



# Evolving Employee Communications

Our Intranet transformation journey

April 2024

Abby Webster

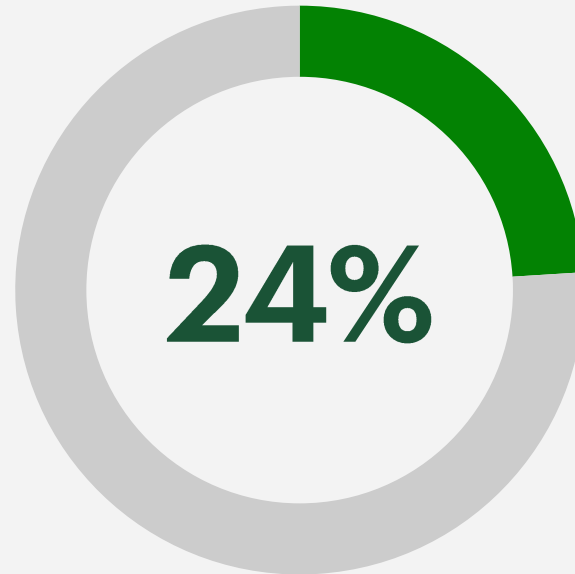


# Intranet Portfolio Usage Stats: April 2024

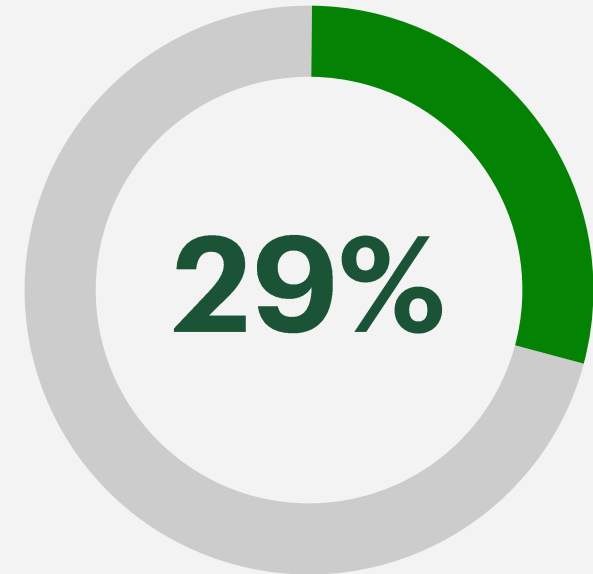
- Monthly page visits increasing 9% YoY
- Viva Engage launched Sept 2023 with new 'All Company' channel 'TD Buzz'

