



Improving company communication for remote working: a use case

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This last year represented a new and difficult challenge for many people and companies, with the advent of **COVID-19**.

The discussions about **working from home** (WFH) became fundamental, leading to a massive use of **digital communication platforms**.

In this context, it became necessary thinking to solutions that can improve this condition of work.



The explosion of remote work in Italy during March 2020

The goal of this thesis is to develop an instrument to improve the WFH condition for employees, exploiting the functionalities of communication platforms.

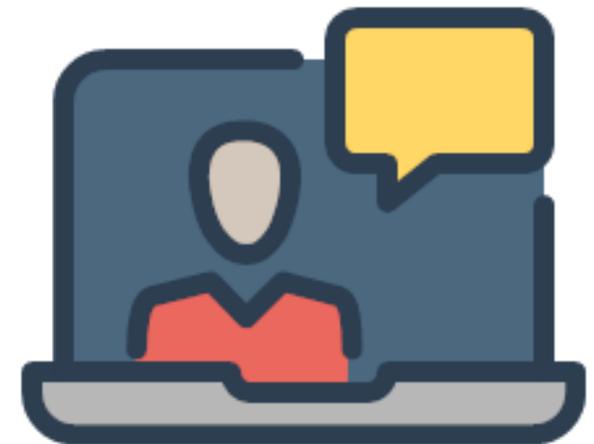
We wanted to integrate an external service, provided by a company to its employees, inside one of this platform, enriching its fruition and functionalities through the addition of new tools related to the new way of interaction.



Service



- **Simpler fruition**
- **New Features**

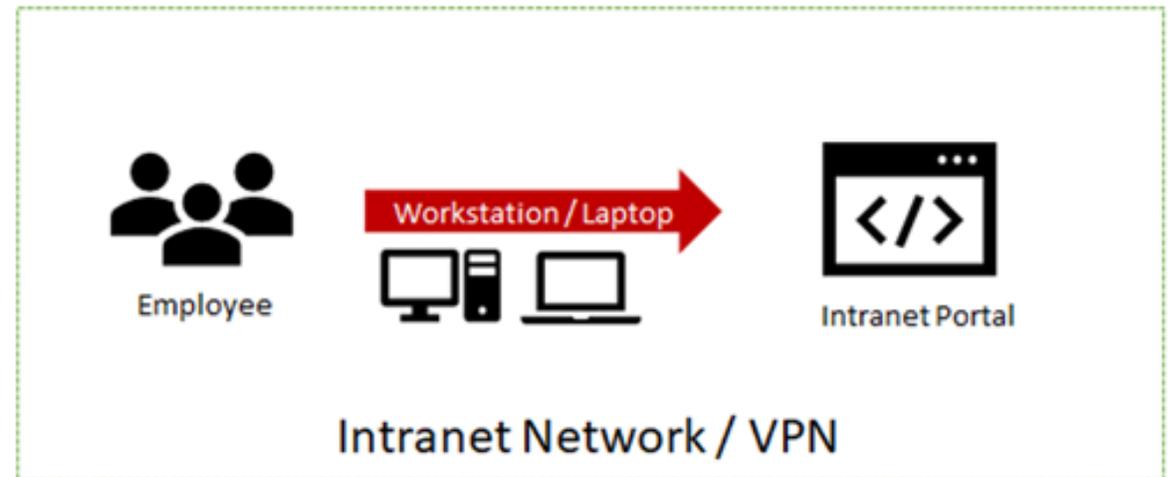


Communication Platform

To develop this example we exploited a real use case: an on premises **intranet portal** providing the company **news system**. The access to it was via browser and required the use of a VPN, and the technology used were based on a legacy system.

