

Electrolux Group 360 Analytics

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Analyst

Welcome to Electrolux Group eGate



The dashboard features several key sections:

- Top Left:** A featured article titled "Like a Chef program gives hope to Ukrainian women" with a sub-headline "The unique Like a Chef initiative, developed by the Electrolux Food Foundation and committed partner Worldchefs, teaches Ukrainian refugee women new culinary skills." It includes a photo of a group of women in a kitchen.
- Top Middle:** A "Purchasing / Sourcing" section with the headline "Electrolux Purchasing's strategy sees company listed on..." and a profile picture of a man. Below it is an "SA Latin America" section with the headline "Como a Carolina é" and a profile picture of a woman.
- Top Right:** A utility menu with icons for "Concur", "Editor Hub", "eGate Omnia Test", "Electrolux Culture", "Enterprise Images NEW", "ETV Sharepoint", "OL Omnia tickets", "HQ Forms", "My Frequent SharePoint Sites", "News", and a "+" icon for more options.
- Middle Left:** A "My News" section with three items: "Sustainability: You have spoken! Our D&I results are in!", "SA North America: What Happened to Our Costs?", and "Stockholm: Think Pink! Together against cancer".
- Middle Center:** A "Just for fun" section titled "What shape best reflects your personality?" featuring a pie chart with segments of 27%, 27%, 17%, and 18%.
- Middle Right:** A social media-style post by "Michael Casser" with the headline "Are we paying more in the long run?" and a photo of a man in a kitchen.
- Bottom Right:** A screenshot of a SharePoint page for "Sustainability - For the Better 2020". It includes a "Sustainability Report 2021" video player and three news items: "New 18,500-square-meter solar energy site planned for...", "A first in Singapore - our new appliance subscription platform...", and "New appliance subscription program arrives in Sweden".

Checkpoints



WHO & WHERE?

HOW?

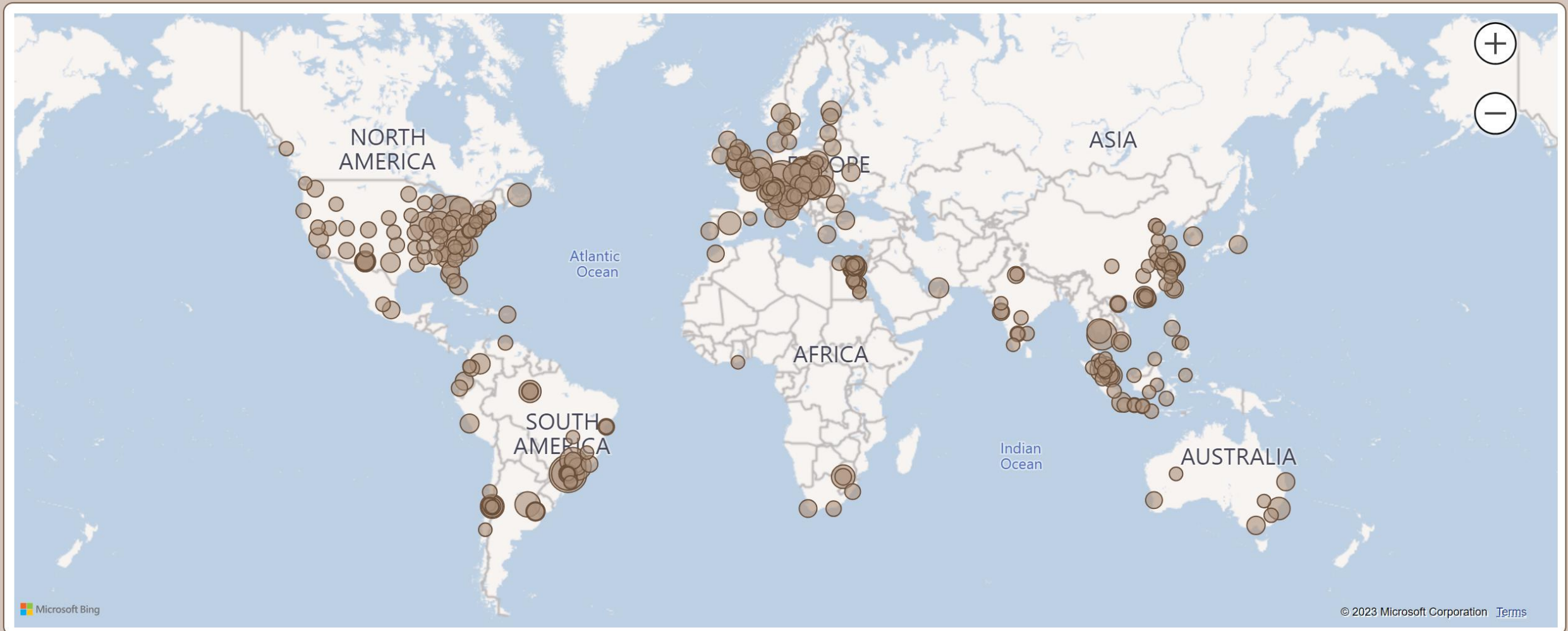
WHAT?



