



Workplace puts arms around the whole organization

HarperCollins Publishers is the second-largest consumer book publisher in the world. With two hundred years of history and more than 120 branded imprints around the world, HarperCollins publishes approximately 10,000 new books every year in 16 languages.

HarperCollins needed a tool to help them put their arms around the whole organization and create excitement around their publishing efforts and books in real-time. They also wanted to reduce clunky email that was crowding their inbox. Enter Workplace.

Workplace empowered Harper Collins employees who are passionate about their books, authors and events & want to share this in real-time by providing an intuitive platform that enabled two-way communication and feedback with no training needed. By replacing email with modern communications, employees were also able to share tips and tricks around their VPN and home office setup. Before Workplace, employees were recognized for their work on a quarterly basis. With Workplace, HarperCollins can now recognize their employees for great work immediately, in real-time.

Results:

80%

adoption of Workplace
within 3 days

96%

adoption of Workplace
within 1 month

92%

weekly active users
within 1 month