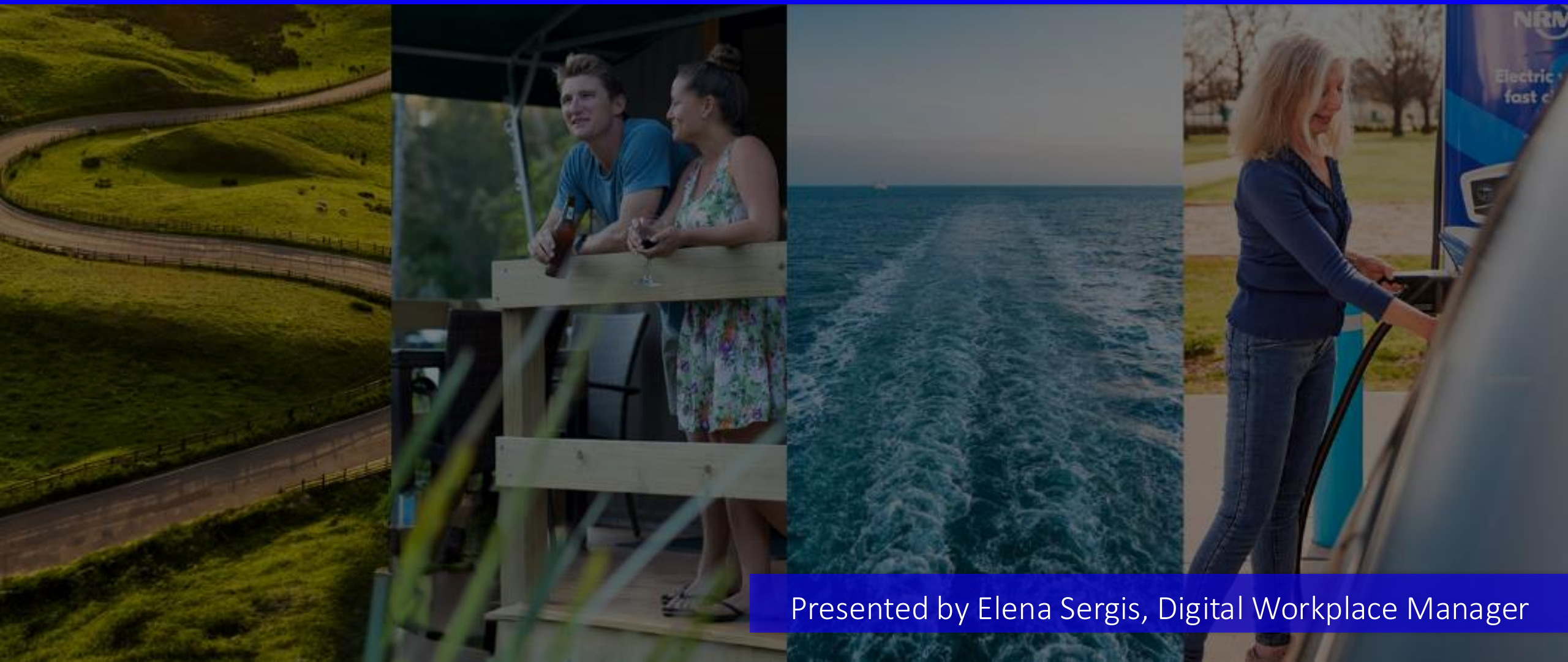
From Feedback to Functionality: Transforming NRMA's SharePoint Intranet



Presented by Elena Sergis, Digital Workplace Manager

Our organisation

NRMA ROAD TRAVEL REWARDS

My NRMA Rewards

- Exclusive benefits for members, including over 8,500 partner benefits
- $129M savings in FY24

Roadside assistance

Legendary roadside assistance is at our core, but we're also involved in all things motoring like driver training and road safety education programs.

Car and truck rental

Operating in over 100 countries, SIXT is now shaking up the car rental industry in Australia.

NRMA Parks and Resorts

We're proud to own and manage a portfolio of 59 tourism assets in iconic locations across Australia. From North Queensland to Tasmania, New South Wales, Victoria and into South Australia.

Marine

Our marine portfolio is home to ferry services in Sydney and leisure cruises across Australia.

Energy and infrastructure

The NRMA Electric charging network is a partnership with the Australian Government to build a national network of EV charging stations, aiming to connect towns.

Scan to follow us on LinkedIn!

NRMA's intranet has been on a journey

Blue moves on to SharePoint Classic

Multiple intranets servicing various parts of a Motoring business.

Group Blue 1.1

Blue moves into the cloud. Single Group Intranet establishing a consistent platform and user experience.

Group Blue 1.2

Launch of **Contractor Blue** and new People Profile design

Group Blue 1.3

New design based on user feedback to embed **yammer** on the homepage and **improve news.**

Group Blue 1.4

Launched **SharePoint teamsites** and updated Blue right-hand column for new Patrol device.

