

IMPROVING PRODUCTIVITY AND ENGAGEMENT FROM CEO TO THE FRONTLINE WORKFORCE

OMNIA CONFERENCE | MALMÖ 14-15 NOV.



MQ
MARQET



MQ
MARQET



Johan Igglund
Business Manager



David Lindgren
Solution Architect

omnia

AGENDA

- ✓ About MQ
- ✓ Background – what challenges should the new intranet solve?
- ✓ Tour of the solution
- ✓ Planning for improvements
- ✓ Summary and questions

ABOUT MQ

ABOUT MQ

- ✓ Fashion company
- ✓ Headquarter in Gothenburg
- ✓ Approx 600 employees
- ✓ 89 stores in Sweden and growing
- ✓ E-commerce
- ✓ Abroad via Zalando
- ✓ Mix of brands
 - ✓ MQ label with their own design and production
 - ✓ External brands



STOCKH LM
STUDIO

BACKGROUND

BACKGROUND AND INTRANET OBJECTIVES

- ✓ Outdated technical platform
- ✓ Weak intranet governance
- ✓ Gather all internal communication
- ✓ Inspiring and clear
- ✓ New platform to grow with and expand
- ✓ Include HQ staff members
- ✓ Store staff is the primary user group
- ✓ Different information for stores and HQ



USER CATEGORIES



Store staff (Frontline workers)



