



DXC Unites a Global Enterprise to Boost Thought Leadership with LinkedIn Elevate

“When employees log onto Elevate and see what’s happening in our company, they get excited and they want to share. Elevate is both a social amplification platform and an employee engagement platform, and they’re equally important.”

Equipping 155,000 Employees as Brand Ambassadors

DXC Technology is a global, end-to-end IT services company that taps into global talent, powerful next-generation IT solutions and extensive partner relationships to help clients transform digitally. Born from the merger of two 60-year-old brands (CSC and HPE Enterprise Services) in 2017, DXC has over 155,000 employees worldwide.

As a “60-year-old startup,” the newly-launched DXC needed to unite the two legacy companies around the new enterprise’s vision and empower employees to become brand ambassadors.

“We wanted an immediate connection point so that both legacy companies would have a basic understanding of our vision for the new merged company,” says Nick Panayi, Vice President of Brand, Demand and Digital Marketing for DXC.

The organization also wanted a way to showcase employees and establish them as thought leaders. “Our subject matter experts are the core of what we do,” says HaeJin Higgins, Global Social Media/Digital Marketing Strategist. “We want to increase their visibility, their brand awareness and their thought leadership.”

Or, as Panayi puts it, “We are a tech company, but really what we sell is smart people. Our people truly are our differentiator.”

The sheer scale of DXC as an enterprise made it difficult to build community and thought leadership. Early attempts to promote employee advocacy were unsuccessful because they lacked a unifying element. “The challenge - and the opportunity - was that there wasn’t a meeting place and a platform that would create a true sense of community around our social presence,” says



Nick Panayi

Vice President of Brand, Demand and Digital Marketing at DXC

Challenge

- Unite brand messaging across recently-merged companies
- Amplify the brand’s social messaging
- Promote employee thought leadership

Solution

Use LinkedIn Elevate to foster community within the organization and equip employees with curated content for the marketplace that positions the employee and the company as thought leaders.

Results

Employees are sharing **7x more** than before Elevate, leading to:

- **6x more** engagements with content shared through Elevate
- **4x more** Company Page views
- **2x more** Company Page followers
- **\$2.6 million** (annualized) in earned media value

“Elevate is so easy to access and to use. LinkedIn is such a widely used platform that it takes away the fear of learning another one - that gave employees a comfortable space, and it took off from there.”

Panayi. They needed a platform where employees from both legacy companies could share content and amplify the social presence for the company as well as for social-savvy employees.

The team chose LinkedIn Elevate as the foundation of their new effort. The Elevate team helped DXC lay the groundwork for a massive undertaking: A strategic, sustainable employee advocacy program that was scalable globally. Today, over 10,000 employees are participating, and the program continues to grow.

Internal Marketing for a Successful Launch

DXC and Elevate knew that getting executive buy-in was key for their pilot program. They contacted executives individually, securing support, providing training, and encouraging management to spread the word to their teams.

Once the C-suite was on board, Panayi and Higgins needed to spread the word throughout the organization. With a small city's worth of employees to reach, that was no small task. Says Panayi, “We thought, ‘We have had outstanding success in our external marketing with LinkedIn, so why don’t we use those tactics with our own users?’”

DXC’s social media team leveraged Elevate’s Smart Recruiting emails, LinkedIn Sponsored Content and InMails to invite new users to the platform. The results were striking: “People thought it was too good to be true,” says Panayi. There was a groundswell of interest almost immediately.” All told, over 10,000 employees registered thanks to this internal marketing.

Once employees signed on, it was easy to bring them up to speed on the platform. Most were already familiar with LinkedIn, which minimized the learning curve. A shared platform created a central location for employees to submit content, and momentum built as employees saw that other colleagues were sharing and joined in.

Sustaining and Growing Participation

The initial burst of enthusiasm led to a high early adoption rate. But inertia is always an issue with any new initiative, especially in a global organization with 155,000 employees. Elevate and

DXC took these challenges into account when planning a strategic program to help maintain interest and continue to grow the user base.

DXC sends a weekly email to employees that includes an Elevate leaderboard. This scoreboard celebrates the employees with the most-followed social media postings in each topic area. The email also offers tips for social sharing and highlights fresh content on the platform.

With employees in over 70 countries, regionalization is a key part of keeping content fresh. The DXC content team taps regional curators and content creators to post content to Elevate, keeping employees informed about exciting new initiatives and equipping them with professional, localized content to share.

This effort has generated a healthy mix of corporate and organic content. As employees share more and become thought leaders in their own right, many are inspired to contribute to the DXC blog. These blog posts can be shared through Elevate, continuing to boost engagement and employee visibility in the industry.

As the social media team continues to scale up with Elevate, Higgins says excitement remains high. “I get multiple emails a day from employees asking or talking about Elevate. They say things like, ‘Wow, this is a really cool tool, it’s been increasing my profile views. I’m seeing an increase in traffic to my content.’”

As a large enterprise company, the organization’s size and structure required more than just a platform: It needed a strategic, scalable program to maximize the effectiveness. With Elevate and DXC working in tandem, the program has been a resounding success. Employees are sharing 7x more than before Elevate, influencing 4x more Company Page views. DXC is well positioned to continue scaling their efforts, with thousands of employees actively using the platform, generating impressive results.

When asked what advice he would give to organizations considering Elevate, Panayi doesn’t mince words: “Don’t wait. Start now. The numbers will be compelling and it will be one of the easiest sales jobs you’ve ever done to secure budget,” he says. “It’s a straightforward ROI, it’s almost immediate and it’s in black and white.”

Quick Employee Advocacy Tips from DXC

- Get executive buy-in before you roll out a program
- Market the program internally - sell the benefits & use marketing tactics
- Cultivate a mix of curated third-party content and first-party content

Visit business.linkedin.com/elevate to learn how others have successfully launched an employee advocacy program.