Blue moves on to SharePoint Modern

Migrated to SharePoint modern – whole new experience for our employees

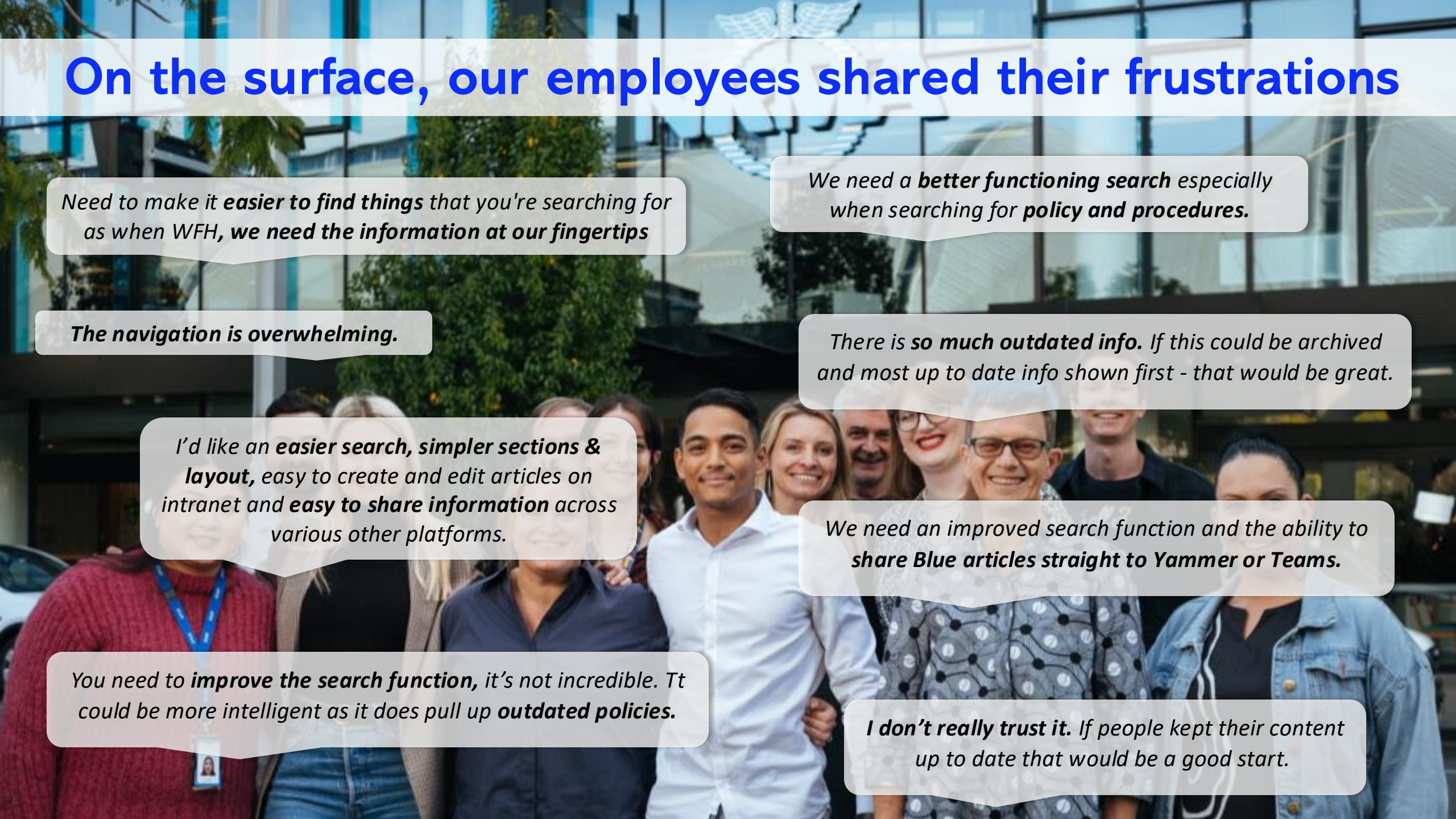
Blue 2.0 was born – a modern experience for our employees

NRMA ROAD TRAVEL REWARDS

As hybrid working ramped up, we knew we had to listen harder

77% of NRMA's workforce are frontline employees

On the surface, our employees shared their frustrations



*Need to make it **easier to find things** that you're searching for as when WFH, **we need the information at our fingertips***

*We need a **better functioning search** especially when searching for **policy and procedures.***

The navigation is overwhelming.

*There is **so much outdated info.** If this could be archived and most up to date info shown first - that would be great.*

*I'd like an **easier search, simpler sections & layout,** easy to create and edit articles on intranet and **easy to share information** across various other platforms.*

*We need an improved search function and the ability to **share Blue articles straight to Yammer or Teams.***

*You need to **improve the search function,** it's not incredible. Tt could be more intelligent as it does pull up **outdated policies.***

***I don't really trust it.** If people kept their content up to date that would be a good start.*

Behind the scenes, other challenges existed

Lack of data and analytics	Hours of manual work, lack of rich insights
Overwhelmed Content Owners	Clunky content creation process, lack of insights to their page performance
UI less intuitive	Hard to navigate, less visually appealing leading to lower engagement
Customisation complexities	Needed a unique skill set and a deep knowledge of legacy technologies
Limited mobile responsiveness	Poor experience for remote, on-the-go workers
Decentralised from Comms	Limited resources to support the platform, separate teams

Key themes we heard

Help me ***find information easier***

Simplify the layout *and user interface*

Help make our intranet an ***engaging platform***

Help me ***trust the information***

Give us ***better data and insights***

As a content owner, ***make my life easier***

Help me ***share content easier***

Make it ***mobile-friendly***

Getting user feedback on our intranet is as important as tasting a dish before serving…

NRMA ROAD TRAVEL REWARDS

Our 4 methods for continuous improvements

Employee Feedback Loops

Polls and surveys to drive platform enhancements and optimise usage.

Agile Practices

Weekly stand ups and asynchronous Teams channels to ensure continuous flow and collaboration.

Community of Practice

Foster a collaborative COP with Content Owners – both synchronously and asynchronously.

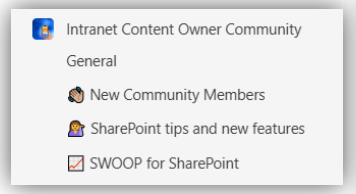
Collaboration Analytics

Benchmarking and performance monitoring using SWOOP to track success and identify areas for improvement.