The integration on the communication platform should:

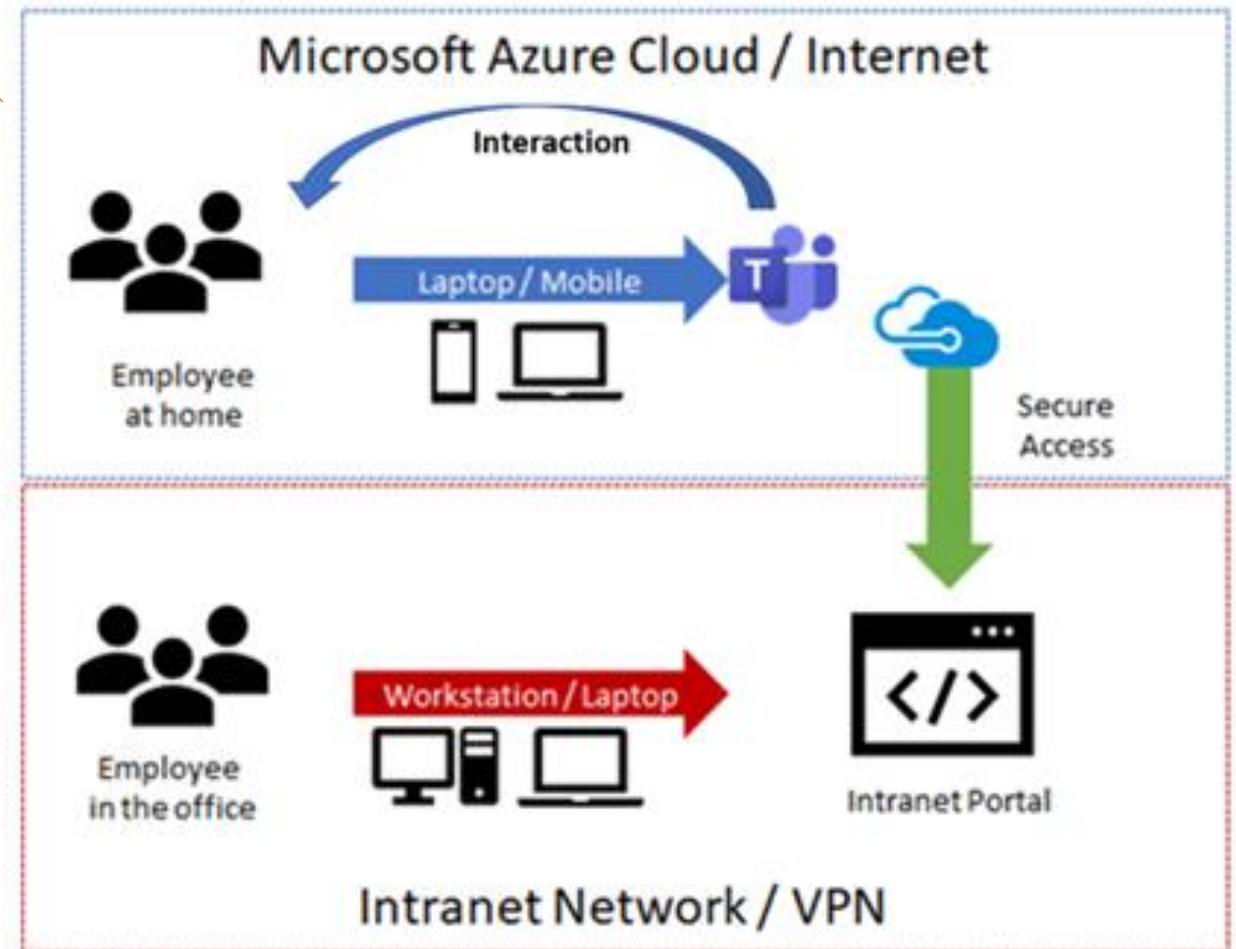
- Provide the access directly through the platform;
- Create a central hub for WFH;
- Provide new features related to the interaction with environment of the new platform.



Integrating the news portal functionalities we must:

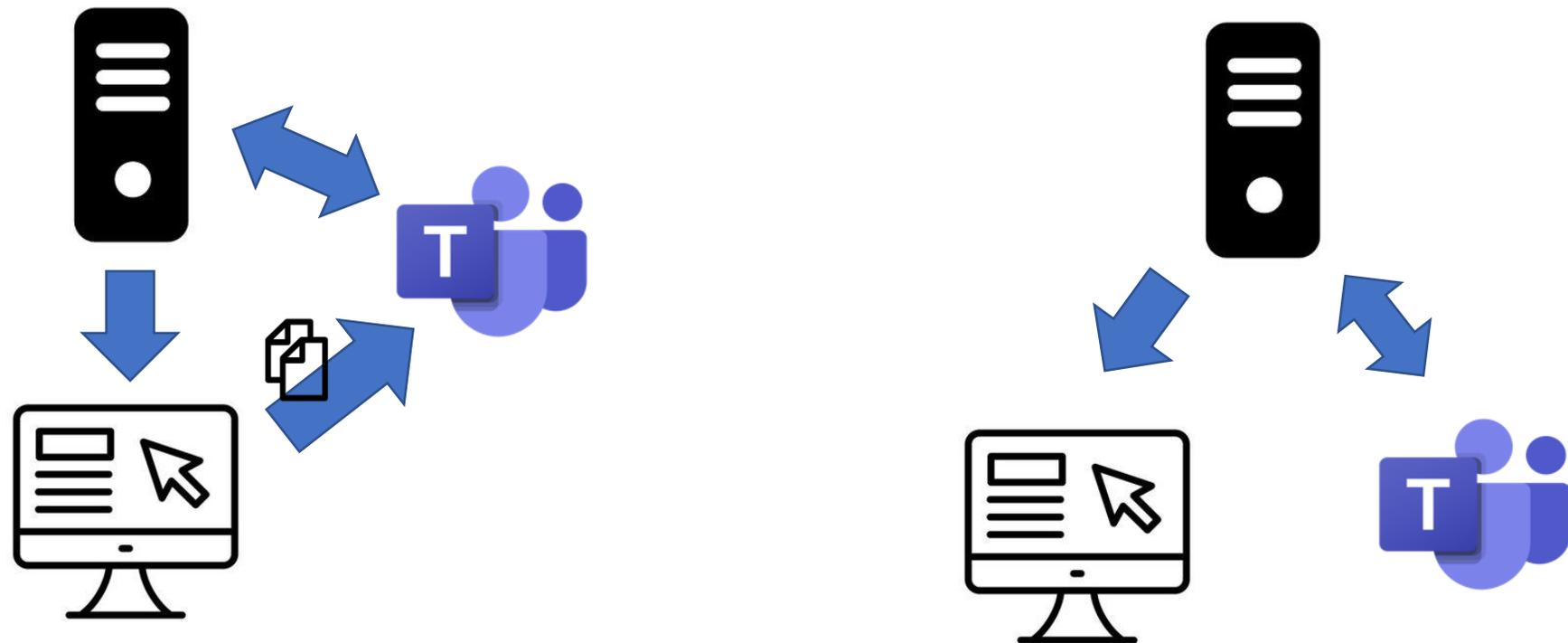
- Maintain the audience system
- Keep the same interface for editors
- Provide a fresh interaction system based on social-like features of modern communication platforms

The selected platform that enables this functionalities is Microsoft Teams



To obtain the desired results, we designed two different solutions based on different approaches: one more "conservative" and one more "progressive".