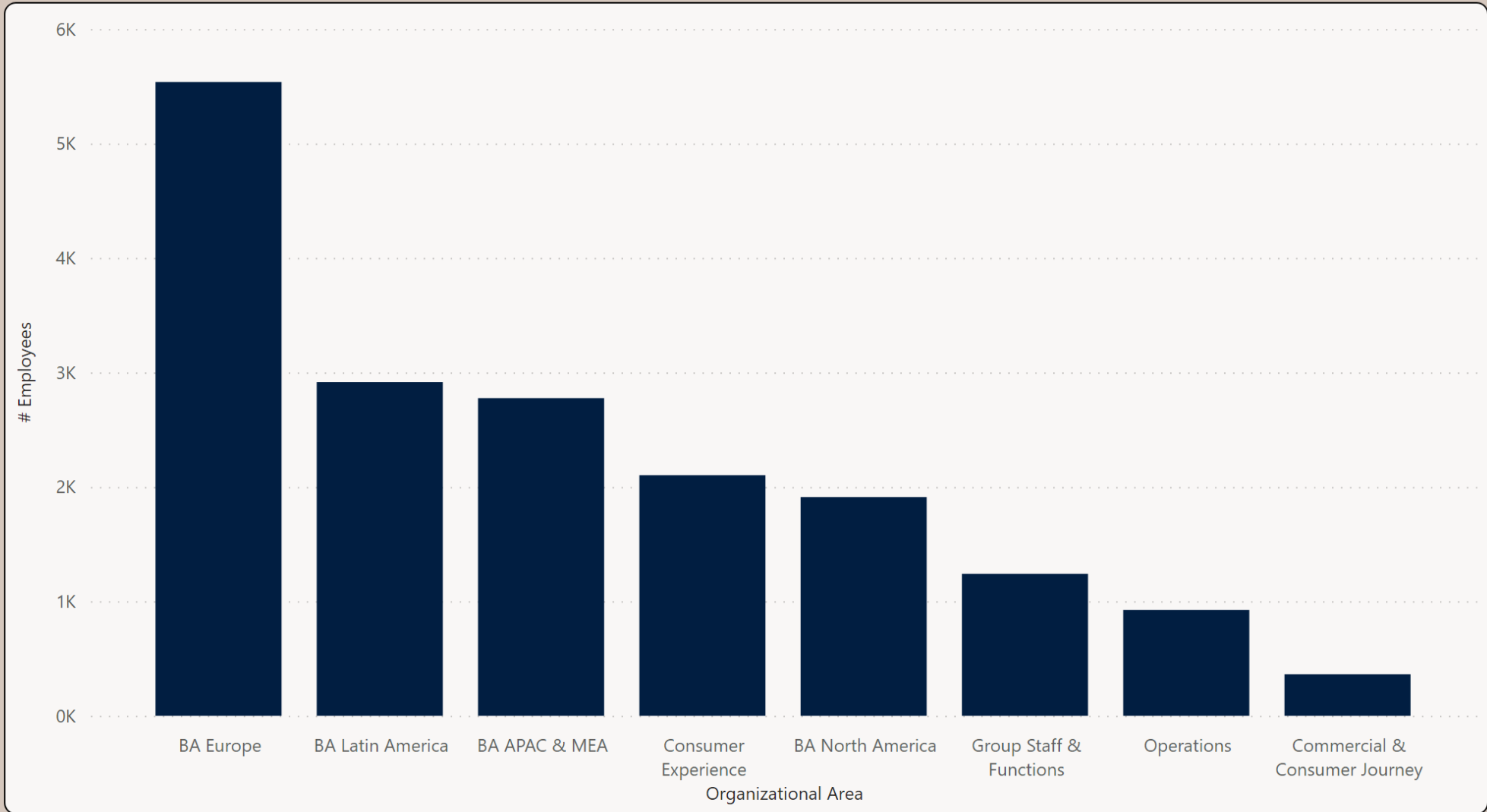
Ecosystem

Audience / Location / Other

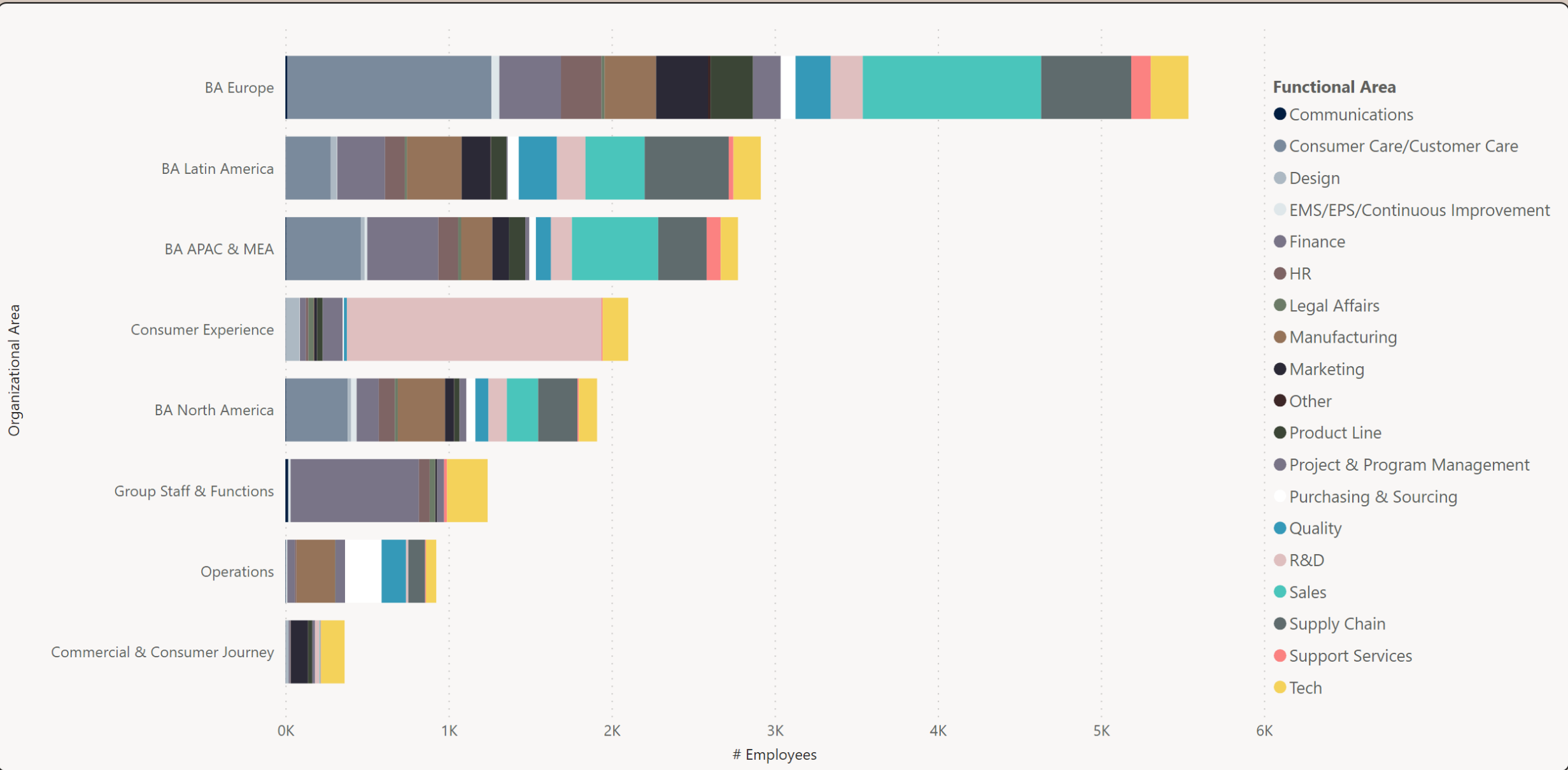
Employee Location



Organizational Area



Organizational Area & Functional Area



Checkpoints



WHO & WHERE?

HOW?

WHAT?



