



BNPP Comp&Ben community

Launch & management of experts community

BNPP Group Comp&Ben
Observatoire des RSE

2011, Dec. 1st

L'observatoire
des réseaux sociaux d'entreprise



BNP PARIBAS

Ressources Humaines Groupe



- Global initial context
- Comp&Ben Community objectives
- Technical platform
- Portal structure & organization
- Some first modest but promising results!
- Key success factors





Comp & Ben
Community

A favorable context for the community

- A *global trend* outside BNPP
- A *GHR Networking initiative* opportunity (HR Network)
- A fast growth and a more and more *diverse and complex Group* (from 56,000 employees in '93 to more than 205,000 today)
- requiring to *create and federate the Comp&Ben network* around a common Group Compensation policy
- A young Comp&Ben network made of *experts and non specialized players*
- Some *needs & expectations* confirmed within a scoping phase
- A first *group of Comp&Ben players already formed at Poles level* as initial community members scope





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Community

Main initial objectives were

- Break organization silos
 - Build a real Comp&Ben network
 - Identify better members expertise, backgrounds, projects, etc.
 - Initiate, participate or even just follow discussions
 - Share / Receive targeted information
 - Ask questions / give answers
 - Ask for support / give help
 - Share best practices
 - Access other HR Network communities
 - Create additional topical sub-groups
- ... and **certainly more!**





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Community

A technical platform made of two main interfaced tools

- A Wordpress / Buddypress **portal** with basic functionalities for favoring interactions between members via
 - Public discussions dedicated to transverse issues through forum functionalities
 - Face to face discussions focused on private or individual issues via the enhanced Comp&Ben community directory to identify the right person for the right question
- An E-Room **collaborative workspace** with a secured access management for sharing most confidential data amongst restricted groups

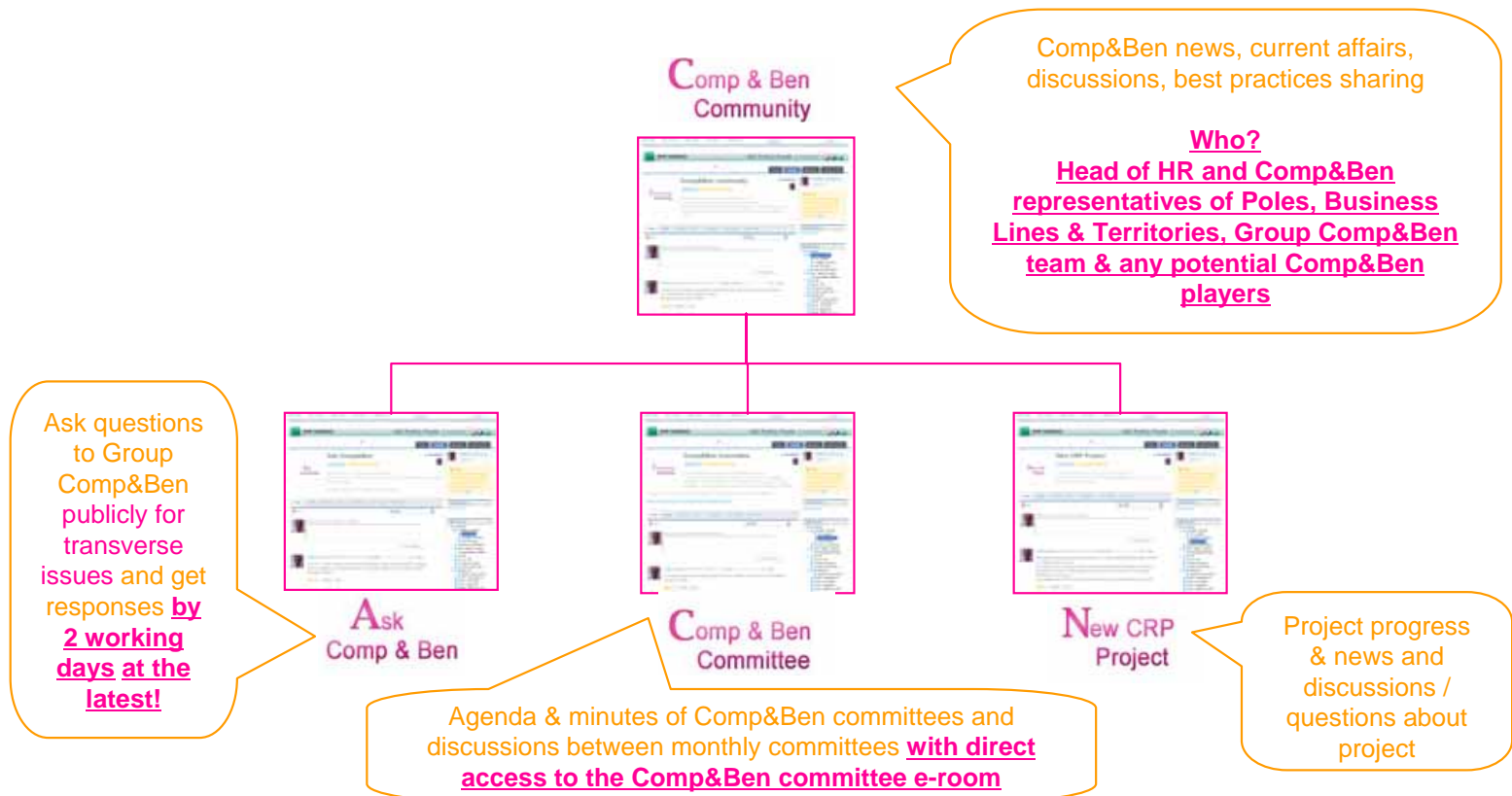


Portal structure & organization



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Community

A mother community with 3 sub-groups available for go live, each dedicated to specific topics or activities



Some first modest but promising results!



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Community

Comp&Ben community activity at a glance as of end of Nov.

Insights	Facts
<i>A 7 weeks old ...</i>	Launched : 5/10/2011
<i>... fast growing</i>	143 members vs. 67 at community go live (+ 113%) 76 new membership requests within 7 weeks
<i>...International community</i>	over 18 countries
<i>... a network of talents</i>	33 profiles fully completed (23%)
<i>.... with CIB as the main population</i>	66 CIB (46%) 46 RHG (33%) 25 MRB (17%), 4 IS (3%), 2 ITP (1%)
<i>... RHG already a contributor among others</i>	53 posts since go live by 11 different members (of which 5 RHG, 4 RB, 1 CIB, 1 ITP)
<i>... and promising connections for future collaborations</i>	166 connections for the 1st more connected member 15+ connections on average by member with completed profiles





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Community

Key success factors identified after go live

- A strong management **sponsorship**
- A **favorable context** internally and externally
- The appointment of a **dedicated Community manager** at part time
- A **technical platform** already available and tested in the Group
- Some **teasing, incentives** and **change management initiatives** to support the community first steps
- A clear **action plan** and **pace**
- A new **additional support** for Comp&Ben players (Ask Comp&Ben)
- Some **valuable information necessary for the Comp&Ben daily business** (CRP campaign, Comp&Ben projects, hotline, etc.)