Headquarter staff members



Store Manager



Regional Manager

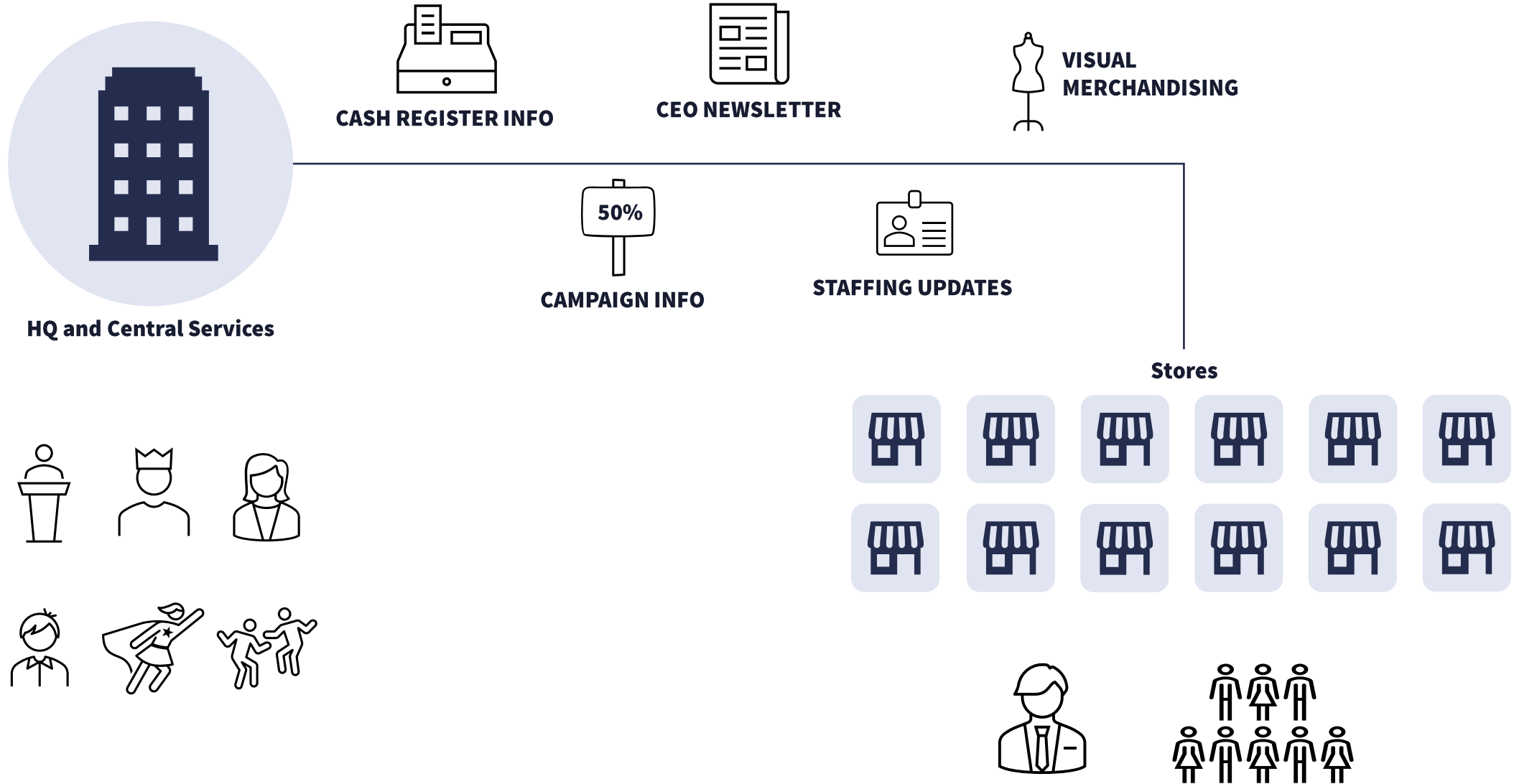


Consultants

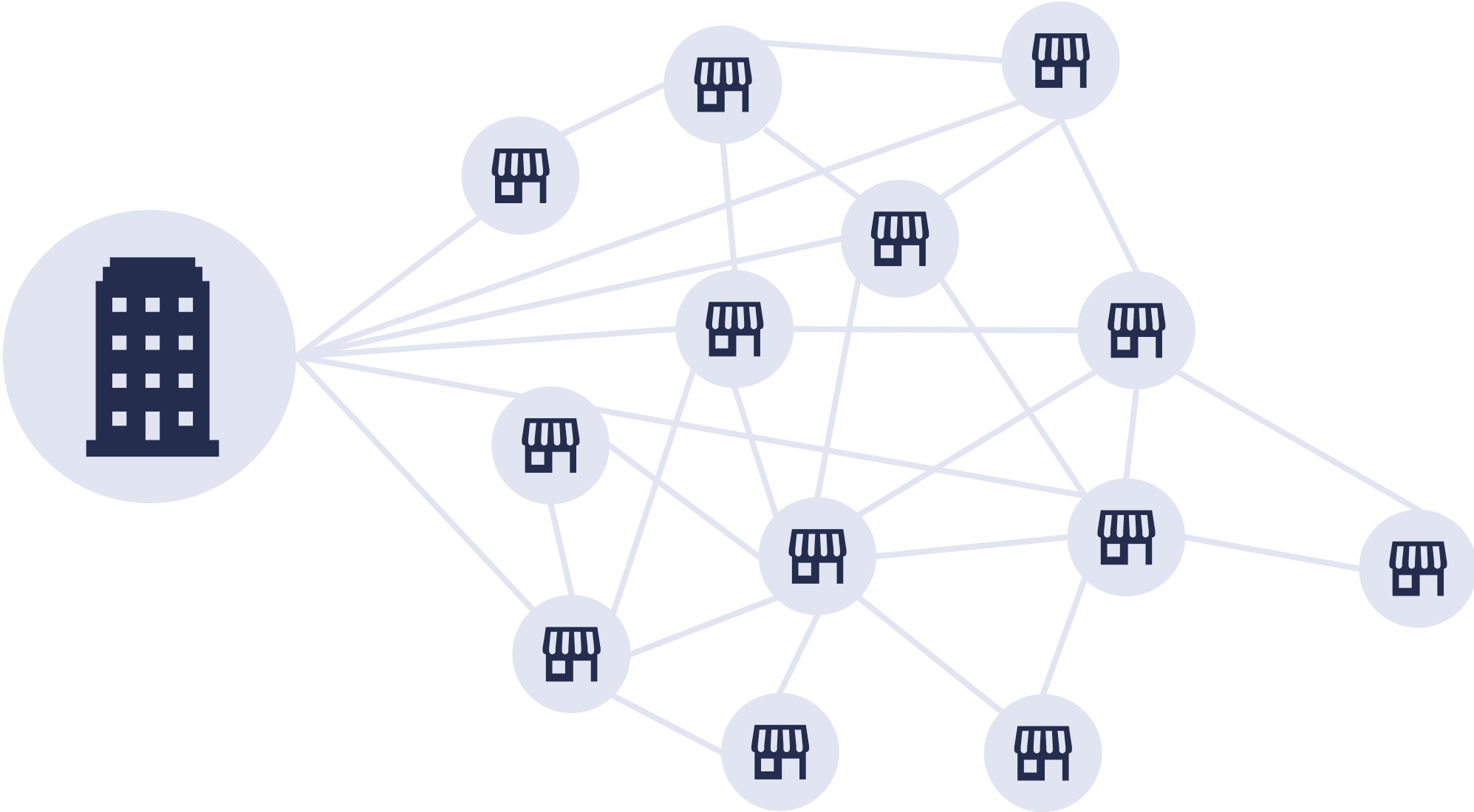


Outsourced staff

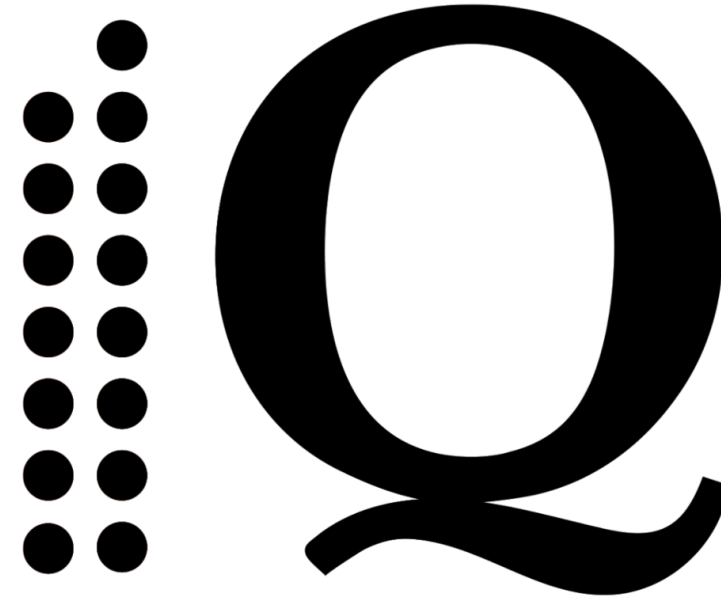
COMMUNICATION & INFORMATION FLOW



COMMUNICATION & INFORMATION FLOW



COMMUNICATION & INFORMATION FLOW



A photograph of a clothing store interior, overlaid with a dark blue tint. In the background, there are several racks of shirts. In the foreground, there are several stacks of folded sweaters on a white display table. A price tag is visible on the left side of the image, which reads "STOCKHOLM TROJA 899 SEK". The text "TOUR OF THE SOLUTION" is written in large, white, bold, sans-serif capital letters across the center of the image.

TOUR OF THE SOLUTION

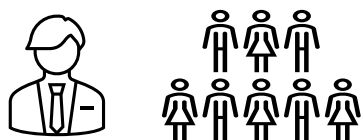
INTRANET PAGES

The screenshot displays the intranet interface for MQ Marqet. At the top, there is a browser address bar showing 'mq.omniacloud.net'. Below it is a navigation menu with the following items: START, NYHETSCENTER, SÅ JOBBAR VI (with a dropdown arrow), MIN ANSTÄLLNING (with a dropdown arrow), OM MQ MARQET (with a dropdown arrow), and HITTA KOLLEGA. The main content area is divided into two columns. The left column features a 'Boards' sidebar with a 'Materialguide' section expanded, listing materials like Akryl, Bomull, Hampa, Lin, Lyocell (Tencel), Polyester, Silke, Ull, and Viskos. The main content in this column is a 'Materialguide' article by Ulrika Hedberg, dated 9 months ago, discussing the company's goal to increase sustainable materials. The right column features a 