from the CEO



Vinay (CEO)

12 Oct 2024

Dear team. We need to constantly innovate as a company to stay ahead in the race. So this is the time for you to share ideas to improve our product. Best ideas would be taken live ASAP.



Insightful Comment Share 21 • 3 Comments

Business impact – 3 actionable ideas and rise in employee engagement

Within six months of deploying the Social Wall, everyone in the company was able to feel the difference. The social wall had become the talk of the town among the employees.

From the countless brainstorming posts and sessions, 3 ideas were finally developed as proper product features and had been launched. The camaraderie that was missing during the early days of work from home had returned.

With a steaming mug of coffee in her hand, Samreen eagerly refreshed the tab of the Social Wall on her browser. She couldn’t help but smile, looking forward to seeing what posts were published during the day.

The Keka Impact

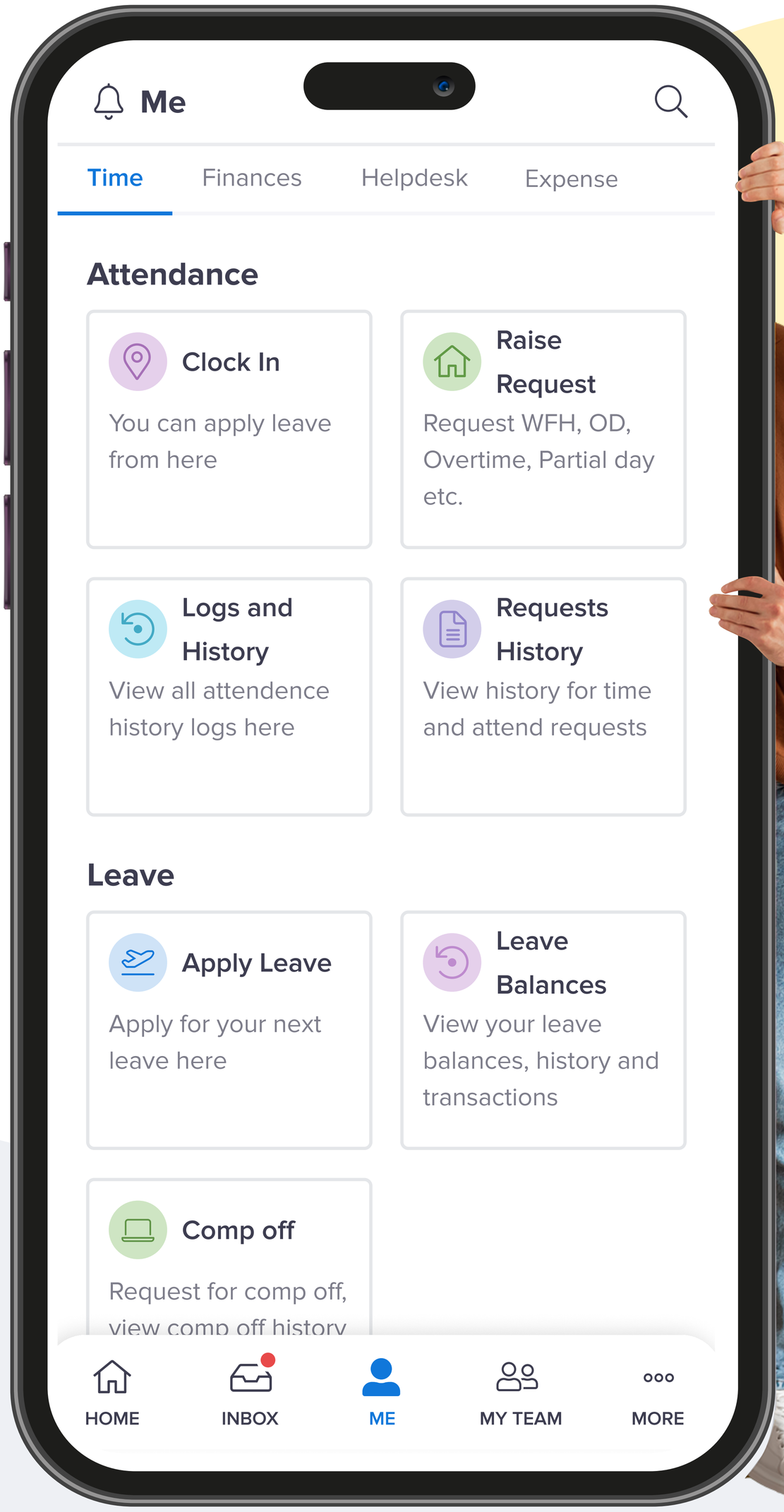
Not only did Keka provide an alternative to help the company build a culture of appreciation and collaboration, but it also helped in sustaining the culture. The social wall, the appreciation badges, announcements and all these features became harbingers of employee engagement that shored up productivity and efficiency.

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About Keka

Everything you need to build a great company

Keka is your people enabler. From automation of people processes to creating an engaged and driven culture, Keka is all you need to build a good to great company.





Reach out to us!

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