**36M**

Monthly Page Visits



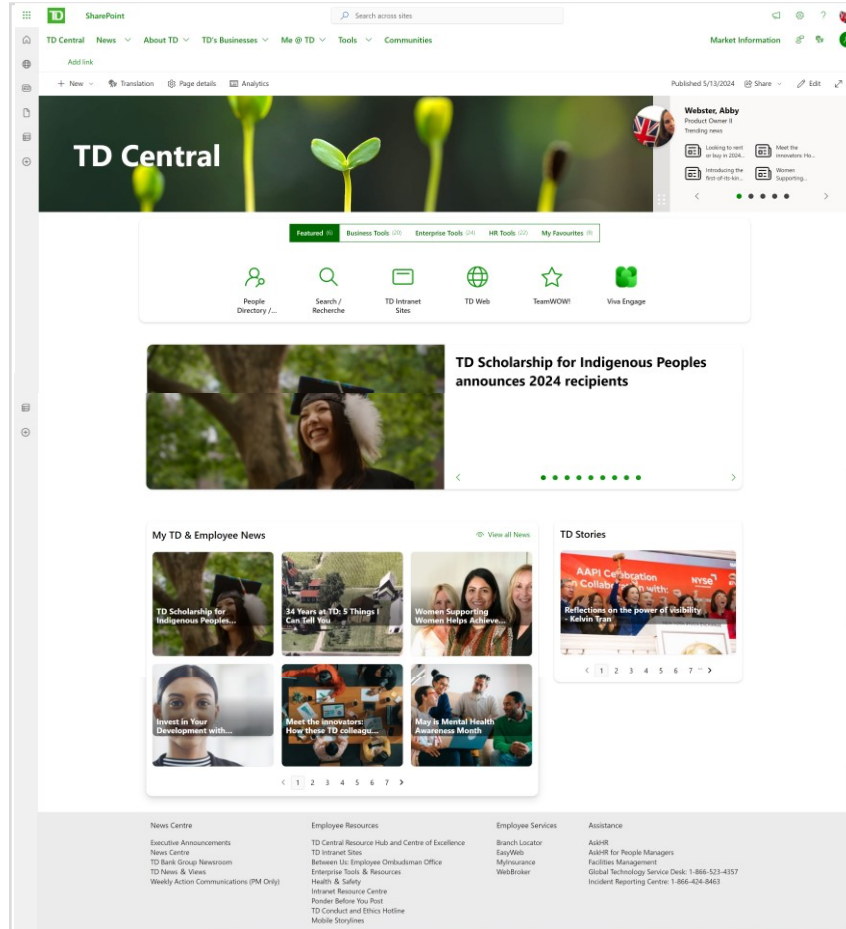
Viva Engage Usage



All Company Engagement\*

*\*based on full employee population*

# TD Central Home Page



TD Central, the new enterprise-facing Intranet ecosystem of TD Bank

# Questions?

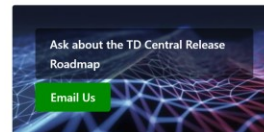




# TD Central Release Roadmap



The release roadmap is a comprehensive resource that will keep you informed and engaged with all the exciting TD Central milestones.



TD Central Release Roadmap See all

**Estimated Date : 2024-Q4**

- Epic: Intranet Toolkit**  
Enhancement  
Procedure Template - Enhanced  
Status: Under Evaluation  
Estimated Date: 2024-Q4  
Release Date: -  
Description: An enhanced version of the procedure template to meet all LOB needs. Mu...
- Epic: People Directory MVP 2**  
Enhancement  
Make it easier to find colleagues  
Status: Under Evaluation  
Estimated Date: 2024-Q4  
Release Date: -  
Description: Enhancements to the TD Central People Directory will be worked on to bui...
- Epic: Search Strategy**  
Enhancement  
Search Results Page  
Status: Under Evaluation  
Estimated Date: 2024-Q4  
Release Date: -  
Description: A search results page make it easy to f or colleagues to find the information...

**Estimated Date : 2024-Q2**

- Epic: Digital Experience**  
Enhancement  
Executive Announcements Revamp  
Status: Released  
Estimated Date: 2024-Q2  
Release Date: February 29  
Description: Migration of the exec announcements page to TD Central, including the abi...
- Epic: Digital Experience**  
Enhancement  
Brand updates to News template  
Status: Released  
Estimated Date: 2024-Q2  
Release Date: -  
Description: Branding changes require limited use of the green square that is currently ...
- Epic: Expiry**  
Enhancement  
Content Expiry MVP 1  
Status: Released  
Estimated Date: 2024-Q2  
Release Date: -  
Description: A content expiry process is key part of the lifecycle management of content...
- Epic: Intranet Toolkit**  
Enhancement  
Procedure Template - Simplified  
Status: Released  
Estimated Date: 2024-Q2  
Release Date: -  
Description: To ensure everything in TD Central is simple and easy to use, a new, simplif...

**Operations**   **Product Enhancement**   **Product Enhancement**   **Publishing Workflow**

Below are explanations for the phases of the Release Roadmap.

Status	Details
Backlog	Received and logged for review.
Under Evaluation	Being assessed for feasibility and fitment into product release roadmap.
In Progress	Actively being worked on as part of a future release.
Released	Launched and available for usage.
Declined	Not possible due to technical limitations or does not align with target state direction/rationale.

### Microsoft 365 Roadmap

www.microsoft.com  
The Microsoft 365 Roadmap lists updates that are currently planned for applicable subscribers. Check here for more information on the status of new features and updates.

