

## Sun Life Financial

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### The Problem

The employees in Sun Life Financial's Group Benefits and Customer Care Centre business units are involved throughout the value chain of delivering products and services to our clients. Through their daily experiences our employees gain a unique insight into our client's needs, enabling them to identify opportunities for product and service enhancements that will meet these needs. With over 2,000 Group Benefits and Customer Care Centre employees, the challenge was how to effectively gather this insight and action the viable ideas.

### The Process

Although we were already using Social Media technology to support our organization-wide collaboration communities, it did not include functionality to facilitate a true ideation forum to share, vote and comment on ideas.

Another requirement was to be able to move the ideas through our ideation process as efficiently as possible and implement key product and service enhancements.

Sun Life's Leadership sponsored the pilot and launched "Idea Share", a new interactive, online forum powered by Elguji's IdeaJam. Idea Share provided a forum for all employees to share, vote on and discuss ideas related to various aspects of our business. The idea categories were aligned with our key product and service teams and we established corresponding Idea Space "categories" managed by administrators accountable for reviewing and evaluating each idea in their Idea Space category within a prescribed time period.

Also integral to the success of the pilot was the development of an innovative communication strategy that involved multiple activation aspects such as avatars to announce the Idea Share launch, deskdrops and contests, all of which captured the attention of employees.

### The Results

After 5 months the pilot has generated more than 330 ideas, 932 comments and more than 4,300 votes from employees across the Group Benefits and Customer Care Centre. Seven ideas have been implemented enhancing service and product offerings to our clients.

### Region

Global

### Sector

Financial Services

### IdeaJam™ Awards

Lotus CTO Innovation Award 2009

Lotus Breakout Technology Award 2009

Finalist Best of Lotusphere Showcase 2009

IBM Beacon Award for Innovative Software Solution 2009

Finalist Best TOTAL Lotus Collaboration Solution 2010

Finalist Best End-User Solution 2010

### Elguji Software, LLC

Established in 2007, Elguji Software creates and sells social networking software. Elguji is a symbol of innovation in software development and has become a market leader with their IdeaJam, IQJam and LinkJam products.

### Contact

+1 (360) 450-5022  
sales@elguji.com  
www.elguji.com

Vancouver, Washington  
London, United Kingdom



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