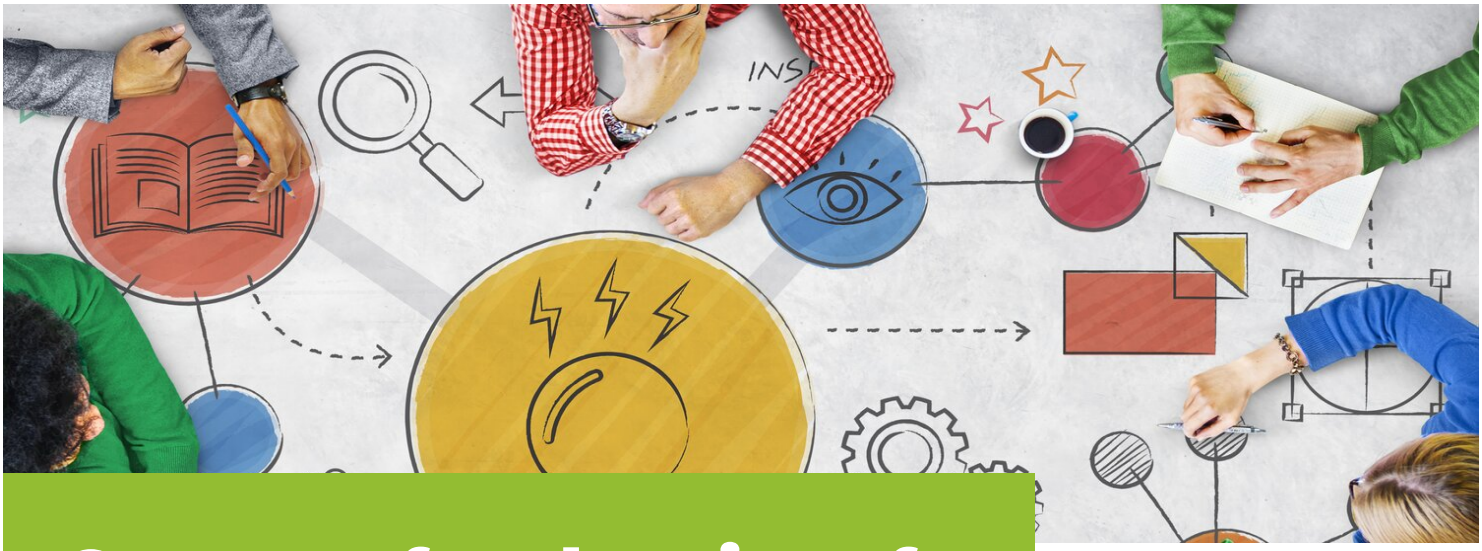

Concept for the city of Bocholt

Client:
Stadt Bocholt

Date:
November 29, 2022

Categories:
Services

Tags:
#Öffentliches
#Social Intranet
#C2G
#Consulting

Comprehensive consulting, including a concept for the overall strategy on the topic of intranet.

Challenge

Since July 2015, the city of Bocholt has been operating the city intranet with around 1,000 logins for employees of the city of Bocholt. This internal communication and information platform is operated with the WordPress content management system.

In terms of time, the city of Bocholt was at the very beginning of the intranet relaunch. They therefore needed information and comprehensive advice on the overall intranet strategy, realistic cost trends for the overall project, technical requirements and options. In addition, they needed advice on the redesign, migration and introduction of a new social intranet.

Solution

The result is a concept that meets the needs of the city of Bocholt.

The service package also included the following concepts and services:

- Definition of the intranet by the users
- Concept of personalization
- Editorial concept including acceptance criteria
- Definition of editorial workflows
- Meeting gender equality in the intranet
- Active involvement of employees

''The collaboration with Mr. Lienenlüke from asioso was goal-oriented, constructive, and inspiring for everyone involved. Adequate technical solutions were developed for interface and system-relevant problems. The concept was not implemented due to a new, strategic administrative orientation, but the content of the concept was fully approved by the city administration of Bocholt.' - Bernadette Iding-Geidies

Benefits

The intranet should become a system for all employees,

- that provides relevant information quickly and clearly,
- that invites employees to use it,
- that enables efficient and work-oriented communication,
- that connects employees virtually regardless of time and place,
- that promotes identification with the administration,
- that promotes acceptance of the intranet as a work tool through good usability.

About the city of Bocholt

The city of Bocholt, with a population of around 73,000, is a medium-sized district town located in the triangle between the Ruhr region, the Netherlands, and the city of Münster. Bocholt has a very attractive city center and offers visitors many opportunities for activity, cultural life, and local recreation. The city has a good infrastructure and a strong economy. The wide range of educational and cultural offerings is of a very high quality. Overall, Bocholt is a very livable, popular, and family-friendly place to live.

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