Epic  
**People Directory MVP 2**  
Enhancement  
Make it easier to find colleagues  
Status  
**Under Evaluation**  
Estimated Date  
2024-Q4  
Release Date  
-  
Description  
Enhancements to the TD Central People Directory will be worked on to build off the Sep...

Epic  
**Digital Experience**  
Enhancement  
Brand updates to News template  
Status  
**Released**  
Estimated Date  
2024-Q2  
Release Date  
-  
Description  
Branding changes require limited use of the green square that is currently ...

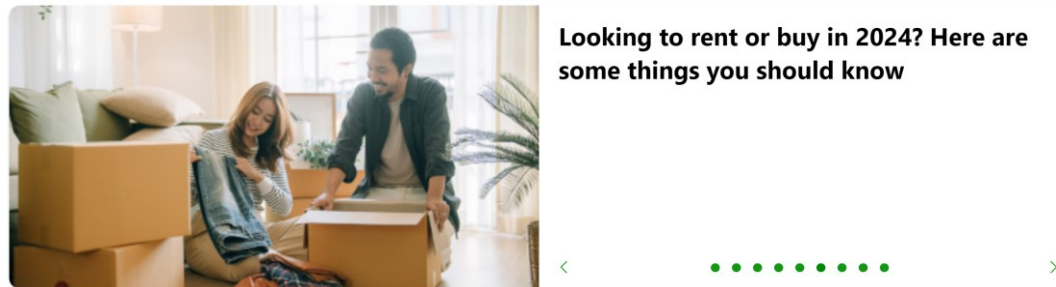
Example 'Release Items' in card view

# Questions?

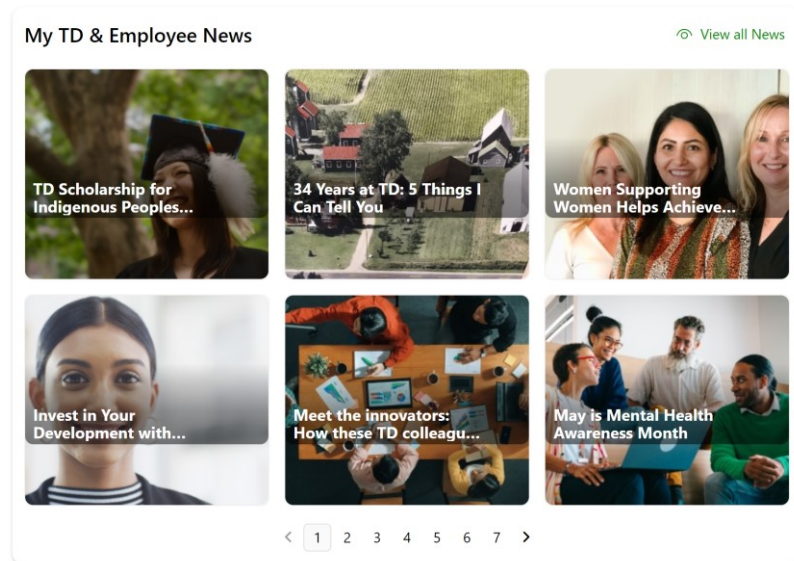




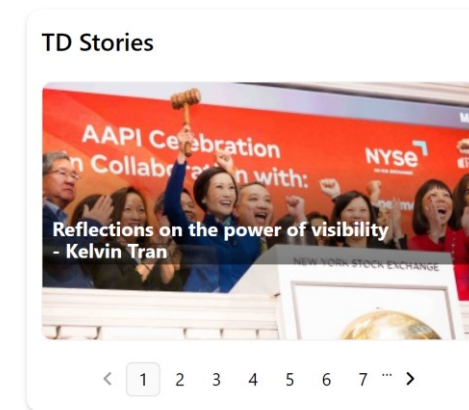
# Targeted components on the TD Central home page



TD Central Curated News Carousel 'The Banner'