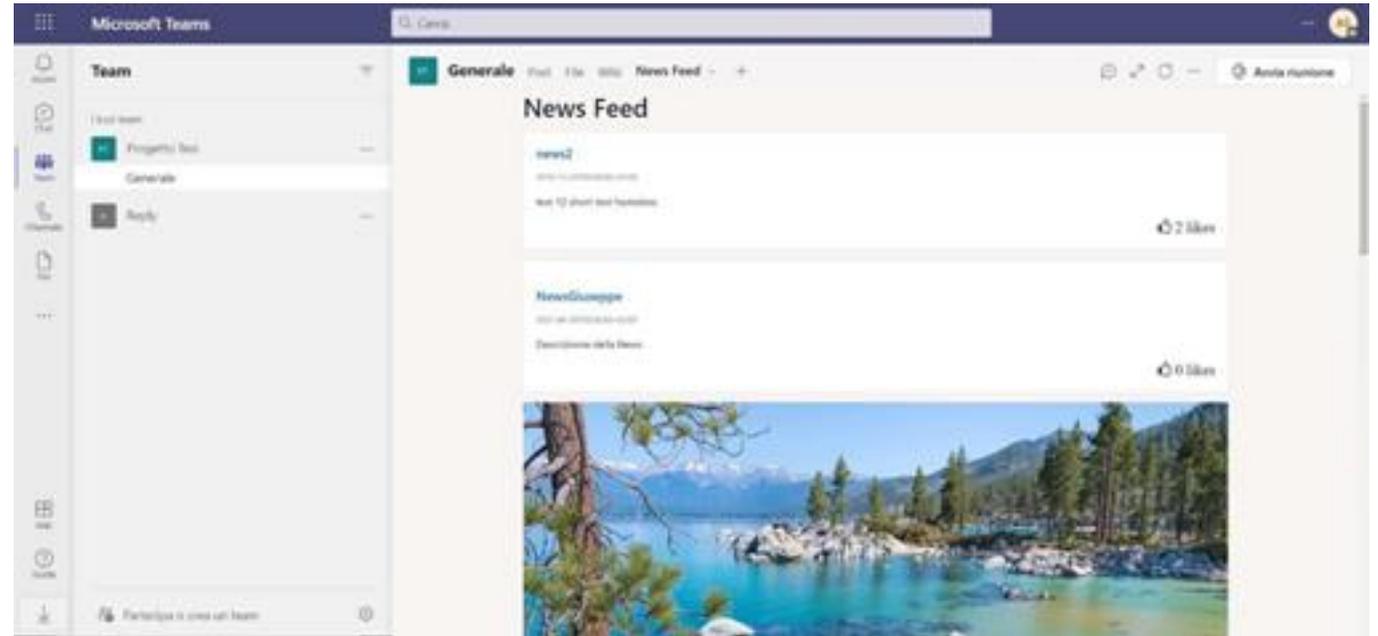
While in one case we tried to replicate the intranet portal inside Teams, in the other we focused on exploiting the features offered by the platform, proposing a different interaction.



Integration of the portal

In this solution we integrated an application that replicates the interface of the Portal inside Teams.

It perfectly maintains the audience system, but can't provide a total interaction with the native features of Teams