Targeting

Channels

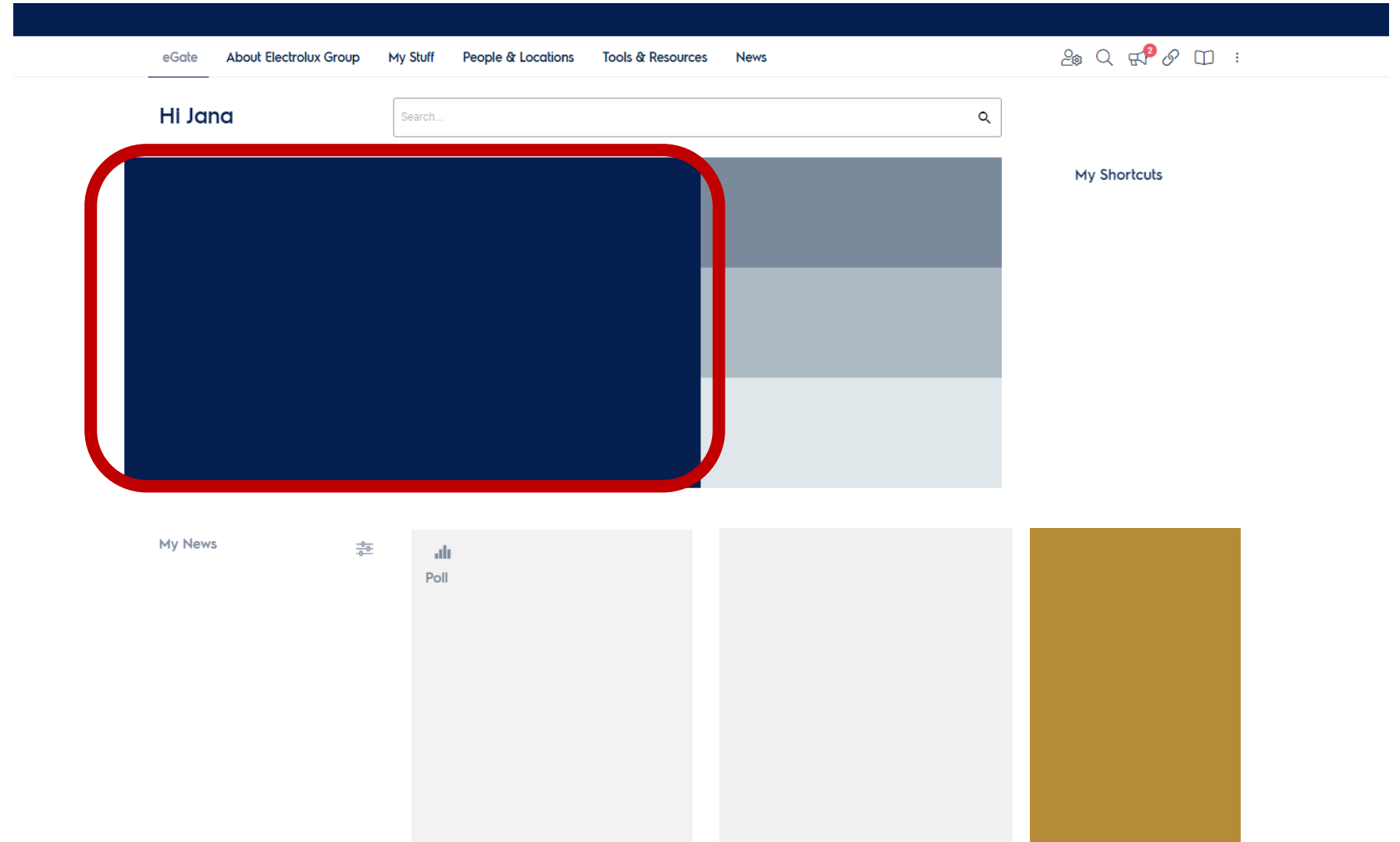
eGate Channels



- Channels setup
- Channels can be selected in content management before publishing

Publishing Channels		
Search		
Title	Owner	Waiting for
Group		1 page
BA North America		9 pages
BA Latin America		1 page
BA Europe		2 pages
BA APAC & MEA		2 pages
Consumer Experience		
Operations		1 page
IT & Digital		6 pages

eGate Setup



- Main news box for 'Group Channel'
- Carousel with 3 stories

eGate Setup



The screenshot displays the eGate user interface. At the top, there is a dark blue navigation bar with the following menu items: eGate, About Electrolux Group, My Stuff, People & Locations, Tools & Resources, and News. To the right of the navigation bar are icons for user profile, search, notifications (with a red '2' badge), and other utility icons. Below the navigation bar, the user's name 'Hi Jana' is displayed next to a search bar. The main content area features a large dark blue header. A red rounded rectangle highlights a news box within this header, which is divided into three horizontal sections. To the right of the header is a 'My Shortcuts' section. Below the header, there is a 'My News' section with a grid of three news items. The first item is a 'Poll' with a bar chart icon. The second item is a light gray placeholder. The third item is a solid brown placeholder.

3 smaller news boxes
for Functional and Org
Area belonging

eGate Setup



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Shortcuts to promote
easy access &
customize

eGate Setup



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'My News' with subscriptions and personalized content

eGate Setup



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'Startpage Polls' for fun or strategic purpose

eGate Setup



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Blogs with employee picture

eGate Setup



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Banners to link to pages / news

Carousel

Checkpoints



WHO & WHERE?

