



OVERVIEW

INDUSTRY:

Automotive

COMPANY SIZE:

10,000+ employees

LOCATION:

Atlanta, GA

SOLUTION:

Jive

BENEFITS

- ✔ Achieved 66% user adoption
- ✔ Improved collaboration
- ✔ Reduced time searching for information
- ✔ Streamlined employee onboarding

CASE STUDY

With Jive, Cox Automotive Improves Collaboration And Achieves 66% User Adoption

CHALLENGES

In 2014, Cox Enterprises consolidated all of the automotive businesses they acquired into Cox Automotive. This subsidiary consisted of 24 brands, 200 locations and over 300,000 employees worldwide. However, Cox was lacking the ability to help these brands and employees connect with each other.

To solve this problem, the company began searching for a single solution that could help all of its brands communicate and collaborate effectively. However, they weren't sure how to choose the right option to fit their expanding workforce.

SOLUTION

Two Cox Automotive brands, Autotrader and Manheim, were already using Jive for communication and collaboration. Since both communities were already successful, leaders at the company realized that Jive had all the functionality they were looking for. They determined Jive was the right solution to drive communication across the entire organization.

Cox Automotive planned to roll out their new community, named Fuel, a few months later. Before the launch, existing content from the two older communities was moved to Fuel. This way, existing users could easily find information and continue their current projects without interruption. Then, Cox Automotive launched its new Jive community to all employees.

Quickly, more employees began using Fuel to connect, find information and collaborate. Now, 66% of employees log into Fuel daily, from any location.

“I really like Jive’s responsive mobile capabilities. I don’t have to be in an office to use it. I could be in a car, I can be on the beach, and I’m still informed and connected,” says Mark Satterfield, VP of Technology at Cox Automotive.

Another key to success for their organization-wide Jive implementation was PeopleGraph. This technology understands people, their roles and the content they create and consume. It drives powerful search results and recommendations that make all the content users need easy to find.

Additionally, there are benefits that extend beyond the way it serves the workforce as a whole. Fuel also streamlines communication for sub communities within different departments. For example, product teams can work together on new offerings and engineering teams can track new releases and deploy code into the field.

Thanks to Jive, Cox Automotive has a unified platform for corporate communication and collaboration. This has helped the company build a more cohesive organization that can work together effectively and expand their global reach.

Next, Cox Automotive will use Fuel to simplify and accelerate employee onboarding. They plan to drive all new employees through a new hire “road trip” process that starts and ends on Fuel.



Fuel is the place that connects our team members to everything that they need. It’s become our hub for communicating, finding information, getting help and working together.”

Mark Satterfield,
VP of Technology,
Cox Automotive



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