From feedback to functionality

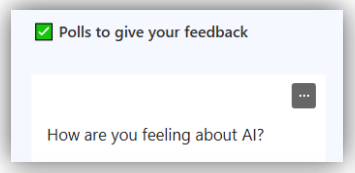
Oct ‘23

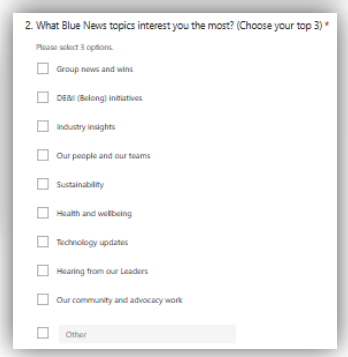
First Community of Practice and MS Team



Nov ‘23

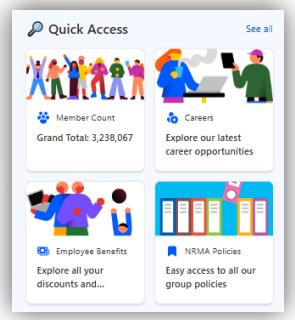
Introduction of Polls





Feb ‘24

Dashboard card optimisation

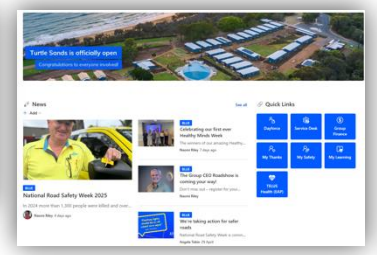


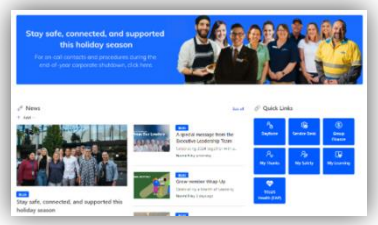
July ‘24

Introduced SWOOP for SharePoint

Sept ‘24

Introduced banners



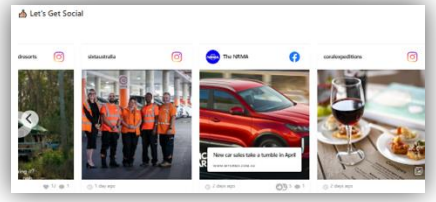


Sept ‘24

Celebrated Blue’s 1st birthday!