'Klädvård' sidebar with categories like Personal Shopper, Second Hand, Skrädderi, Sneakerstövten, Stadsmissionen (highlighted), and Återfärga denim - 100B. The main content in this column is a 'Stadsmissionen' article by Katarina Blomqvist, dated 1 month ago, about a clothing collection project.

- ✓ Common information architecture for all employees
- ✓ Specific & targeted information per user category below top nodes

NEWS PUBLISHING

- ✓ Targeting required also for news
- ✓ 15-20 news articles per week
- ✓ 24 news categories



NEWS PUBLISHING




 NYHETER  DENNA VECKA  FRÅGOR & SVAR

 **Friskvårdsveckor Höst 2023**
Avstämning vecka 2
för 2 dagar sedan



 **Granskningspåminnelse av sidor på IQ**
Ansvariga för sidor på IQ (gäller ej nyheter) kommer att få granskningspåminnelse för att säkerställa att innehållet är korrekt och aktuellt.
för 3 dagar sedan



 **Inbjudan AW MQ x Studio 54**
Vänligen använd nedan länk på IQ, eller QR-kod för att svara!
för 4 dagar sedan
för 13 timmar sedan




NEWS PUBLISHING

Artikeldatum
2023-10-27 09:00 


Klicka på datum för schemaläggning av nyhet

Nyhetskategori*
VM  


Avdelning*
Visual Merchandise  

Informationsansvarig*
  


Länk till formulär


Aktuell fr.o.m.
2023-11-06 

Styr visning i Denna vecka

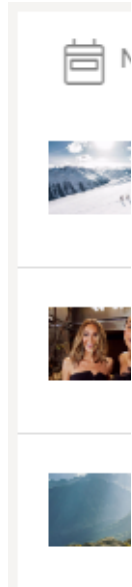
Aktuell t.o.m.
2023-11-26 

Styr visning i Denna vecka

Avpubliceras
2024-01-27 

Målgrupp 

Nyheten visas på startsidan för angiven målgrupp



NEWS PUBLISHING



 NYHETER	 DENNA VECKA	 ⁵ FRÅGOR & SVAR
	Lägg in din planerade ledighet i semesterlistan på O	HR
	Kampanj 11 v.45-48	VM
	Friskvårdsveckor Höst 2023	Kontorsnytt