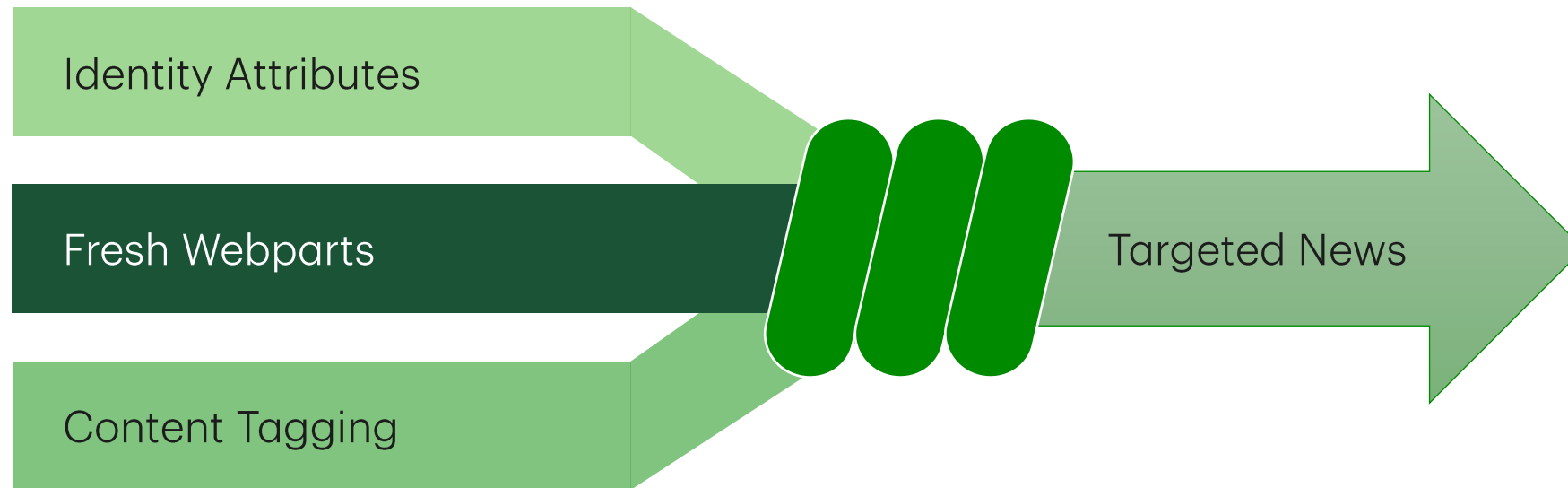


My TD & Employee News



TD Stories – curated list of externally published articles

# TD Central News Targeting Mechanism




TD Central uses a combination of identity attributes, content tagging, and targeted webparts to deliver a personalized news experience for colleagues







# Targeting Attributes on TD Central Profile Page

Search People Directory

 Webster, Abby  
Abby  
Senior Product Group Manager  
ITS Digital Experience

Contact Details Organization Chart Teams Audio Call

 Vision In Action  
VIA Award of Distinction Recipient

 League of Excellence  
2023 Recipient

Preferred Communication Language  
English

Email  
Abby.Webster@td.com

Logon ID  
WEBSTA2

Cost Centre

Current Work Location  
Work Phone  
Mobile Phone

Mailing Address  
310-320 Front Street West Corporate  
310-320 Front Street West  
Toronto ON  
M5V 3A4  
Canada

Company  
The Toronto-Dominion Bank (Canada)

Targeting Attributes

# Content tagging fields on news content pages

Tagging example:

☰ HR Company

N/A

☰ HR Supervisory Org Level 1

TD Platforms & Technology (Gregory Keeley)

☰ HR Supervisory Org Level 2

N/A

Department only – geographical targeting field 'HR Company' is set to N/A

Tagging example:

☰ HR Company

Meloche Monnex Inc.  
 Meloche Monnex, Assurance et Services Financiers Inc.  
 Sécurité Nationale Compagnie d'Assurance  
 TD Insurance Direct Agency Inc. / Agence Directe TD Assurance Inc.  
 The Toronto-Dominion Bank (Canada)