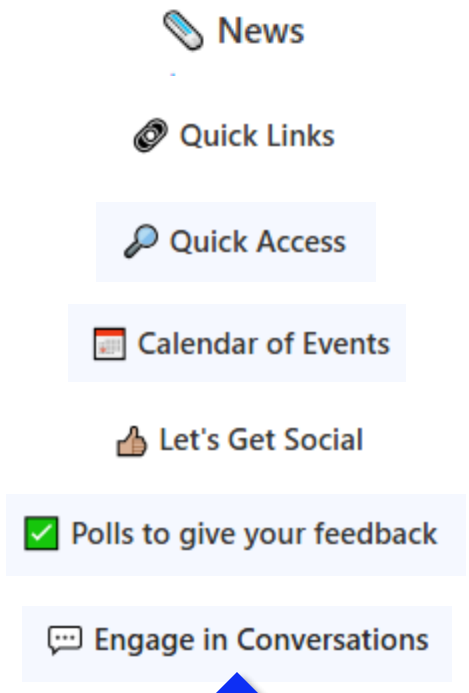
Mar ‘25

First dynamic dashboard card and addition of social feed

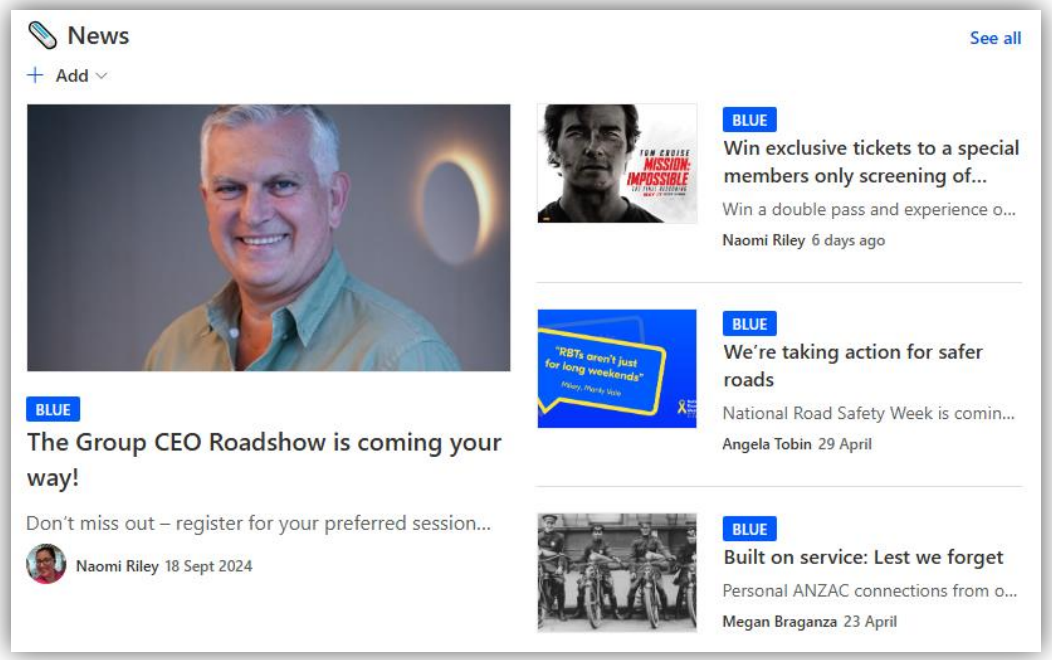


NRMA ROAD TRAVEL REWARDS

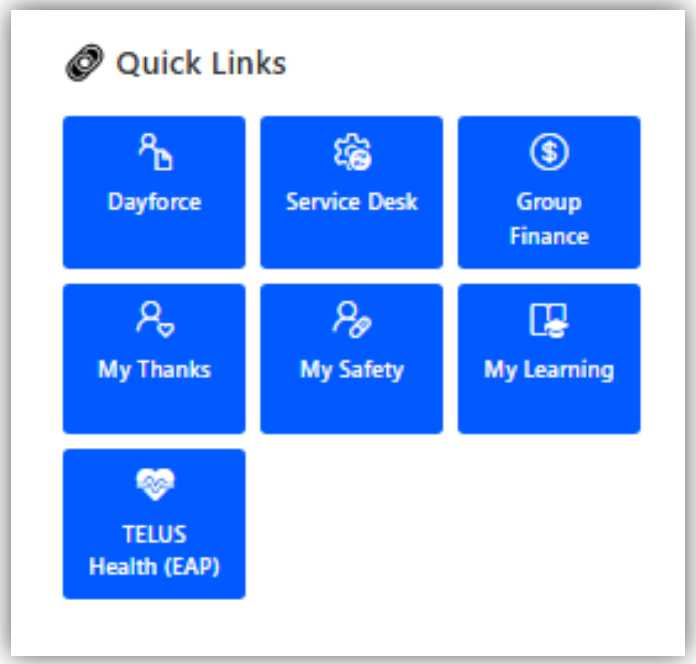
We heard. Simplify the layout and user interface



7 clear sections, identified easily by emoji's



- A news layout voted favorable by our employees **(69%)**
- Group news and wins #1 most interested news topic

