



Case Study: Land O'Lakes Sees 5x Increase in Hours with Single Sign On

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THE COMPANY

As one of America's premier member-owned cooperatives, Land O'Lakes delivers an extensive line of supplies, as well as state-of-the-art production and business services to agricultural producers. A leading marketer of dairy-based food products, the company is now the second-largest cooperative in the nation with approximately 9,000 employees, 3,200 direct producer-members and 1,000 member-cooperatives serving more than 300,000 agricultural producers.

A CULTURE OF COMMUNITY SERVICE

As a company long committed to social responsibility, a key component of Land O'Lakes' vision has always been to take a leadership role in the community. In 2003, the acting CEO set a goal for greater volunteerism and encouraged more participation throughout the company. In order to jumpstart this initiative, the company kicked off a United Way Campaign with the goal of enrolling 400 volunteers.

As volunteerism spread, Community Relations realized they couldn't keep pace with outmoded methods for signing up employees, such as hanging sign-up sheets in cafeterias. They needed a more advanced mechanism for employees to register for events and log their hours. Only by having this in place could they aspire to achieve their corporate goals; thus, the company began searching for a solution to help drive volunteerism locally and across the company.



After implementing Single Sign On (SSO), we noticed a huge increase in engagement and participation.



Debbie Prince, Community Involvement Coordinator, was charged with finding a more efficient way to encourage engagement and participation. She also had only six weeks to do it. After researching the options, she decided AngelPoints was the perfect fit for Land O'Lakes. Compared to other companies, she found that AngelPoints provided a structured, focused software that offered the right tools, was easy to implement and fit the budget. "They were easy to work with, incredibly responsive, they offered amazing customer service and the response was outstanding. Plus, the price was right," she recalls.

With confidence that AngelPoints was the right solution, Prince initially used the solution to manage the volunteerism effort for The United Way campaign. Looking back, she says, "it worked beyond our expectations. We met our goal of signing up 400 volunteers, and then some." Once the campaign was completed and goals were met, Land O'Lakes knew they'd found the tool they would use as their central hub for recruiting volunteers across the entire organization.

THE CHALLENGE: INCREASING EMPLOYEE PARTICIPATION

As Land O'Lakes implemented the AngelPoints platform, they realized how their volunteering program and results could grow, and modified the platform accordingly. They increased their corporate support of volunteering events and expanded into independent activities that employees would do on their own. They were also able to take greater advantage of features such as recurring events, board participation and activity shifts.

Most recently, Prince realized that, while volunteerism has been healthy within the organization, it could still be greater. Employees complained that remembering login passwords was a barrier to participation. Team members indicated that while they were interested in using AngelPoints, they had too many passwords to keep track of already on a day-to-day basis and adding one more for AngelPoints felt prohibitive. The obstacle had to be removed to further develop their culture of volunteerism and channel their employees' activities.

THE SOLUTION: SINGLE SIGN ON

Land O'Lakes decided to add AngelPoints Single Sign On (SSO), a technical feature that allows clients to click directly from their intranet to the AngelPoints platform without signing in again. By removing the log-in screen, they could easily access what was needed with just one click: registering for all of the events, logging volunteer hours and viewing other features. After a brief implementation process, the next step was to get employees to click on the volunteer site and experience SSO first-hand.

Prince knew that SSO had the potential to open the floodgates of participation, but communicating the ease and accessibility of the new tool would be essential to motivate employees to log in. In order to broadcast the new feature, Prince took a multi-faceted approach to encourage this behavioral change. The pieces she designed included:

- Publishing several stories on the company Intranet
- Sending company emails to publicize SSO throughout the summer
- Posting volunteer opportunities with a "click in & sign up" call to action
- Ensuring participation was easy, with no passwords required

THE RESULT: PARTICIPATION SKYROCKETED

Once Prince's team spread the word about SSO, the results showed a dramatic increase in volunteerism and results. Employees began signing up for events and reporting their volunteer hours regularly - without being asked. More volunteer



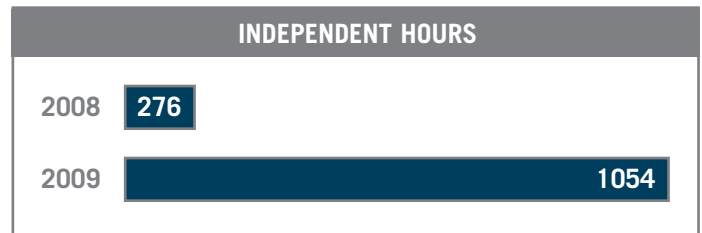
I've been an AngelPoints user since 2004 and when we launched, the biggest barrier was issuing and resetting passwords. Looking back, it wasn't worth it. SSO has made a huge difference for us and our employees love it.



events were created. By allowing employees to simply click to register for events and log their hours instead of having to remember another password, Single Sign On helped shift the corporate culture to further embrace volunteerism as a key value of Land O'Lakes. With the streamlined efficiency of the system, volunteerism efforts at Land O'Lakes took on a life of their own.

PERSONAL VOLUNTEERISM JUMPED 5 TIMES THE 2008 NUMBERS

Prince was able to significantly measure the difference of SSO. First of all, with corporate-sponsored events just a click away, the number of those hours nearly doubled for the year. She also knew that her employees were incredibly active outside of company events, and with SSO, these volunteers were able to easily find the feature that allowed them to log their Independent Volunteering Activities. More than **five times** the number of hours were recorded versus the year prior – a dramatic increase.



As SSO was implemented halfway through 2009, and the data reflects only the increase for half of the year, she's confident that the results for all of 2010 will be even better.

EASY SET UP AND A GLOWING ENDORSEMENT

Today, Prince reports, "The site is incredibly easy to use and intuitive. With SSO, people gained easy access, and they were off and running." She describes the SSO implementation as seamless, noting it was as easy for the IT team to set up as it was for the company's end users to adopt. Prince adds that she'd advise any prospective AngelPoints partner to opt for SSO starting from Day One. In her own words, "Start using AngelPoints with SSO from Day One. If you're an existing client, move over to SSO and get your money's worth. Now we can point to concrete data and show that it's being used. We simply couldn't do our job without this product. It's fantastic!"



AngelPoints met all of our needs. We've never had a reason to look anywhere else.

We love it! It has been a huge success.