QUESTIONS & ANSWERS

Frågor och svar - Diskussioner

SENASTE POPULÄRA SÖK

för 19 timmar sedan	Winter gift box	Emmy Mållén
för 2 dagar sedan	Björn Borg	Mathilda Gunnarsson
för 3 dagar sedan	Karen kostymerbudande	Natalie Olsson
för 4 dagar sedan	Staffan jacket	Linnéa Våre
för 5 dagar sedan	Rudy cord shirt 2611240	Isa Agrell
för 5 dagar sedan	Santo 2601224 olika priser	Eva Kurdeja
för 5 dagar sedan	Musik	Carina Båth
för 7 dagar sedan	Monde blouse	Mathilda Skalthammer
för 7 dagar sedan	Snören slut?	Andreas Mattson
för 9 dagar sedan	Saknar bälte	Ronja Nilsson

Frågor och svar > Diskussioner > Monde blouse

PRENUMERERA
DELA DISKUSSION

Monde blouse

Hej!
Monde blouse finns inte upplagd online än, kommer den inom kort?
Vi har en kund som vill beställa större storlek än vi fått till butiken.

GILLA DELA 2 kommentarer

Jenny Krossell
för 7 dagar sedan
Hej Mathilda!
Den kommer tändas online på kampanjstartsdatum som är den 6 November

Gilla | Svara

Mathilda Skalthammer
för 7 dagar sedan
Jaha, jag trodde den skulle komma upp från och med denna Måndag som var eftersom de skulle hängas ut i butik v.44. Blir lite konstigt att förklara för kund att den inte går att beställa än trots att den finns i butik. Men tack för återkoppling. ☺

Gilla | Svara

SKICKA

Relaterade diskussioner

- Winter gift box
- Björn Borg**
- Karen kostymerbudande**
- Staffan jacket**
- Rudy cord shirt 2611240**

✓ 9 posts during the last week

QUESTIONS & ANSWERS

The image displays a mobile application interface for a Q&A section. On the left, a vertical scroll view shows a post titled "Winter gift box" with a corkboard image featuring question and exclamation mark icons. The post has 2 likes and 0 comments. The bottom navigation bar includes icons for Home, News, Calendar, Q&A, Colleagues, and Settings. On the right, a network diagram illustrates the Q&A content's reach. A central building icon is connected to 9 smaller shop icons, representing 9 posts. The background shows a blurred view of a discussion thread titled "Monde blouse".






- ✓ 9 posts during the last week
- ✓ Also available in Omnia feed

IMPROVING PRODUCTIVITY AND ENGAGEMENT FROM CEO TO THE FRONTLINE WORKFORCE

HELPING STORE WORKERS GETTING THINGS DONE

ASSIGNING TASKS & CONFIRMING RECEPTION

- ✓ News feed full of information
- ✓ How to make sure important things don't slip by?
- ✓ Omnia Sign off requests to the rescue!
- ✓ Separate feed on the start page

Just nu		
	Just nu 100 SEK rabatt Lou knit & skirt	2023-11-01 15:26
	Spara kampanjprodukt	2023-10-30 16:30
	Leveransförsening sneakerstvättan	2023-10-30 10:08
	Uppdaterad - Fel i utskick Carly glitter bag	2023-10-26 12:05
	Spara kampanjprodukt	2023-10-25 09:40

ASSIGNING TASKS & CONFIRMING RECEPTION



HQ and Central Services



All stores

Just nu 100 SEK rabatt Lou knit & skirt

Begärd av: **Jessica Eriksson**, Sec_IQ_HK_Alla

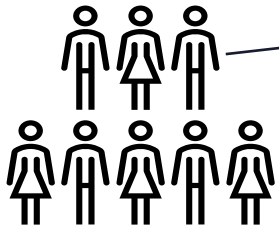
Begärd: 2023-11-01

Begäran skickad till:

Sec_IQ_Butik_101, Sec_IQ_Butik_105, Sec_IQ_Butik_125,
Sec_IQ_Butik_142, Sec_IQ_Butik_175, Sec_IQ_Butik_215,
Sec_IQ_Butik_224, Sec_IQ_Butik_225, Sec_IQ_Butik_226,
Sec_IQ_Butik_227, Sec_IQ_Butik_229, Sec_IQ_Butik_230,
Sec_IQ_Butik_361, Sec_IQ_Butik_362, Sec_IQ_Butik_365,
Sec_IQ_Butik_370, Sec_IQ_Butik_371, Sec_IQ_Butik_372,
Sec_IQ_Butik_373, Sec_IQ_Butik_374, Sec_IQ_Butik_375,
Sec_IQ_Butik_376, Sec_IQ_Butik_378, Sec_IQ_Butik_379,
Sec_IQ_Butik_380, Sec_IQ_Butik_382, Sec_IQ_Butik_383,
Sec_IQ_Butik_384, Sec_IQ_Butik_387, Sec_IQ_Butik_388,
Sec_IQ_Butik_389, Sec_IQ_Butik_390, Sec_IQ_Butik_391,
Sec_IQ_Butik_705, Sec_IQ_Butik_715, Sec_IQ_Butik_718,
Sec_IQ_Butik_722, Sec_IQ_Butik_760, Sec_IQ_Butik_392,
Sec_IQ_Butik_393

SKICKA PÅMINNELSE STÄNG BEGÄRAN TA BORT BEGÄRAN

ASSIGNING TASKS & CONFIRMING RECEPTION



Just nu

- Just nu 100 SEK rabatt Lou knit & skirt
- Spara kampanjprodukt
- Leveransförsening sneakerstvätt
- Uppdaterad - Fel i utskick Carly glit
- Spara kampanjprodukt

Just nu 100 SEK rabatt Lou knit & skirt

Begärd av: **Annika Eriksson, Sec_IQ_HK_Alla**

Begärd: 2023-11-01

Begäran skickad till:
Sec_IQ_Butik_101, Sec_IQ_Butik_105, Sec_IQ_Butik_125,
Sec_IQ_Butik_142, Sec_IQ_Butik_175, Sec_IQ_Butik_215,
Sec_IQ_Butik_224, Sec_IQ_Butik_225, Sec_IQ_Butik_236,
Sec_IQ_Butik_242, Sec_IQ_Butik_245, Sec_IQ_Butik_247,
Sec_IQ_Butik_273, Sec_IQ_Butik_275, Sec_IQ_Butik_277,
Sec_IQ_Butik_278, Sec_IQ_Butik_282, Sec_IQ_Butik_283,
Sec_IQ_Butik_700, Sec_IQ_Butik_710, Sec_IQ_Butik_710,
Sec_IQ_Butik_722, Sec_IQ_Butik_760, Sec_IQ_Butik_392,
Sec_IQ_Butik_393

Att signera
Just nu 100 SEK rabatt Lou knit & skirt
Signerad av 84 av totalt 91 grupp(er).

Typ av signeringsbegäran: **Grupp**

Status: **Öppen**

Slutförd: **Signerad av 84 av totalt 91 grupp(er).**

Ladda ner rapport

SKICKA PÅMINNELSE STÄNG BEGÄRAN TA BORT BEGÄRAN

CALENDARS

Kalender

Månad Vecka

november 2023 < >

MÅN	TIS	ONS	TORS	FRE	LÖR	SÖN
30	31	nov. 1	2	3	4	5
Mecenat erbjudande 25-31/10				Publicering varuvisning v. 46		
Vecka 44						
6	7	8	9	10	11	12
Vecka 45		Kampanj 11 8-28/11		Mecenat erbjudande 10-12/11		
13	14	15	16	17	18	19
Vecka 46						
20	21	22	23	24	25	26
Vecka 47		Publicering varuvisning v. 48				
Black Week						
27	28	29	30	dec. 1	2	3
Vecka 48		Kampanj 12 29/11-31/12				

Gemensam Aktivitet & Kampanj

Kalender

Månad Vecka

november 2023 < >

MÅN	TIS	ONS	TORS	FRE	LÖR	SÖN
30	31	nov. 1	2	3	4	5
Mecenat erbjuda				Publice		
Vecka 4						
6	7	8	9	10	11	12
Vecka 4		Kampanj		Mecenat erbjudande 10-12		
13	14	15	16	17	18	19
Vecka 4						
20	21	22	23	24	25	26
Vecka 4		Publice				
Black Week						
27	28	29	30	dec. 1	2	3
Vecka 4		Kampanj				




Gemensam Aktivitet & Kampanj


- ✓ Common calendar
- ✓ Activities & Campaigns calendar
- ✓ Regional calendars
- ✓ Store calendars