HOW?

WHAT?



Content / Data

Pages / News / Videos / Blogs / Content blocks

Democratize Data



- Reports for different people & purposes
- Easy access & download
- Evaluating user engagement & how well information spreads
- Measuring campaigns
- Promoted Search to be one step ahead
- Analyse user interaction on eGate

Democratize Data



→ Google Analytics

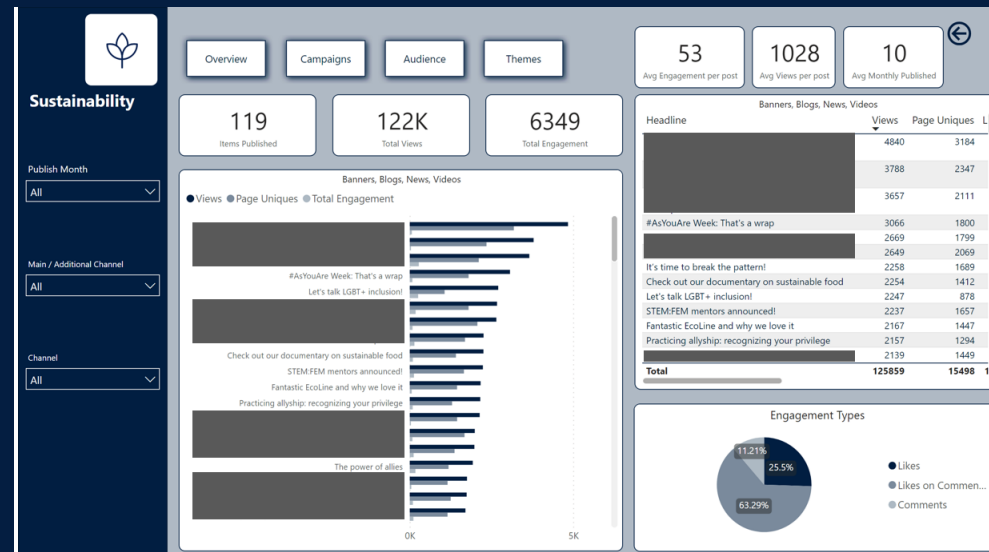
→ Clarity

→ Data from our used platforms

Examples



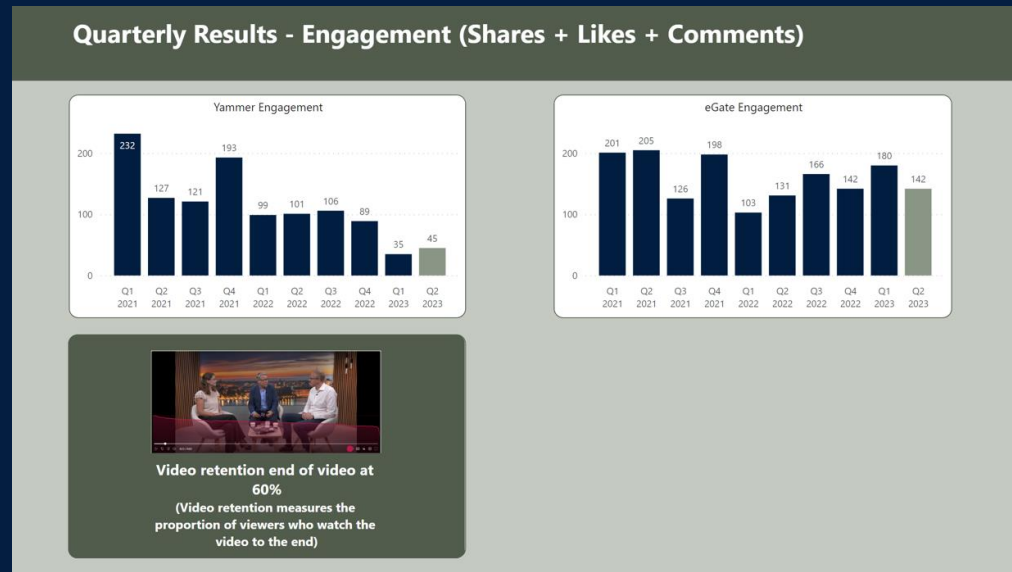
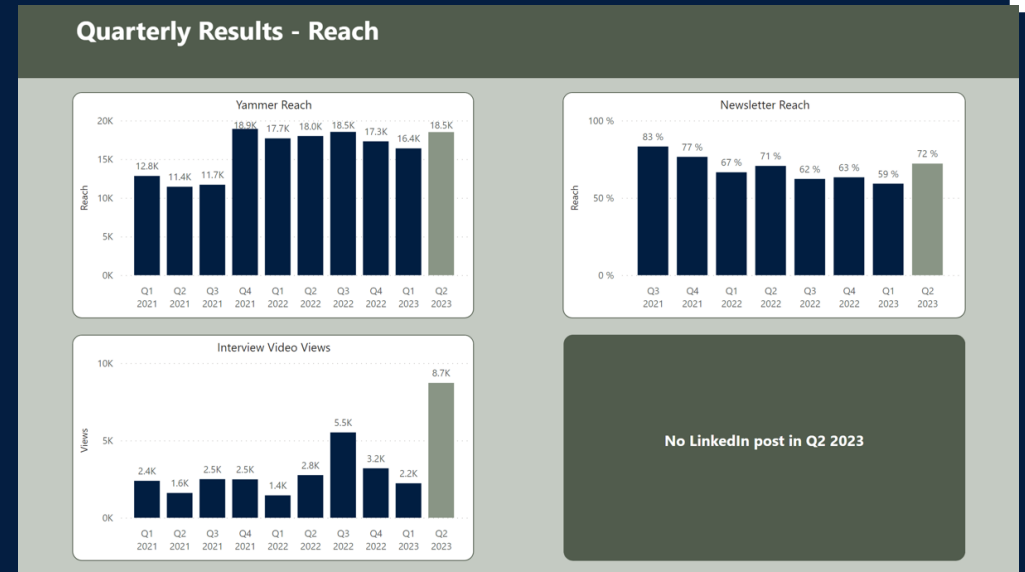
- Easy access
- Drill-down options