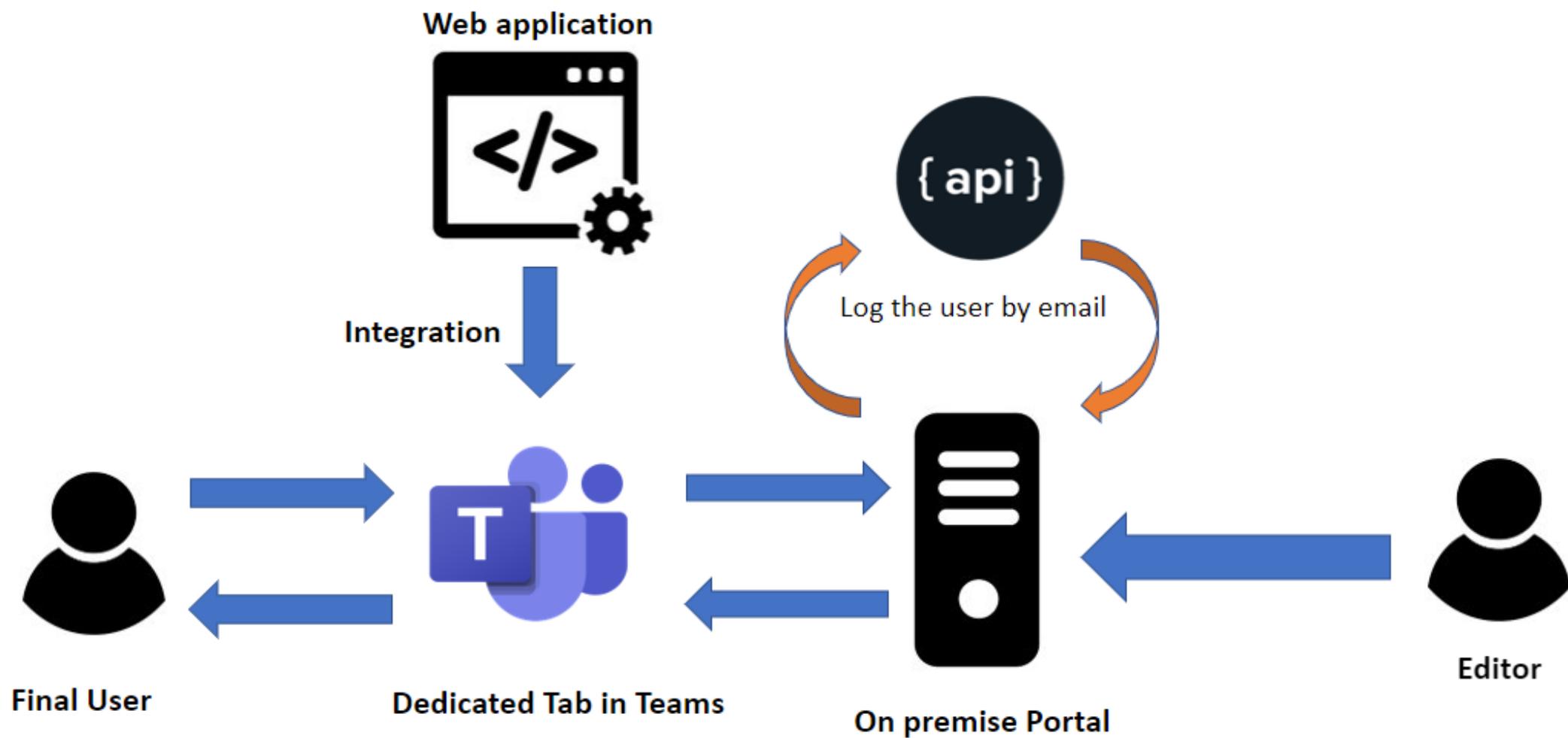


Advantages:

- Replication of the original interface
- Maintenance of the audience system

Disadvantages:

- Extended modifications
- Limited possibilities of interaction



Integration of the news flow

In this solution we developed an automatic workflow to publish the news as Teams posts

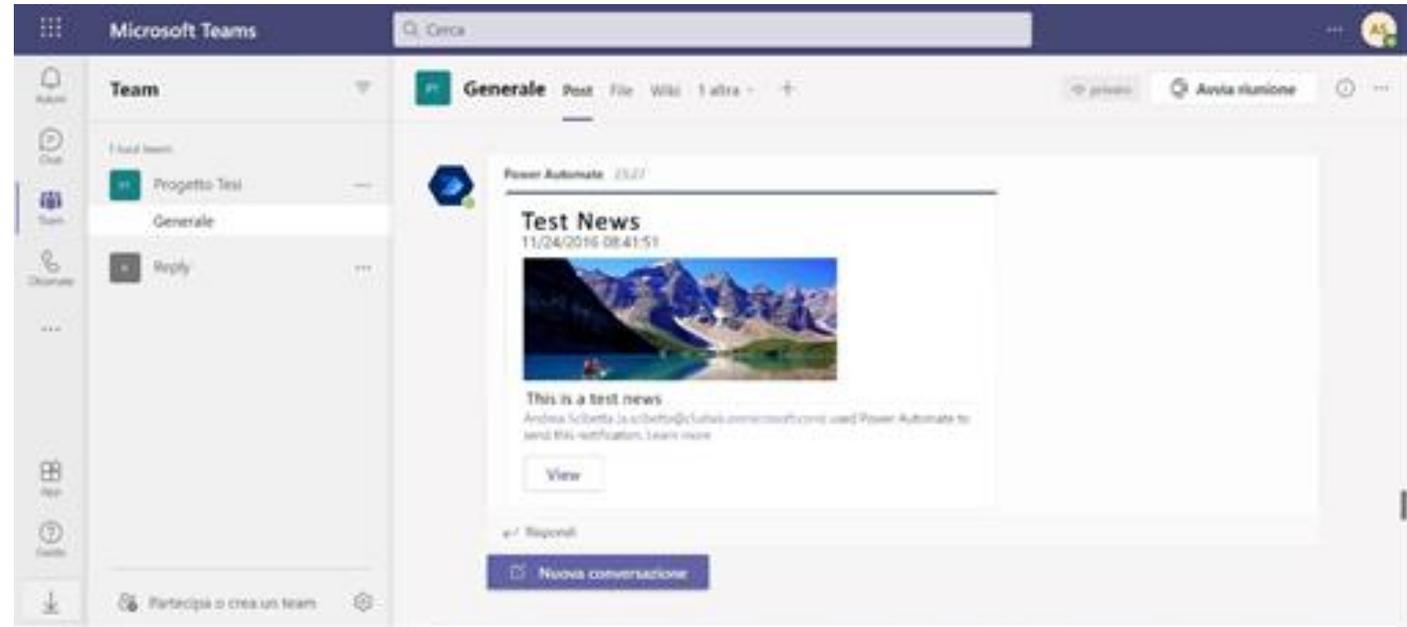
It provide a total interaction with Teams's features, but requires additional modification to enables the audience system