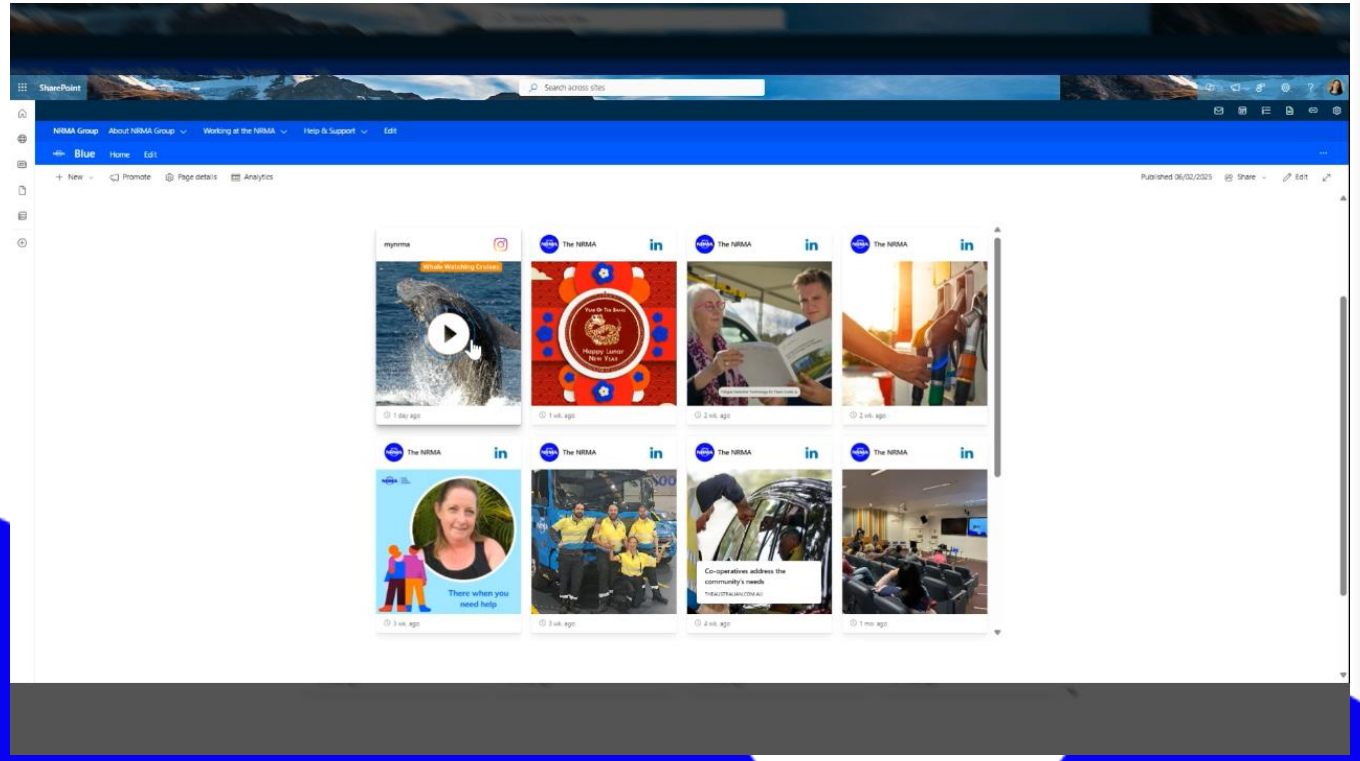


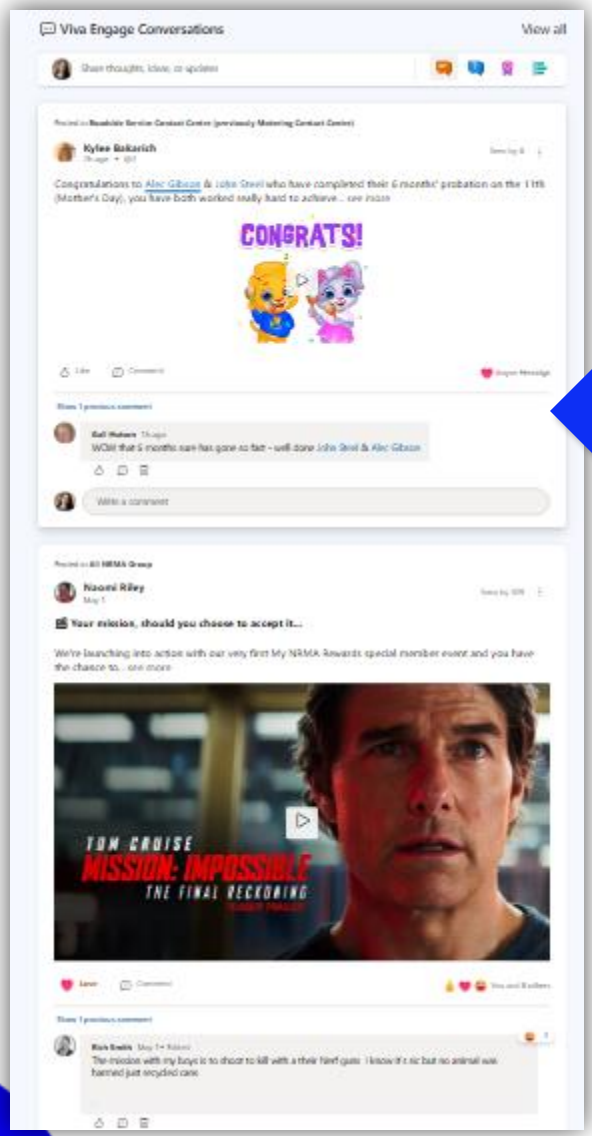
Quick links positioned at top **(#2 reason** why employees use the intranet)

NRMA ROAD TRAVEL REWARDS

We heard. Make our intranet an engaging platform

63% said YES to a social feed
78% even voted for its placement

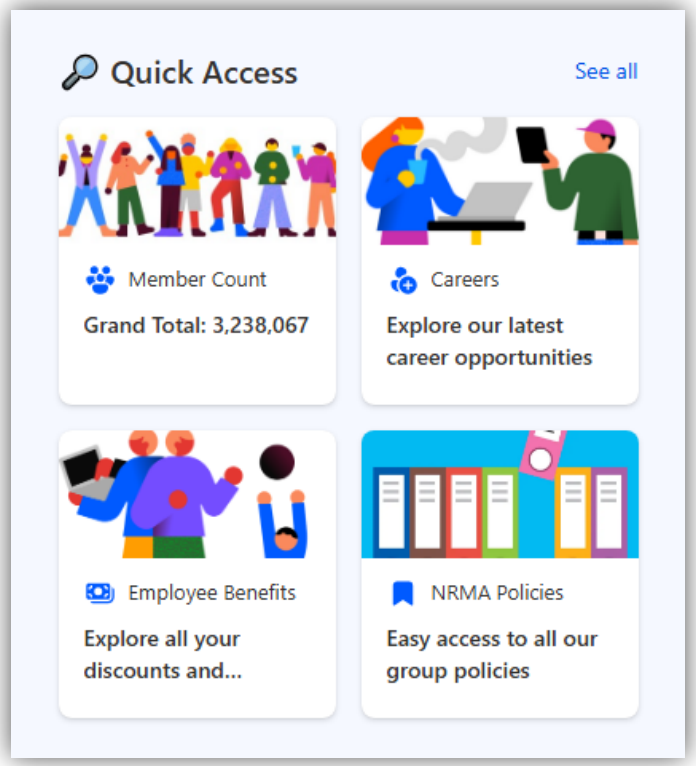




Embedment of Viva Engage feed so employees can collaborate within the intranet environment

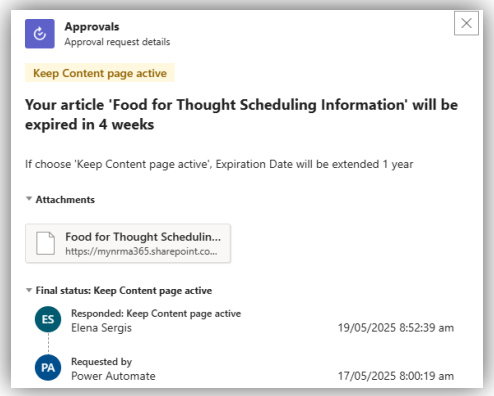
NRMA ROAD TRAVEL REWARDS

We heard. I want to trust the information is correct

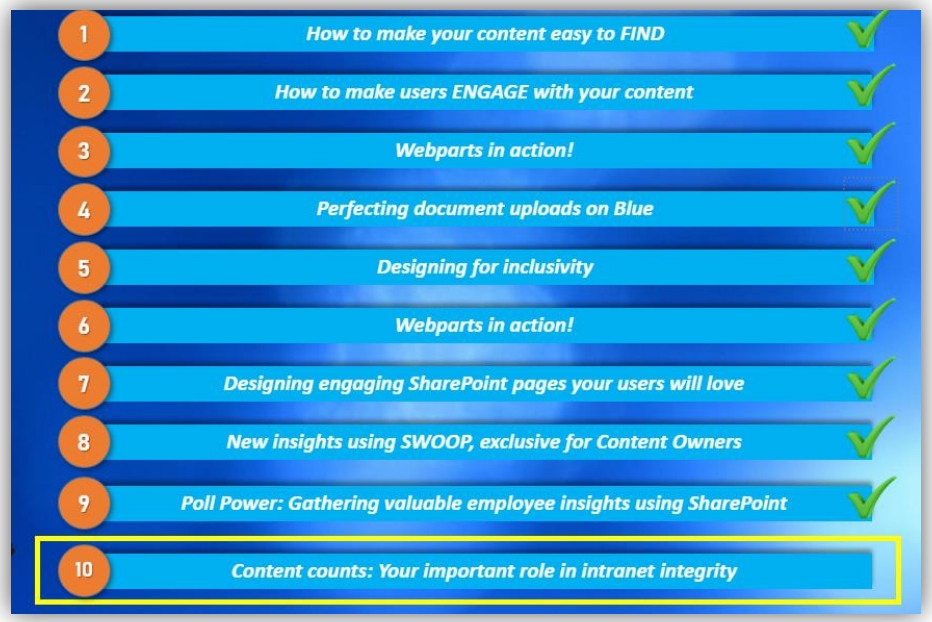


Member count was the **#1 business metric** our employees wanted easy and trusted access to

