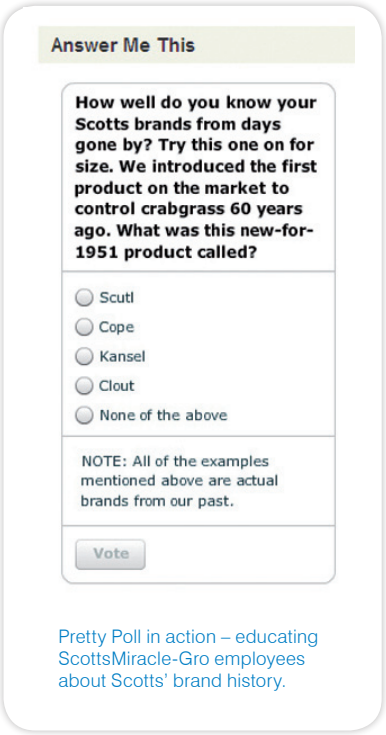
sweetlets
business packages for your SAP Portal

Scotts Miracle-Gro

How ScottsMiracle-Gro Increased Their User Experience by Means of Surveys



Pretty Poll in action – educating ScottsMiracle-Gro employees about Scotts' brand history.

Where there is attention, there is life

ScottsMiracle-Gro Company is the world's largest marketer of branded consumer lawn and garden products. Their employee portal, appropriately named "The Garden," provides role-based workbenches containing personalized efficiency tools for specific business groups. The job of The Garden is simply to create more productivity for their users by keeping them up to date on weather, trends, and other useful information, while giving them the tools to better manage their work life – all in a single interface.

Challenge

The Garden project needed to be smart about how Scotts communicated with associates. The challenge was to successfully move from a corporate focused portal to an associate focused intranet. This transition hinged on:

1. An easy to use tool which provided a measurable way to evaluate and analyze their associate needs (i.e. take census and record results)
2. Continuously improve Scotts portal by taking action on these facts based associate response patterns gathered in the above tool (i.e. users talk and Scotts listens. Then, Scotts takes appropriate action based on numbers, not guesswork.)
3. Improving the user relationship between Scotts and their portal associates (and provide guidance along the way)

Sweetlets caught up with Balaji Srinivasaraghavan, Manager of Enterprise Portals and Doug Hoy of International Communications at ScottsMiracle-Gro for a quick Q&A session. We were curious about the impact of Pretty Poll in Scotts intranet – from the IT and admin point of view.

"We use Pretty Poll not only for educating our employees but also to get them involved and to participate."

Balaji Srinivasaraghavan, Manager of Enterprise Portals, ScottsMiracle-Gro

"We survey to gather feedback and see if there is any room for more improvement."

Balaji Srinivasaraghavan, Manager of Enterprise Portals, ScottsMiracle-Gro

Sweetlets: *What was Scotts' initial problem, urging the search for a solution such as Pretty Poll? How was this need hurting Scotts' business/SAP Portal?*

Scotts: A driving need for us was a strategy change in moving from a corporate centric to associate centric intranet. The previous portal was top down, only pushing information to our associates and thus, not enabling a 2-way conversation with our users. If we are to improve The Garden, gathering valuable associate feedback by means of surveys, becomes a vital tool in focusing on the associates.

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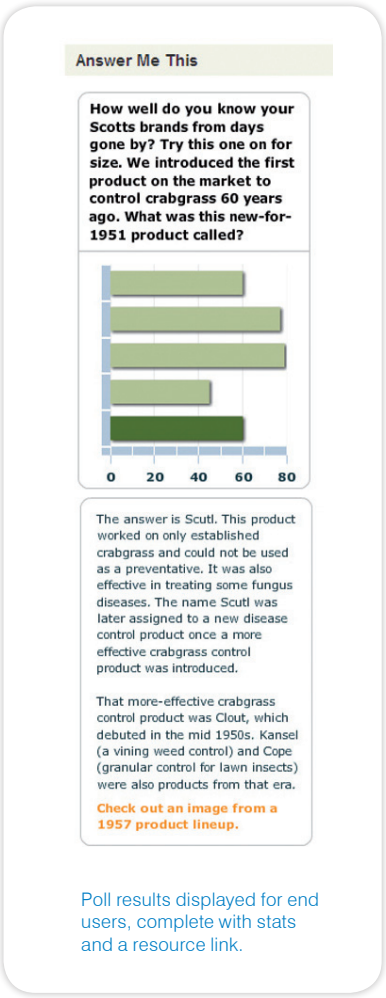