Examples



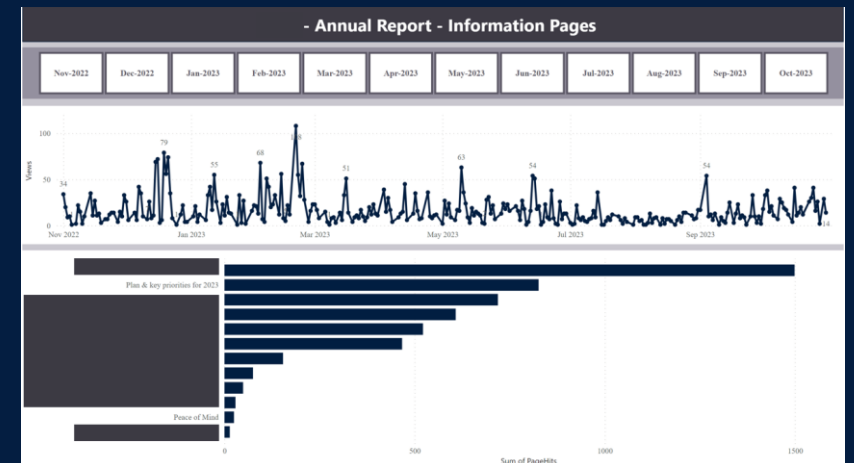
- Deep-dive reports



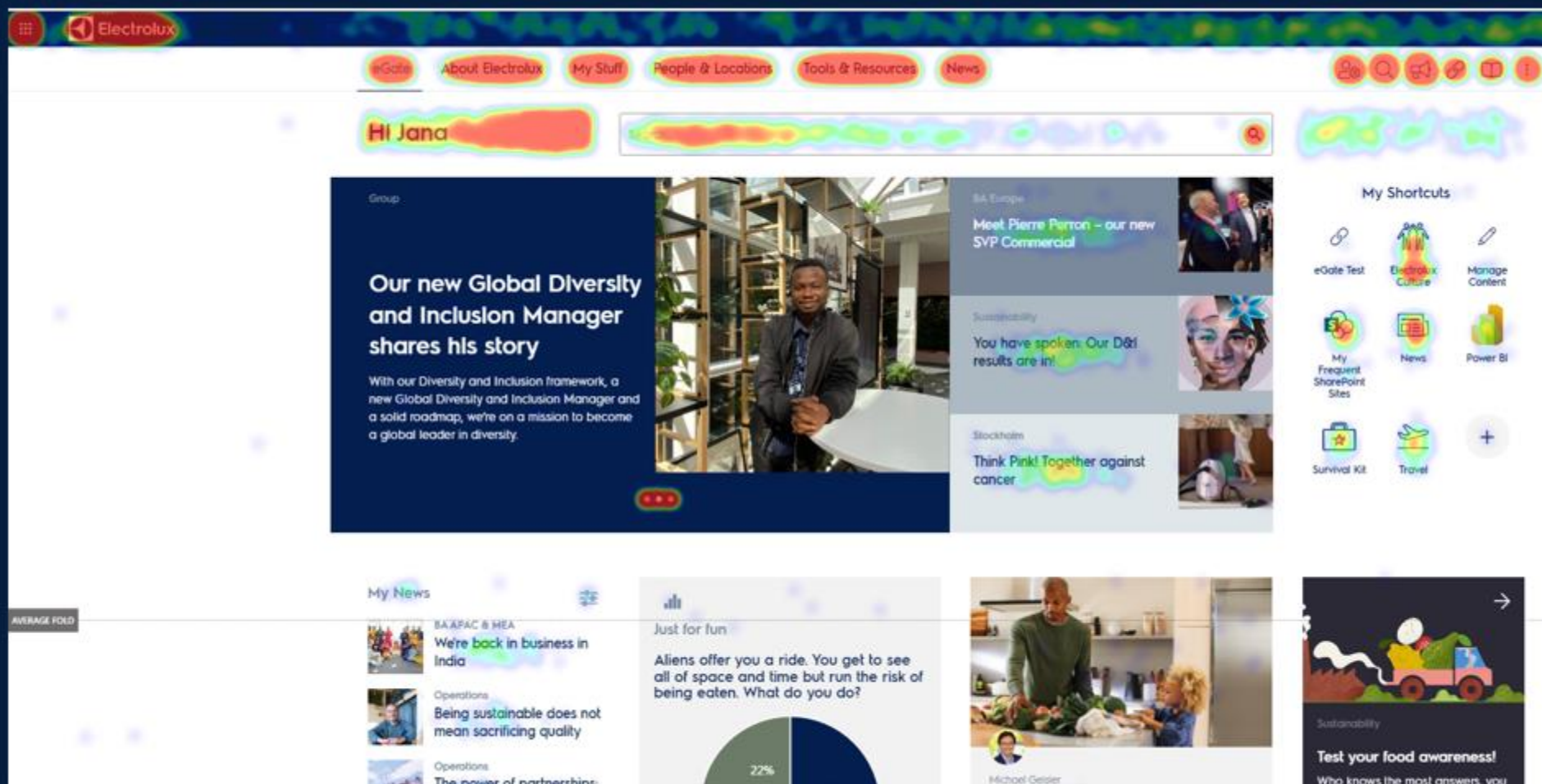
Examples



- Annual reports
- User know their content best