SALES REPORTS







- ✓ By the hour
- ✓ By day
- ✓ By month

Aktuella försäljningsrapporter uppdelade per tidsintervall

 Timrapport  Dagsrapport  Månadsrapport

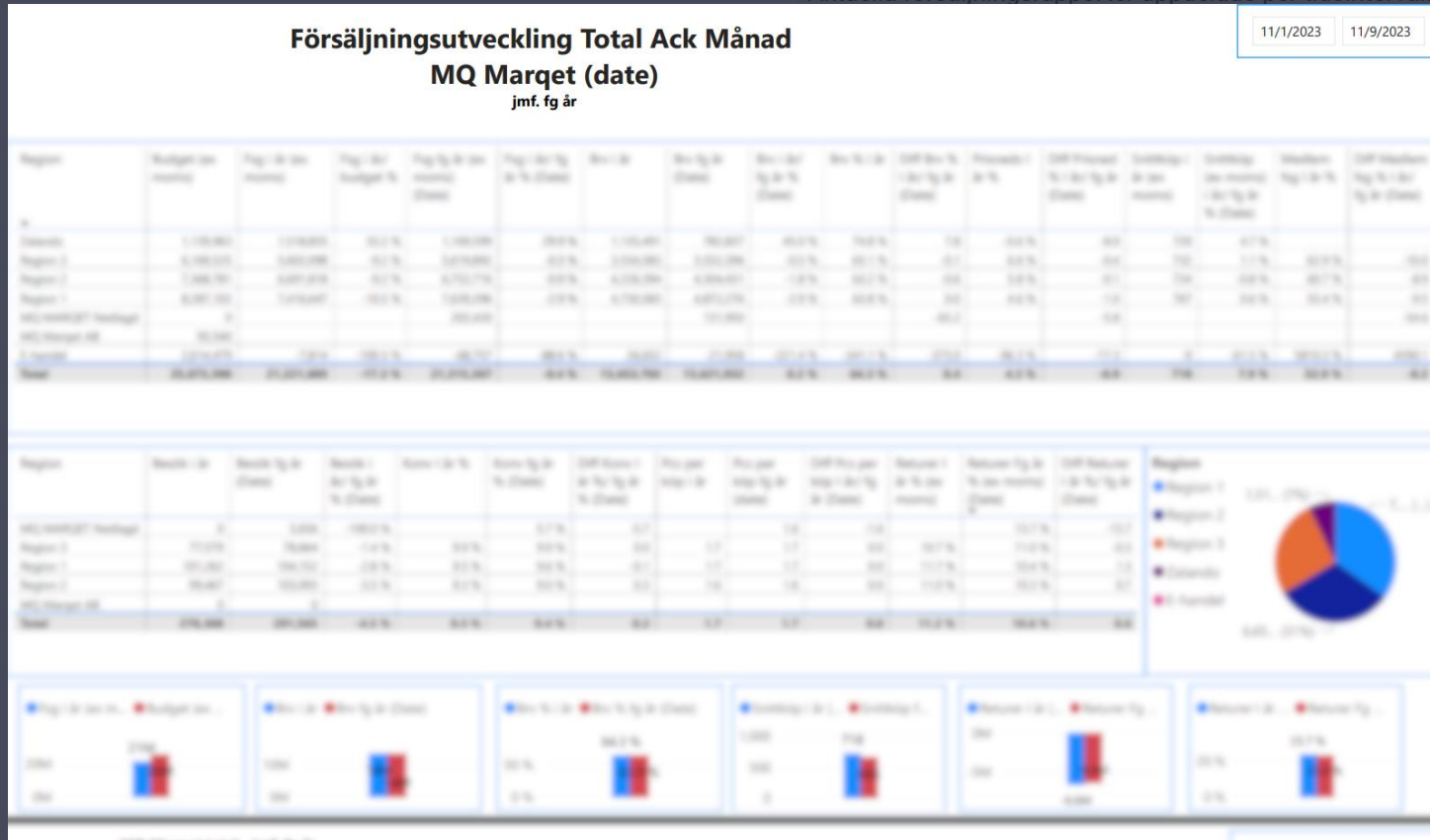
Sök... 

Ändrad -

Namn	Ändrad ↓
 Fsg Timrapport MQ SE [redacted] procent av budget kl13_00.-2023-11-10.pdf	för en timme sedan
 Fsg Timrapport MQ SE [redacted] procent av budget kl12_00.-2023-11-10.pdf	för 2 timmar sedan
 Fsg Timrapport MQ SE [redacted] procent av budget kl11_00.-2023-11-10.pdf	för 3 timmar sedan
 Fsg Timrapport MQ SE [redacted] procent av budget kl10_00.-2023-11-10.pdf	för 4 timmar sedan
 Fsg Timrapport MQ SE [redacted] procent av budget kl09_00.-2023-11-10.pdf	för 5 timmar sedan
 Fsg Timrapport MQ SE [redacted] procent av budget kl23_00.-2023-11-09.pdf	för 15 timmar sedan

SALES REPORTS

Aktuella försäljningsrapporter uppdelade per tidsintervall



PDF format

- ✓ Relies on email
- ✓ Simple setup
- ✓ No extra licensing

MQ MEMBERS NEWSLETTERS ARCHIVE




Utskick av medlemsmail, dam och herr.