☰ HR Supervisory Org Level 1

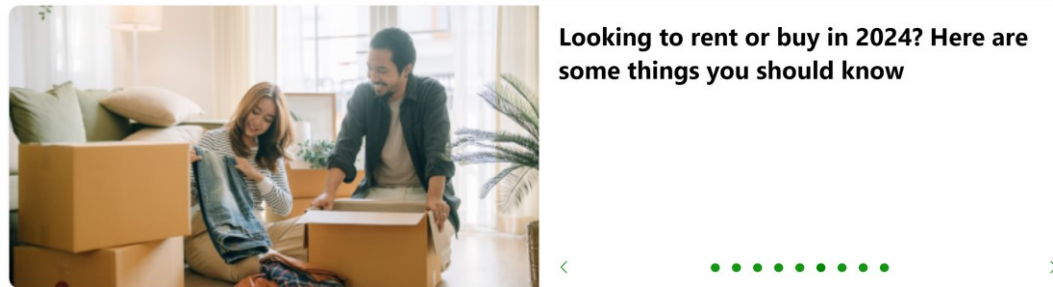
N/A

☰ HR Supervisory Org Level 2

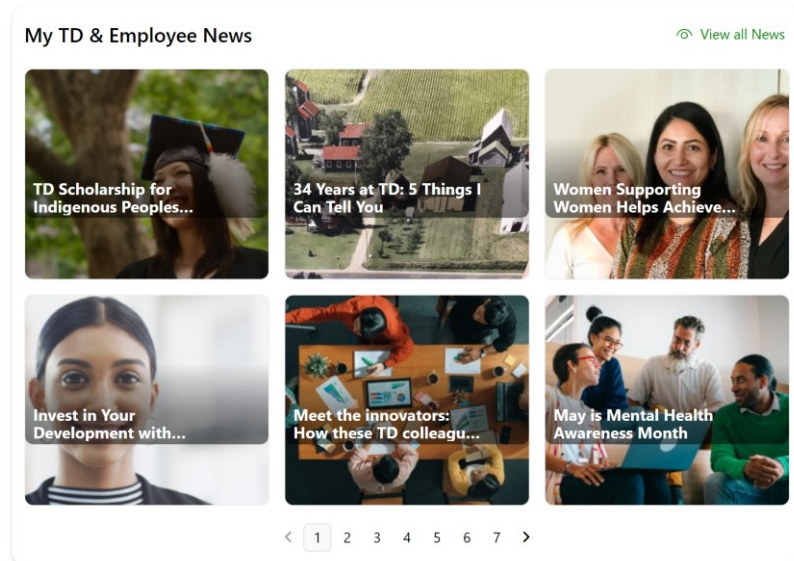
ITS Technology (James Grech)  
 Integrations, Data and Payments (Jeff Martin)

Department + location – relevant 'HR Company' fields and HR Supervisory Org Fields used

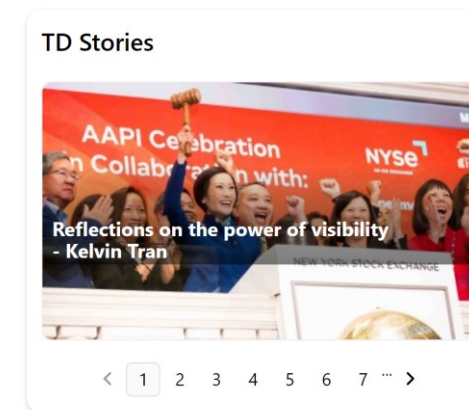
# Targeted components on the TD Central home page



TD Central Curated News Carousel 'The Banner'