- Relate events/promoted content to timeline



User Behavior / Interaction



User Behavior - Videos



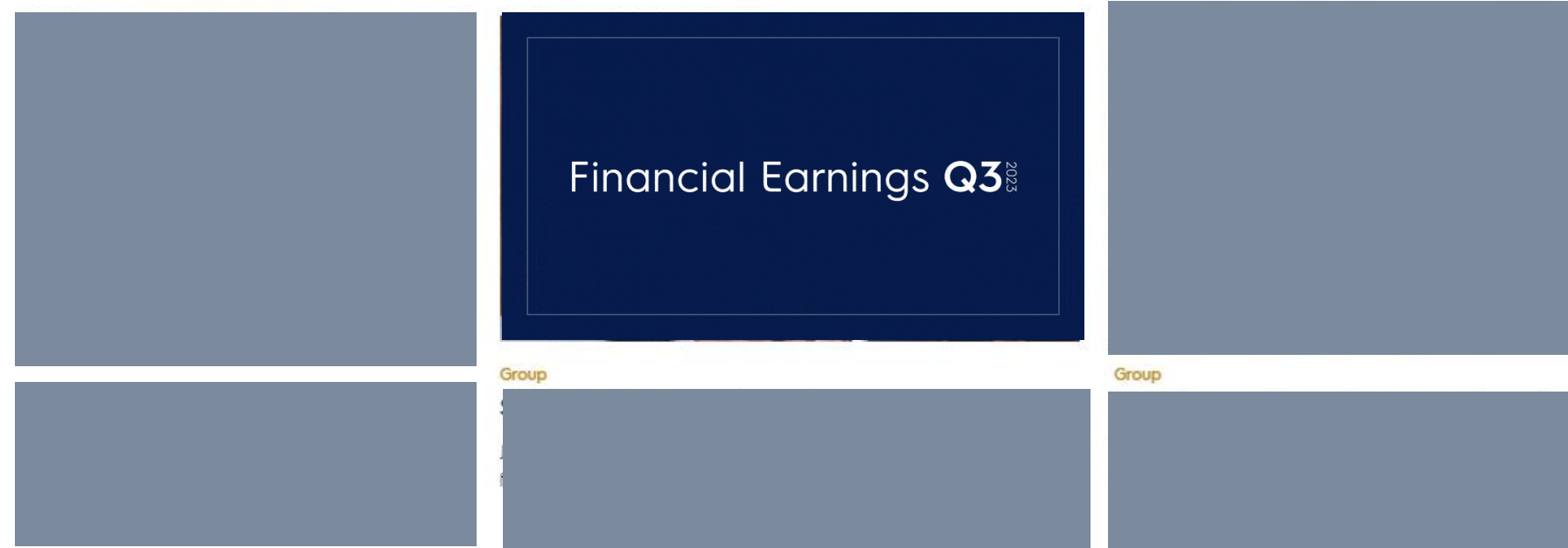
- Users not scrolling
- Overall low interaction on video section