A robust governance process using Power Automate



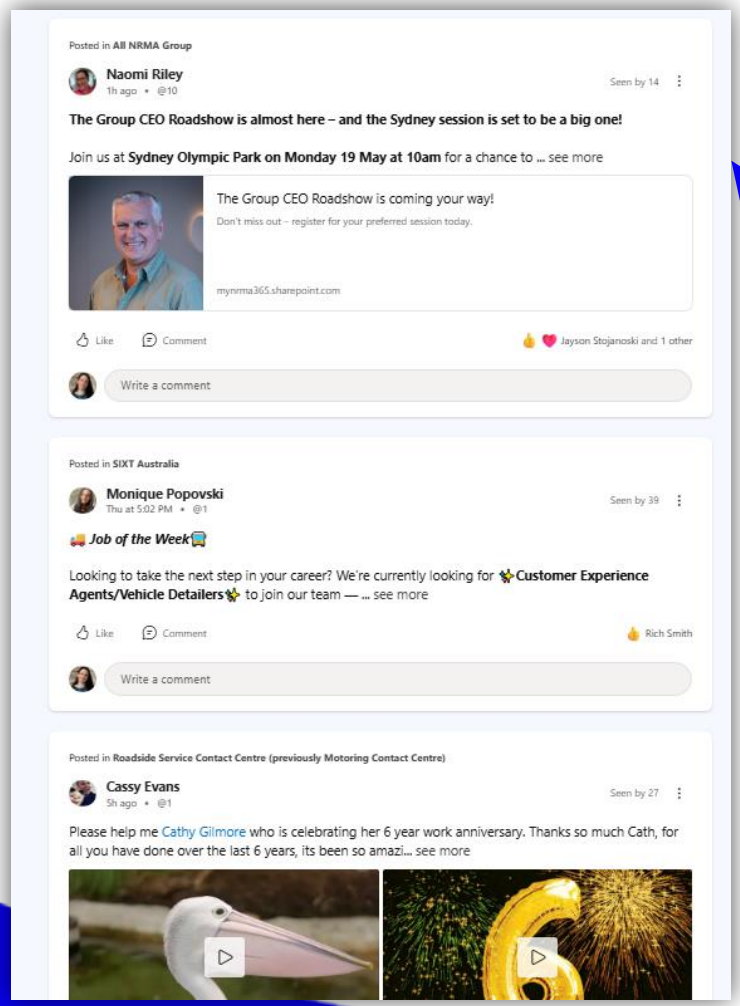
COP with Content Owners to keep content up to date

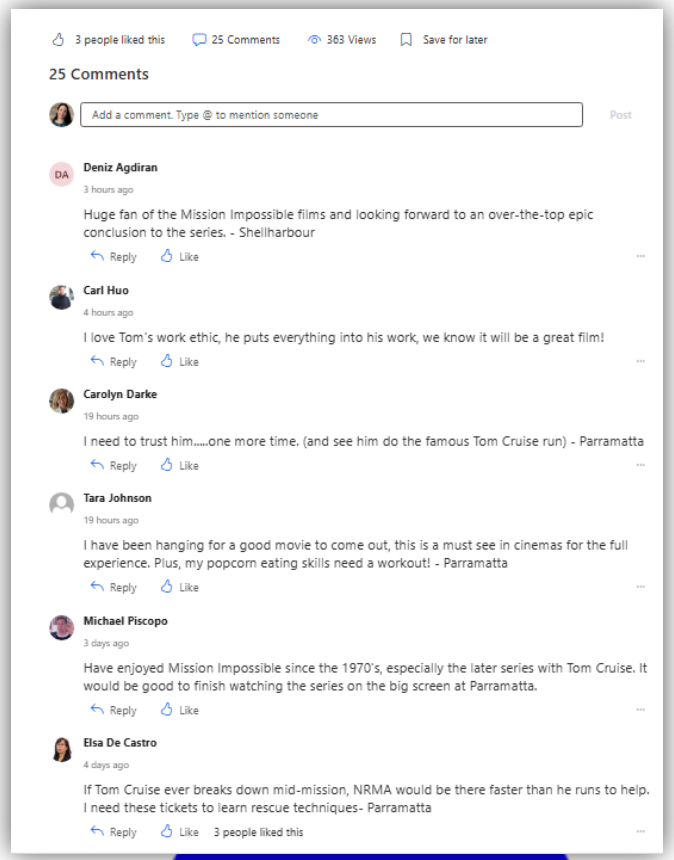


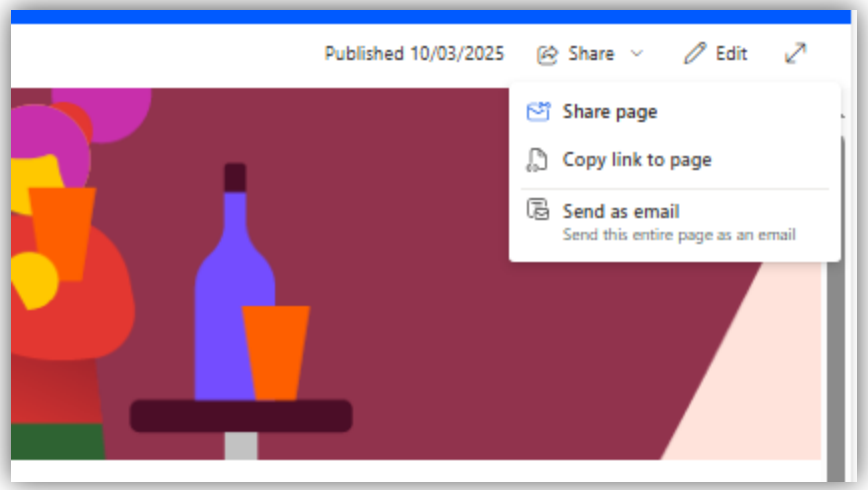
NRMA ROAD TRAVEL REWARDS

We heard. Help me share content on Blue easier

We encourage active involvement in our Viva Engage web part, @mention in page comments and page sharing







ROAD TRAVEL REWARDS

We’re bringing our people and culture to life through Blue. Because 1 in 5 employees want this

Meet Anisa, the Women in Security 2024 Best Secure Coder winner!