 MQ Medlemsmail

Sök...



Ändrad

 2023-11-08-Glöm inte fars dag på söndag..html	för en dag sedan
 2023-11-07-Säsongens festlooks..html	för 2 dagar sedan
 2023-11-04-Stilsäkra presenter till fars dag!.html	för 5 dagar sedan
 2023-11-02-Vår favorit_ Vera top..html	för 7 dagar sedan
 2023-11-02-Utvalt av Tutto..html	för 7 dagar sedan
 2023-10-31-Skapa en tidlös look med höstens nyckelplagg..html	för 9 dagar sedan
 2023-10-31-Vår favorit_ Ted shirt..html	för 9 dagar sedan

View in Browser



Points Saldo:
Value: kr
[Gå till mina sidor →](#)

[Dam](#) [Herr](#) [Nyheter](#)



Har du inte hunnit köpa en present? Inga problem, vi har ett stort urval av gåvor till fars dag. Välkommen in till någon av våra butiker så hjälper vi dig hitta den perfekta presenten till söndag.

[SE ALLA GÄVOR](#)



PLANNING FOR IMPROVEMENTS



Learning Center

FULL CATALOGUE

UPCOMING COURSE DATES

TRENDING COURSES

Search...



Course Subject



Course Type



Accessories on parade

Internal course

Bikes are the heart of our business, but selling helmets, shirts and shoes sales will surely give it an extra beat.



Add-on sales

Internal course

In this course you will learn how to optimize each opportunity in both turn-over and customer satisfaction.



Alameda Leadership

Internal course

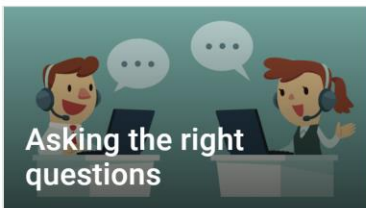
This course is the first step towards improving your leadership in The Alameda Way.



Alameda One Overview

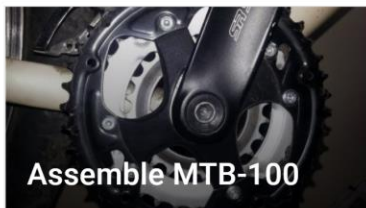
Self-service

Take this micro-course to learn more about our new intranet.



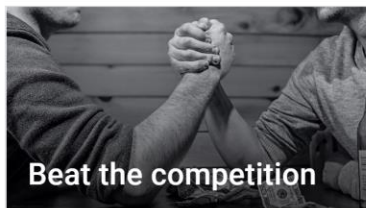
Asking the right questions

Self-service



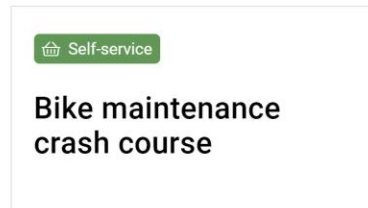
Assemble MTB-100

Self-service



Beat the competition

Internal course



Bike maintenance crash course

Self-service

Join this crash course to learn the

Learning C

Search...

Course Subject

Accessori

Internal course

Bikes are the he
but selling helm
sales will surely

Asking the
questions

Self-service

Self-service

Internal course

Join this crash course to learn the



Robert Johnson

Corporate Communication - Intranet Owner

Send email Start chat

- Contact
- Organization
- Completed courses
- Community engagement
- Praise

City Bikes - part 1

In this course you will learn the most important aspects of our most selling product group: City Bikes.

Develop your leadership

Learn how to become a better leader, improve communication, decision making, and team building.

InStore sales

This course will cover the five steps of our InStore Sales concept and will help you increase your sales.

CRASH COURSE
EPISODE 1:
Basic Bike Maintenance

This course shows you tips and tricks of basic bike maintenance. The best way to keep your Alameda bikes

Employee onboarding portal



Welcome to Alameda!

Here at Alameda you have the freedom to shape your future while you involve differences and learning from colleagues. We encourage you to explore the endless possibilities to make an influence in this dynamic organization.

It is time to explore Alameda and we know that your first 90 days are important. To support you travel, we have prepared some onboarding systems below.

ONBOARDING TUTORIAL

Your on-boarding

Orientation (First week)

Your profile

36% done

[STRENGTHEN PROFILE](#)

New at Alameda

Camilla Harris

Hire Date : April 4, 2023
 Role : Maintenance Manager
 Location : Denver
 Organization : Maintenance

[Email](#) [Chat](#) [Phone](#)

Orientation (First week)

During the upcoming weeks and months, we hope that you will benefit from our smooth onboarding process and soon will be a part of the Alameda Family.