My TD & Employee News




TD Stories – curated list of externally published articles



# Side-by-side news targeting examples

## Canadian Colleague View

## US Colleague View



**TD Second Harvest 2024 Campaign**  
Join the fight against hunger and food waste

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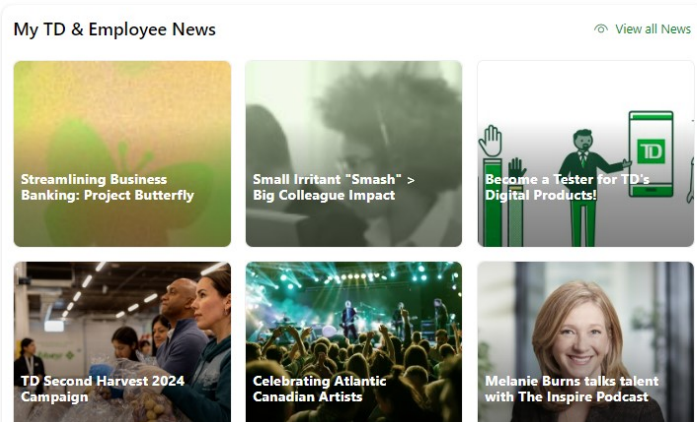


**How to Protect Yourself from Gift Card Scams**

We spoke to Adrienne Vickery, Associate Vice President, Canadian Fraud Management at TD, about gift card scams and how to protect yourself and your loved ones from falling victim to this kind of fraud.

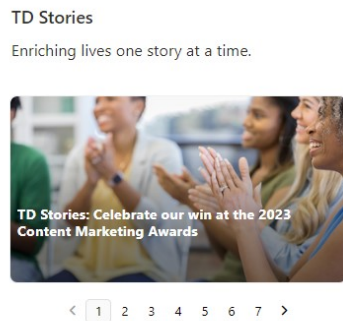
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**My TD & Employee News** [View all News](#)



- Streamlining Business Banking: Project Butterfly
- Small Irritant "Smash" > Big Colleague Impact
- Become a Tester for TD's Digital Products!
- TD Second Harvest 2024 Campaign
- Celebrating Atlantic Canadian Artists
- Melanie Burns talks talent with The Inspire Podcast

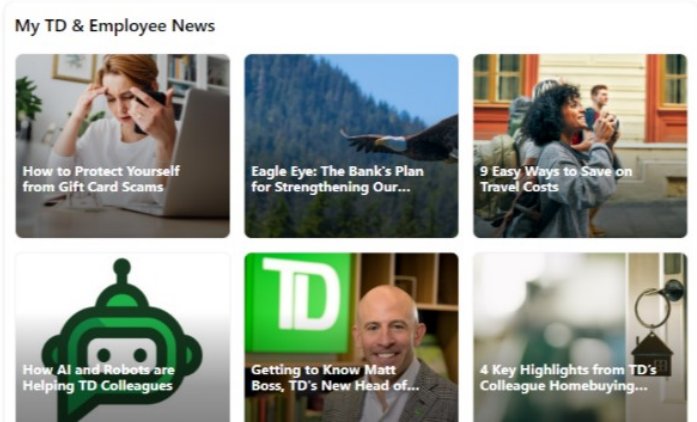
**TD Stories**  
Enriching lives one story at a time.



TD Stories: Celebrate our win at the 2023 Content Marketing Awards

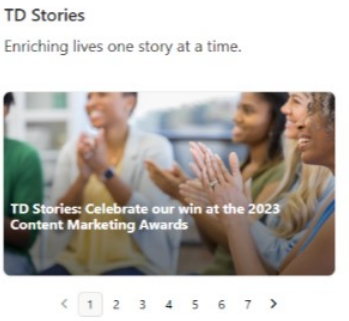
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**My TD & Employee News**



- How to Protect Yourself from Gift Card Scams
- Eagle Eye: The Bank's Plan for Strengthening Our...
- 9 Easy Ways to Save on Travel Costs
- How AI and Robots are Helping TD Colleagues
- Getting to Know Matt Boss, TD's New Head of...
- 4 Key Highlights from TD's Colleague Homebuying...

**TD Stories**  
Enriching lives one story at a time.



TD Stories: Celebrate our win at the 2023 Content Marketing Awards

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Example news view of a Canadian Colleague, in Platforms & Technology, in Infrastructure Technology Solutions

Example news view of a US Colleague, in US Consumer Bank, in Residential Lending

# Questions?



Thank  
you ♥