



RSI EnTech, LLC (RSI) launches intranet for lasting success

How do you successfully launch new technology in a workplace that's spread across four different states? **RSI EnTech, LLC** (RSI) tackled this challenge in July 2016, when they rolled out the **Jostle®** platform to almost 300 employees spread across Tennessee, Ohio, New York, and South Carolina. Their phenomenal efforts and success saw them win first place in the Best Launch category of the **2016 Jostle Awards**. Here's how they did it.

“We have multiple locations so we needed a tool such as the Jostle platform to keep us united.”



Stephanie Windsor Slosser
HR & Communications Specialist

The challenge

RSI was excited to get started with the Jostle platform; it was a way to reliably get news to people, keep everyone connected, and have people support and recognize each other.

They were keen to launch with success, but communicating the launch to their offices in four different states and drumming up excitement wouldn't be easy.





RSI's invitation to their Jostle Launch Party

The solution

"Our Jostle intranet launch really hit it out of the park because we presented it to employees as an exciting and real time way to get news, stay connected, and encourage each other," said Stephanie Windsor Slosser, HR & Communications Specialist at RSI.

In doing this, RSI tapped into the tangible solutions that the Jostle platform would provide for their problems. They then went into detailed planning mode. "We purposefully planned our events, training, "swag", and advertising to make the launch successful and the best one yet!"

Building buzz for the launch

Before launching the new platform, RSI intentionally built up excitement across the company. Stephanie told us:

"We sent out teasers before the launch in our company newsletter to let everyone know that the Jostle intranet was coming and when. We didn't give any information at this point; we were just trying to get the employees excited about what they thought it was and to talk to each other about it."





One of RSI's advertisements for the new intranet

RSI also hung Jostle signs around some of the buildings and created fun and innovative videos about the new platform. "We were even able to get our president to be in one of the videos!" shared Stephanie. By the time it arrived, everyone was curious and interested to see what the new platform would bring. Here's a video RSI created for the PEOPLE directory:



<https://goo.gl/NfQY1Y>

Planning the launch

RSI had a committee that worked on the logistics of setting up the platform, internal marketing, and the launch of the Jostle platform. They created a marketing plan to ensure they reached all employees, and used this to guide the launch.

“We had four launch parties, in four different offices. Each launch was unique to the location, but all of them provided: help to individuals for completing their Jostle intranet Profile, food, and time to mingle with colleagues,” said Stephanie.



RSI launched with enthusiasm in every office

The big celebration!

RSI wanted to make their Jostle platform launch a party because they wanted to show employees that the new intranet would be enjoyable for everyone to use. The committee planned the events so they would educate people on the Jostle intranet, and provide a way to connect colleagues that don't see each other much.

“Each event was planned to have a celebratory feel. At each launch party we had Jostle shirts, food, and fun. For example, at our Oak Ridge location, we had a taco bar, Jostle cake, music,



games, and everyone received a 'Jostle with RSI' t-shirt. We even created the signage to match the Jostle colors," shared Stephanie.



The launch parties brought everyone together and provided educational information

Alongside the festivities, RSI provided employees with some clear, tangible resources to help them get started with the Jostle platform and ensure a quick uptake:

"We created a training PowerPoint for supervisors so they could bring the excitement of the Jostle platform and information back to their groups. To make it even easier on employees, we also created a step-by-step document to help employees set up their Jostle Profile," said Stephanie.



RSI's training collateral for their staff

RSI also created a blue background and picture station at the parties, where people could take a photo for their Jostle intranet Profile.

“The Jostle platform has been a great way for our company to stay connected. From Shout-Outs to being able to put a face to a name, it enables us all to be engaged in the company’s happenings.”



Stephanie Windsor Slosser

HR & Communications Specialist



The results

"Our employees really enjoyed each launch and LOVED the t-shirts. We really love when we see our employees sporting the blue or green shirts that we designed for the launch party!"

RSI's Jostle intranet launch party was a hit and they've also taken steps to keep up the momentum and excitement for their new platform. Stephanie stated:

"We had multiple Fitbit competitions to encourage those that were not on the Jostle platform yet to complete their Profile. And we continue to write NEWS Articles to keep it interesting and encourage employee engagement. We also post 'Jostle Tips and Tricks' articles to help employees understand how they can better utilize the platform."

RSI went above and beyond to make the Jostle intranet take root within the company. Their company-wide launch was noteworthy (and award-worthy!) and we're excited to see how they continue to use the Jostle platform to improve their overall communications, connectivity, and culture.



About Jostle Corporation

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