- Introduction to culture and values
- Overview of policies and procedures
- Products, services, and markets
- Virtual tour of company facilities

Introduction (First month)

During Introduction, you'll have the chance to ask questions and gain a deeper understanding of the company's mission, vision, and values. We want you to feel welcomed and empowered for the new job.

- Our objectives and strategies
- Learn about our organization
- Overview of Product Portfolio
- Sales and marketing overview

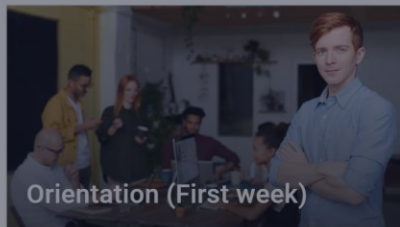
Skills development (First quarter)

The Skills Development phase is designed to help you feel confident and equipped to take on your responsibilities, make a positive impact in your role, and help develop our business.

- Mentorship Program
- Job rotation
- Learning tracks and micro-courses
- Develop product knowledge



Employee onboarding portal



During the upcoming weeks and months, we hope that you will benefit from our smooth onboarding process and soon will be a part of the Alameda Family.

- Introduction to culture and values
- Overview of policies and procedures
- Products, services, and markets
- Virtual tour of company facilities

Title Introduction (First month)

- To be signed off
- Our objectives and strategies
 - Learn about our organization
 - Overview of Product Portfolio
 - Sales and marketing overview
 - Introduction to Alameda One
 - Reseller network and customer service

ADD

Sign-off Type

- Individual
- Group

Requested by

Alan Dodd

Request sent to

Abraham Boulder

SAVE

ONBOARDING TUTORIAL

Your on-boarding

Orientation (First week)

Your profile

36% done

STRENGTHEN PROFILE

New at Alameda



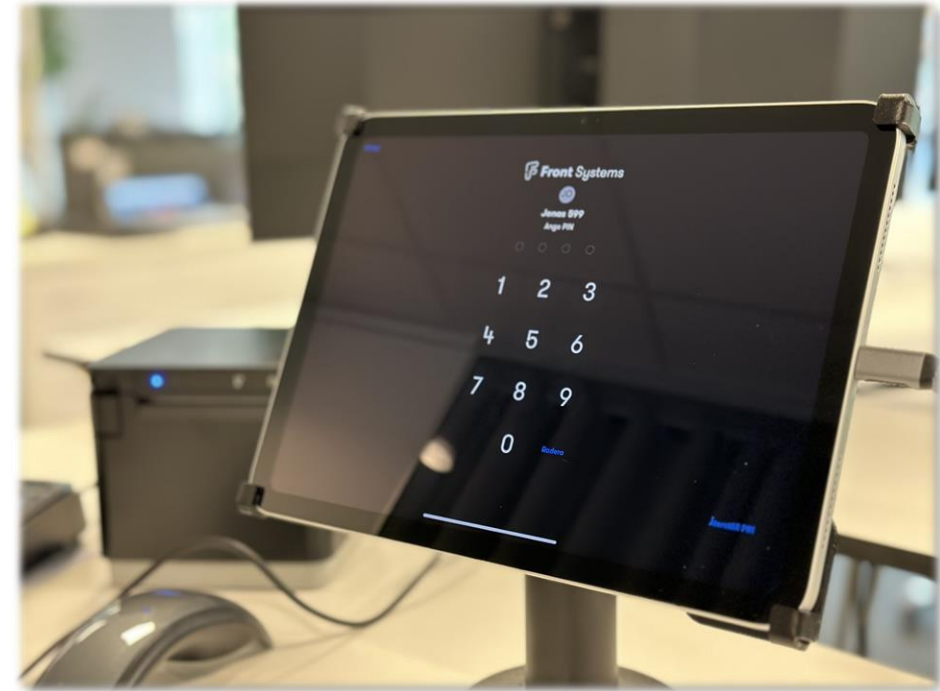
Camilla Harris

Hire Date : April 4, 2023
 Role : Maintenance Manager
 Location : Denver
 Organization : Maintenance



PLANNING FOR IMPROVEMENTS

- ✓ Integration to their cash register.





SUMMARY

SUMMARY

- ✓ Intranet pages
- ✓ News publishing
- ✓ Questions & answers
- ✓ Assigning tasks & confirming reception
- ✓ Calendars
- ✓ Sales reports
- ✓ MQ Member newsletters archive



- ✓ Front line worker solution
- ✓ Used by everyone in the company
- ✓ Communication intensive
- ✓ Targeted & easily accessible information

Customer quote: *“The more I understand and learn about the platform the more we start using it for.”*

ANY QUESTIONS?



MARQET

omnia