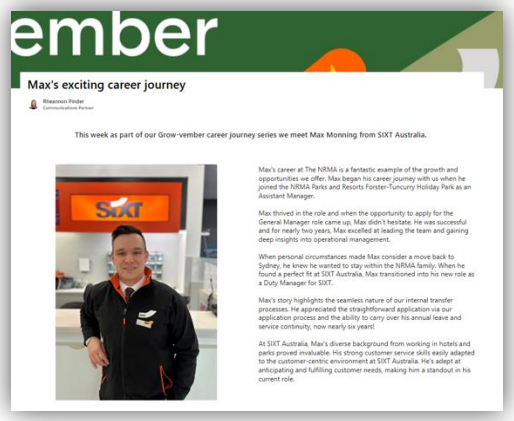
Naomi Riley
Communications Content Coordinator

Today, we celebrate two important days - Safer Internet Day and the 10th anniversary of the International Day of Women and Girls in Science. These days remind us of the need for a safer digital world and the importance of greater gender diversity in Science, Technology, Engineering, and Maths (STEM).

It’s also the perfect time to shine a spotlight on one of our own. Meet Anisa Taj Syeda, an Offensive Security Engineer from the Security and Architecture team, who was recently named Best Secure Coder at the Women in Security 2024 awards!

Anisa’s journey began with a Computer Science Engineering degree. After w… secure coding - a skill that plays a crucial role in protecting digital systems fr…

Top 40



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Max’s exciting career journey

Rheannon Pinder
Communications Partner

This week as part of our Grow-vember career journey series we meet Max Monning from SIXT Australia.

Max’s career at The NRMA is a fantastic example of the growth and opportunities we offer. Max began his career journey with us when he joined the NRMA Parks and Resorts Forster-Tuncurry Holiday Park as an Assistant Manager.

Max thrived in the role and when the opportunity to apply for the General Manager role came up, Max didn’t hesitate. He was successful and for nearly two years, Max excelled at leading the team and gaining deep insights into operational management.

When personal circumstances made Max consider a move back to Sydney, he knew he wanted to stay within the NRMA family. When he found a perfect fit at SIXT Australia, Max transitioned into his new role as a Duty Manager for SIXT.

Max’s story highlights the seamless nature of our internal transfer processes. He appreciated the straightforward application via our application process and the ability to carry over his annual leave and service continuity, now nearly six years!

At SIXT Australia, Max’s diverse background from working in hotels and parks proved invaluable. His strong customer service skills easily adapted to the customer-centric environment at SIXT Australia. He’s adept at anticipating and fulfilling customer needs, making him a standout in his current role.

Grow-vember

Les is going the distance

Megan Braganza
Communications Partner

Les is just four days into her role as the Operational Manager for our Country Service network in Roadside, but her journey from the juvenile justice system to here is anything but ordinary.

Les began her NRMA career eight years ago as a Customer Service Representative (CSR) and progressed to manage the Outbound Customer Contact team. Under her leadership, her team won this year’s only My Thanks team award. Les reflects, “I’ve had imposter syndrome moments, but a piece of advice from the Customer Contact & Distribution General Manager stuck with me: being uncomfortable is the price of admission to achieving great things.”

Despite challenges, Les appreciates the support system here at the NRMA, which has encouraged her to stretch beyond her comfort zone. Her passion for people and developing others shines through and her one piece of advice would be. “I’ve learnt a lot from others pointing things out to me, it’s what you may not see within yourself that others see and share that you can harness. And then passing this forward to others is how we all grow.”

When the opportunity arose to tackle new challenges in the Country service space, inspired by her children’s encouragement “Mum, you can do it” Les seized it without hesitation. “I didn’t know where the path would lead, but I have a thirst for learning everything,” she shares enthusiastically.

Les Moala, Country Operations Manager

Top 35

BLUE

Celebrating the people and cultures that shape the NRMA

Harmony Week 2025

Naomi Riley 21 March
169 views

BLUE

Passion, Progress & Pilates: Britt’s NRMA Adventure

Britt Pyne is our new Omni Channel Specialist

Megan Braganza 3 April
407 views

Top 10

BLUE

From ‘85 to ‘25: Col celebrates the big 4-0 with the NRMA

Congratulations to Colin Endacott for 40 years’ service!

Megan Braganza 17 February
406 views

Top 15

When the sun sets, the table fills

Food is a big part of the celebration, but it’s also about connection. Sharing an Iftar meal, inviting others to join, and reconnecting with loved ones are key parts of the experience.

If you’re ever invited to an Iftar dinner, say yes. It’s a beautiful way to learn, connect and enjoy something new together.