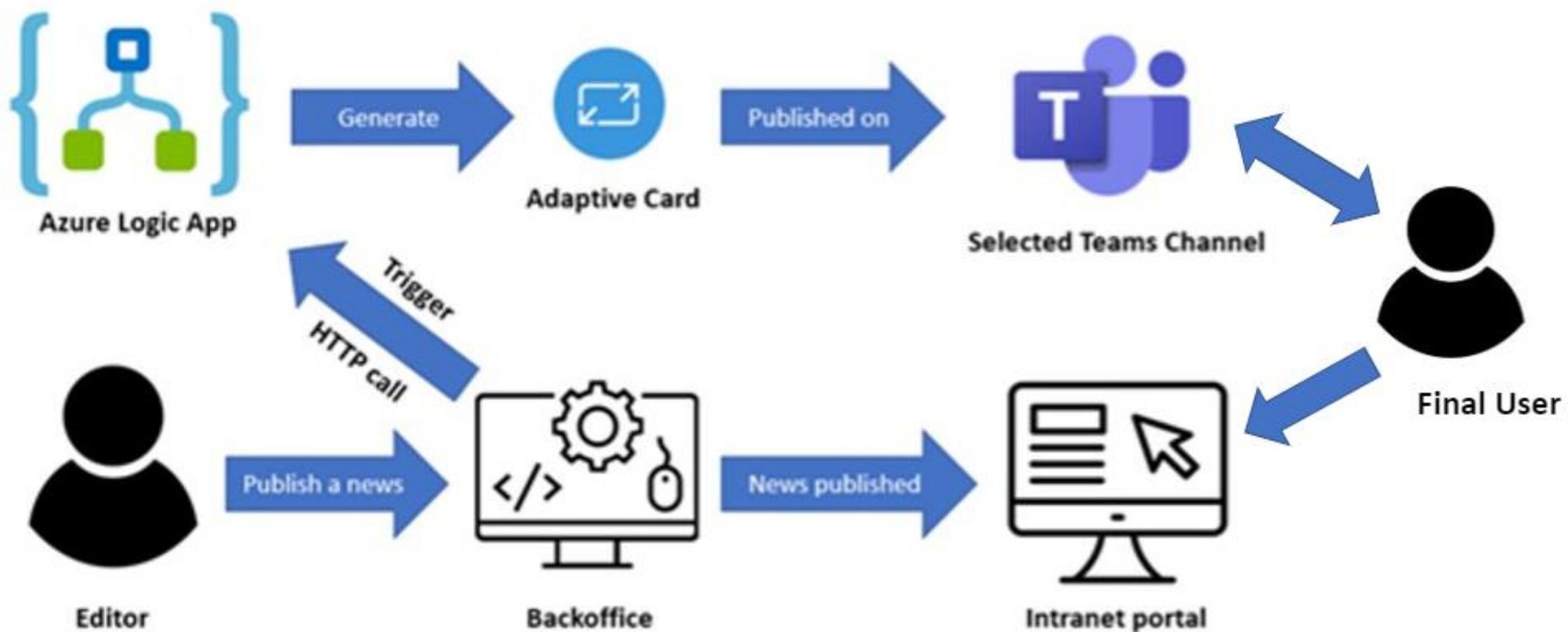
Advantages:

- Simpler automation
- Full integration with Teams functionalities.

Disadvantages:

- Profiling requires more effort
- News management not simple.





Conclusions

During this work we developed two demonstrative proofs of concept to show the feasibility of the two designed projects.

The deploy of these two solutions in production environment would provide empiric evaluation of the improvements, determining the most appropriate solution and how both can improve everyday use of the news interface by users.

Testing these solution on companies' employees for a period of at least one month would allow to study the improvements on the fruition of the news, interviewing directly the users.

Thanks for the attention!