Poll results displayed for end users, complete with stats and a resource link.

Quest for a solution

Sweetlets: *What other solution did Scotts look at (if any) and ultimately reject?*

Scotts: There was an out-of-the-box version of a poll in SAP. However, it was pretty bare-basics in functionality and did not fit the aesthetics of what we were looking for.

Search Results

Sweetlets: *Why did you choose Pretty Poll as a solution to your problem?*

Scotts: It was easy to use and set up, fit what we needed, was fairly priced, and the team at Sweetlets was great to work with in terms of making modifications. Great follow-up and attention to the customer!

Bar chart exposing employee vote results in Pretty Poll back office

"The ease of integration with the SAP Portal product, the UI is simple, usable and efficient, and Sweetlets offered the necessary customizations to make the Pretty Poll product work for the Scotts highly modified environment. Great customer service."
Balaji Srinivasaraghavan, Manager of Enterprise Portals, ScottsMiracle-Gro

Implementation

Sweetlets: *Please describe the implementation for Pretty Poll, including any problems and how they were solved.*

Scotts: The implementation was simple. Our portal and basis teams were able to install and configure in a very short time period. Sweetlets provided the necessary documentation for the installation as well. We faced a few issues, mainly because the Scotts Intranet (SAP Portal) is highly customized with a custom framework and desktop. This caused some conflicts for the out of the box solution to work for us. We also faced a few issues around cross browser compatibility.

But as always, Sweetlets provided very good support and were able to provide patches for issues as they were identified, all in a matter of hours and days. We also had a problem with database connectivity immediately after Go-Live, but Sweetlets team were able to trouble shoot and advise our database team on the necessary parameter change.

"We have used the poll to highlight and educate associates (users) on a wide variety of topics – everything from brand and product awareness to quizzes on our manufacturing sites and our company history."

Doug Hoy
Internal Communications, ScottsMiracle-Gro

Pretty Poll in Action

Sweetlets: *How and where do you use Pretty Poll?*

Scotts: Pretty Poll is used on the home page of The Garden, our associate intranet site. We have use the poll to highlight and educate associates (users) on a wide variety of topics – everything from brand and product awareness to quizzes on our manufacturing sites and our company history.

We even asked our associates a question or two on things that are border-line business related (such as who associates thought was going to the World Series, which was asked the day we featured our Major League Baseball program on the web site).

We have recently given the web site a face lift, making changes to our editorial content to reflect the Company's new direction which is centered on "Consumer First" (making the consumer the center of everything we do). I would expect that the line of questioning in the poll will now reflect this new Company initiative, and we will keep more of a balance between right-wrong, test-your-knowledge questions and true polls.

We will also do a better job of keeping it fresh, which wasn't always the case in the previous environment of The Garden. (Currently, there is a question up that polls associates on what kind of lawn and garden consumer they are.) We have plans to use a separate instance of the poll to solicit feedback from our associates as well.

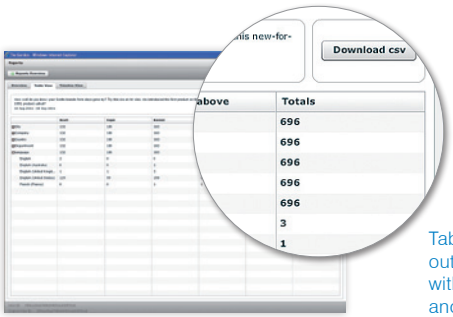

Table view of polling outcome, complete with tally breakdown and CSV download

Results & Benefits

Sweetlets: *What are the results and benefits you are getting from using Pretty Poll?*

Scotts: The higher-response questions have been up to and over 700 responses, which is pretty good. The biggest benefit is that it is one of the critical channels of associate communication and engagement.