User Behavior - Videos



- Testing with interactive content
- GIFs instead of thumbnails
- Drawing attention to users' eye



Checkpoints



WHO & WHERE?

HOW?

WHAT?

All Over Again



 WHO & WHERE?

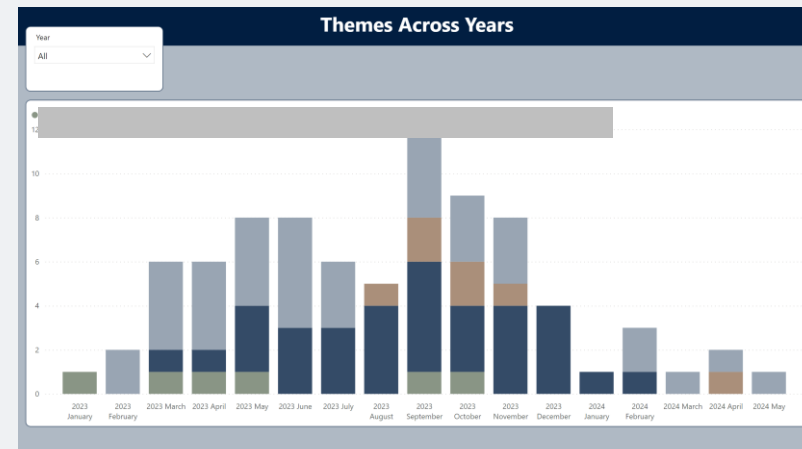
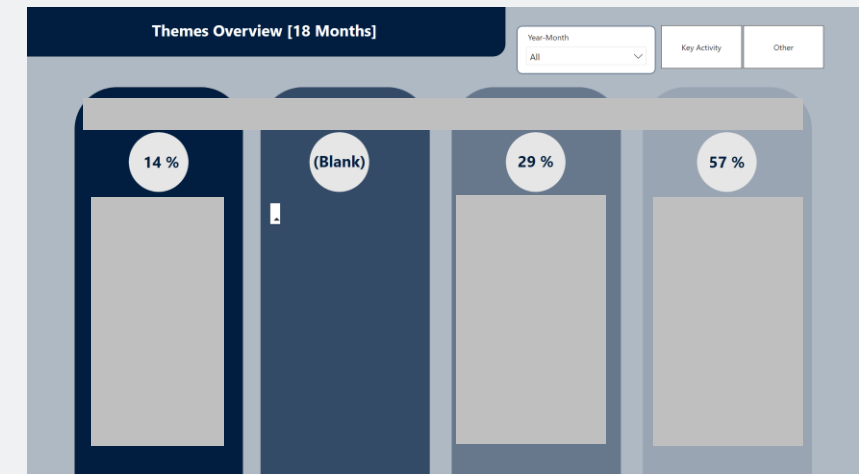
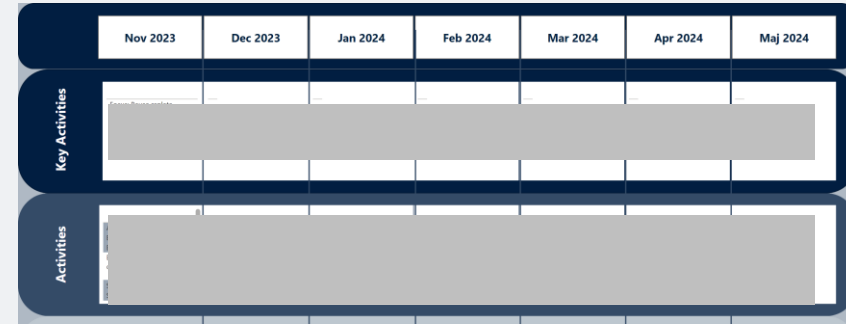
 HOW?

 WHAT?



Outlook

- Content type categories
 - Informational
 - Educational
 - Inspirational
 - ...
- Restructuring themes / topics
- More overall visibility to not 'overwhelm' user
- Do less and measure 'stickiness' of information





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Electrolux
Group