A joyful day of thanks

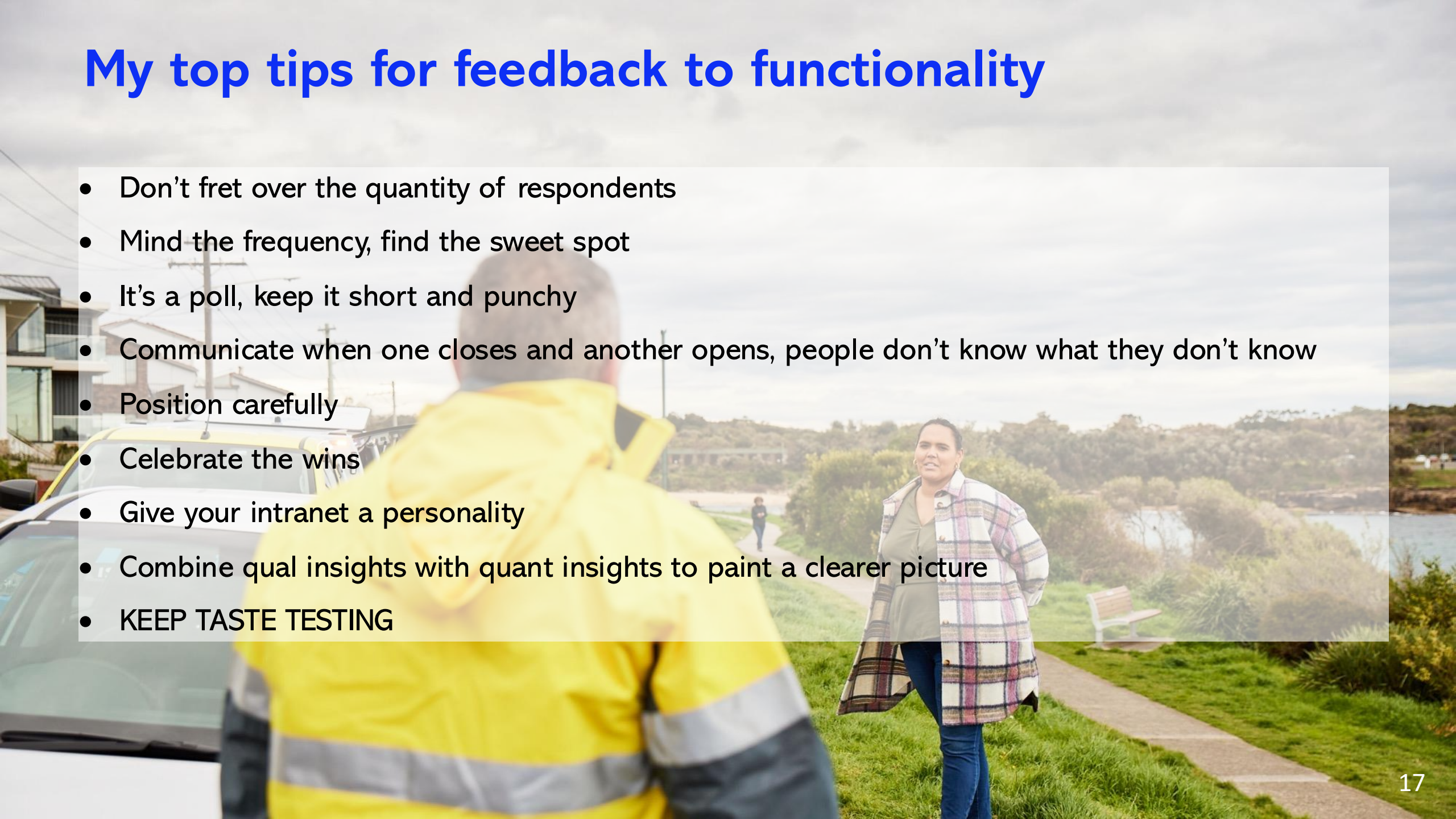
At the end of Ramadan comes Eid al-Fitr, a joyful festival filled with celebration. The day starts with prayer at the mosque, followed by big family meals, visiting loved ones and giving to charity.

“We start the day with prayer, then breakfast with friends, and everyone comes over for dinner,” says Rehan. “Eid is such a joyful day. It’s about giving thanks and celebrating with the people around you.”

Top 30

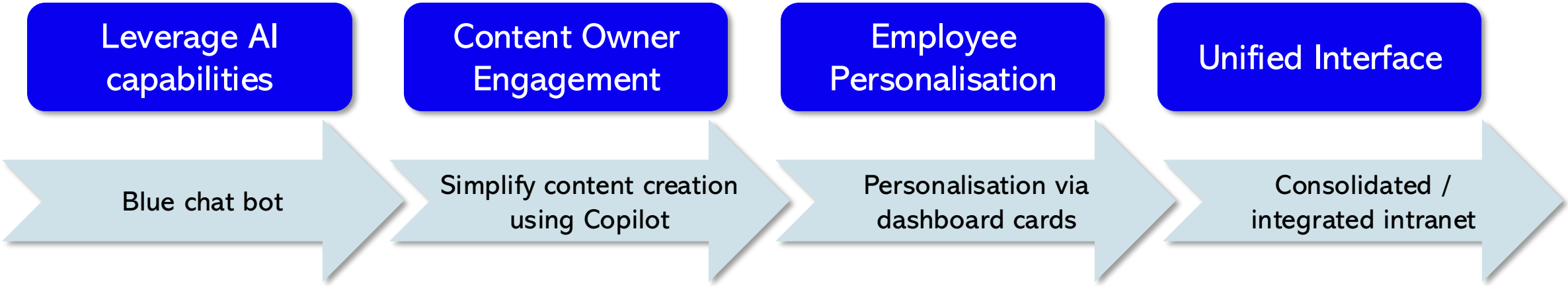
NRMA ROAD TRAVEL REWARDS

My top tips for feedback to functionality



- Don't fret over the quantity of respondents
- Mind the frequency, find the sweet spot
- It's a poll, keep it short and punchy
- Communicate when one closes and another opens, people don't know what they don't know
- Position carefully
- Celebrate the wins
- Give your intranet a personality
- Combine qual insights with quant insights to paint a clearer picture
- KEEP TASTE TESTING

What's next for Blue



NRMA ROAD TRAVEL REWARDS

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