

Salesforce Ideas:

Empowering the Employees at Pandora Radio

About the Company

Stratitudo is a “next generation” Enterprise IT services and solutions organization with a key focus in Cloud Services, Enterprise Collaboration and Quality Assurance services. Dedicated Centers of Excellence (CoE) for these practices enable us to solve toughest IT challenges with the latest tools, technologies, and industry best practices. We have long standing partnerships with Salesforce enabling us to implement various modules successfully and help enterprises benefit from the force.com platform.

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Problem

Pandora radio is an online on demand music provider with a huge consumer base in North America. With the already proven success of Salesforce's Force.com platform at Pandora; the business wanted to leverage the collaborative features of the platform for getting employee feedback, recommendations and innovative ideas to improve their internal processes.



Challenge

The business wanted higher user adoption and employee engagement by having a rich and interactive user interface for employee feedbacks and questions. The application had to be secured with categorization and communities. The business wanted employee interaction with capability to vote, post comments on feedbacks and questions posted. The functionality had to be delivered with an intuitive and visually appealing UI in sync with Pandora's corporate styling.

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Solution

Salesforce Ideas functionality was selected as the technology enabler for this implementation. A custom app built on the Force.com platform leveraging Salesforce Ideas and an UI having a Pandora styled corporate look and feel was rapidly prototyped and displayed to the users.

After approval by the business; the custom app was built on the Force.com platform by the Stratitute delivery team using technologies like CSS, jQuery, Visualforce and Apex.

The application was iteratively designed, built, tested across multiple browsers and the final solution was delivered in record two weeks.

Conclusion

The custom app is helping Pandora employees to post Ideas in a predefined community and categories as well as vote and comment on Ideas, using a rich, intuitive and interactive UI without leaving the Force.com platform.

The employee facing app is currently driving collaboration and creating valuable feedback for Pandora's internal processes.

Leveraging the Force.com platform designed for the social enterprise, Stratitute team was able to deliver a secure, robust and interactive app helping Pandora gain critical insight on employee feedbacks and Ideas.

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