Pretty Poll is also the only tool on The Garden that does not uniquely identify an associate when we communicate. We feel that making effective use of the poll plays a key part for associate learning and feedback.

"The metrics that come with the product are fabulous. We use the metrics to look at response patterns and to understand what interests our associates."
Balaji Srinivasaraghavan, Manager of Enterprise Portals ScottsMiracle-Gro

CUSTOMER PROFILE

Company
ScottsMiracle-Gro Company

Website
www.scotts.com

Headquarters
Marysville, Ohio, U.S.A

Products
Key products for lawn and garden care including:

- MiracleGro
- Ortho
- Scotts
- RoundUp

Revenue
$3.14 billion USD (2010)

Employees
8,000+

Portal set-up
SAP NetWeaver Portal 7.01

Key players
- Balaji Srinivasaraghavan, Manager of Enterprise Portals
- Doug Hoy, Internal Communications

"They're looking at us more as partners."

Balaji Srinivasaraghavan, Manager of Enterprise Portals, ScottsMiracle-Gro

AT A GLANCE

Key Challenge

Strategically move from a corporate centric to associate centric intranet via a sustainable method which focuses on the needs of associates instead of corporate needs.

Solution

Pretty Poll - The quick polling iView

Results

- Far greater understanding of associate interests
- A measurable increase of 2-way communication
- The ability to analyze associate response patterns
- Significant increase in brand and product awareness

Sweetlets Products at ScottsMiracle-Gro

- World Times
- Pretty Poll
- Events Calendar
- Quick Links

"We feel that the poll plays a key part for associate learning and feedback."

Doug Hoy, Internal Communications, ScottsMiracle-Gro

Last Words

Sweetlets: *Would you recommend Pretty Poll to others and why?*

Scotts: Absolutely. From a web editor standpoint, it is very easy to set up and change. From a technical team standpoint, this is easy to install, configure and support. I would also recommend it simply because the customer service our tech team has received has been very strong.

Moreover, the Sweetlets team is engaged with us to understand our use case and take our inputs for future designs and functionalities. We have enhanced all the Sweetlets products to suit our needs. That is priceless!!

Timeline view of employee participation and daily vote results (Pretty Poll reporting)

About ScottsMiracle-Gro

The Scotts Miracle-Gro Company (NYSE: SMG) is the world's largest marketer of branded consumer lawn and garden products. They operate primarily in North America, along with businesses in Europe and Asia Pacific, and employ approximately 8,000 associates. The Company was founded in 1868 in Marysville, Ohio.

Scotts currently takes advantage of a wide variety of Sweetlets applications to improve associate productivity on The Garden's home page. These business packages include World Times, Quick Links, Events Calendar and of course, Pretty Poll.

About Sweetlets

The Sweetlets' core team of developers were instrumental in the very first portal installation way back in 2002 with SAP – and today, they continue to remain true to their roots. Sweetlets focuses on user-friendly, cost effective business packages designed specifically to enhance user experience within your SAP NetWeaver Portal.

How to download Pretty Poll

For more information and to test drive your free, fully functional version of Pretty Poll, the quick polling iView in your SAP Portal, simply go to Sweetlets at **www.Sweetlets.com/PrettyPoll**

sweetlets

Pentland Firth Software GmbH
Unterer Anger 3
80331 Munich, Germany

Phone: +49 (0)89 / 59 08 37-0
E-Mail: info@sweetlets.com
Internet: www.sweetlets.com

Scotts Miracle-Gro

14111 Scottslawn Road
Marysville, Ohio 43041
USA

Phone: 1-888-270-3714
Internet: www.scotts.com

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