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-Jody Gallant,
Web Content Manager, ISO New England

ISO New England Uses CustomerVision to Improve Internal Communication and Collaboration

Company Background

ISO New England is a regional transmission organization (RTO), serving Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont. They are an independent, not-for-profit corporation that meets the electricity demands of the region's economy and people by fulfilling three primary responsibilities: the minute-to-minute operation of New England's bulk power system, oversight of the region's competitive wholesale markets for electricity, and long-term planning for system needs. Created by the Federal Energy Regulatory Commission in 1997, ISO New England is one of ten independent system operators and regional transmission organizations in North America.

Goals and Challenges

ISO New England had a need to communicate messages from senior managers, ISO news, events, security news-worthy items, FAQs and other important documentation & information to their internal employees. By using e-mail and newsletters, the information was disseminated, but not always read. Additionally, the intranet they were using was disorganized and used primarily as a document repository. They needed to customize and redesign on the fly and link to other repositories easily. ISO interviewed employees for their feedback on likes, dislikes and needs to set the stage for their new site.

The Solution

ISO New England turned to CustomerVision to solve the challenges they faced with internal communication. The solution has been named WIRE—Where Information Reaches Employees. Easier communication and real-time collaboration with employees are key benefits. WIRE provides employees with content and information that is relevant to them, bypassing the disorder of email that was previously flooded to all employees and, at the same time, achieving more targeted communications. Now employees can reference the information either via search or appropriate user delivered content within the site based on the employees' role within the organization. This de-clutters email and has made the employees more productive while delivering a better method for them to find information when they need it. Overall communication has been greatly improved.

The Results

According to Jody Gallant, Web Content Manager, at ISO New England,

“I have been impressed with the format and usability of the WIRE. It is definitely an improvement over what we had before.”

- Gordon van
Welie, CEO, ISO
New England

“We’ve received overwhelmingly positive feedback from our employees regarding the new site. They like the look and feel, as well as the content that is being provided and refreshed on a regular basis. It has brought a wealth of value when communicating to our employees.” The discussion feature has had a significant impact - allowing employees to add comments and make their input known. With the discussion feature open to everyone, it allows collaboration between employees as opposed to email that either wasn’t read or just exchanged between a few people and potentially never reaching the appropriate decision-makers to affect change.

In comparing WIRE to the previous Intranet and old methods of internal communication, ISO has seen significant improvements. The statistics below provide a view of the old 'vs' the new:

2008 hits to corporate Internal newsletter	700	First six weeks of hits to Employee News Section on the WIRE	2200
2008 overall hits to content on old Intranet	5000	Hits to content on the WIRE from July 15 – Aug 15, 2008	15000

Future Plans

ISO New England continues to strive to provide targeted and timely communication and information to employees as needed, and with tools in place like CustomerVision their job is much more effective and easier. ISO see the future as an evolving need for communication based on the generational and technological differences with their employees. Therefore, they believe they are positioned to take advantage of these with CustomerVision as a partner and solution provider.