# Bloomfire's AI Reduces Information Search Time

Bloomfire
Best Advance in Content Management Technology
May 2018

## Company Background `

| Company At-a-Glance | |
|---|---|
| **Headquarters** | Austin, Texas, USA |
| **Year Founded** | 2012 |
| **Revenue** | Available Upon Request |
| **Employees** | 25 |
| **Global Scale** | International |
| **Customers/Output, etc.)** | Customers include Conagra Brands, Etsy, Domino's, Dun&Bradstreet, Ogilvy, Whole Foods, and MuleSoft. Bloomfire provides Knowledge Management Software, Sales Enablement Software, Workforce Management Software, Content Management Software. |
| **Industry** | Technology |
| **Website** | www.bloomfire.com |

## Value Proposition

Conagra Brands, one of North America's leading food companies, combines a rich heritage of making great food with a sharp focus on innovation. The company's iconic brands, such as Marie Callender's®, Reddi-wip®, Hunt's®, Healthy Choice®, Slim Jim® and Orville Redenbacher's®, as well as emerging brands, Alexia®, Blake's® and Frontera®, offer wide choices. For its ongoing commitment to corporate citizenship, Conagra Brands was named to the Dow Jones Sustainability™ North America Index for six consecutive years.

Conagra's objectives fit the Brandon Hall Group research profile that shows businesses are focused on sharing information — both inside and outside the enterprise — to drive results. Increasing collaboration and information flow, and improving customer service are among the top drivers behind a knowledge-sharing strategy, according to Brandon Hall Group's Knowledge-Sharing Study conducted in the first quarter of 2017.

Conagra, to help its retail partners more successfully sell the company's products, has a has a team in charge of what is called "shopper insights." This team is responsible for assembling research on customer-buying habits and sharing the information with the retail support teams, who use it to help retailers with promotions, displays, and programs focused on Conagra's family of products.

However, Conagra lacked a centralized location to find research and reports. Instead, they could be found in any number of places, including intranet folders, multiple SharePoint sites, even personal computers. So, the Insights team was collecting valuable research, that was difficult to fully leverage because it was hard to find and not everyone knew where to look.

This problem wasn't insurmountable. The Shopper Insights team, 18 people located in field offices across the country, had direct, continuous communication with the retail support teams. People knew who to call to get what they needed, but there was a lot of duplicated effort. Often, programs for major retail partners would be similar, but the insights team would create each one separately from scratch, not knowing that a similar program already had been built.

Then, in 2016, the Shopper Insights team was reorganized and transformed into a team of five people — all located in the corporate offices. With the change, challenges with the current system came to the surface and new ones were created.

With the reduction in staff, there simply weren't enough Shopper Insights' team members to personally address all the retail inquiries. Plus, when the 13 team members left, institutional knowledge went with them. Resources that were hard to find in the past were now impossible to track down. Almost immediately, the company began searching for a solution to fix the problems.

The Conagra team chose Bloomfire, a knowledge sharing system whose proprietary machine-learning technology is designed to help organizations deliver the most relevant content to users to eliminate information silos.

## Product or Program Innovation

Bloomfire's proprietary artificial-intelligence engine powers an intelligent search, helping drive results by automatically tagging content and recommending content based on the user's actions.

Probably the search functionality has been the greatest benefit for Conagra in moving to the Bloomfire-powered platform. Under Conagra's old content-management system, it was next to impossible to find anything. Most people were working with their own files and duplicating a lot of work because they had no idea what already existed.

Now users quickly can find what they are seeking – as well as things they didn't know they needed — with keyword searches. Even the videos are searchable by keyword. For example, if someone searches the term "breakfast" and finds a video, the video will be marked at each instance the word breakfast is used.

## Unique Differentiators

**Figure 1: Insights and Analytics**
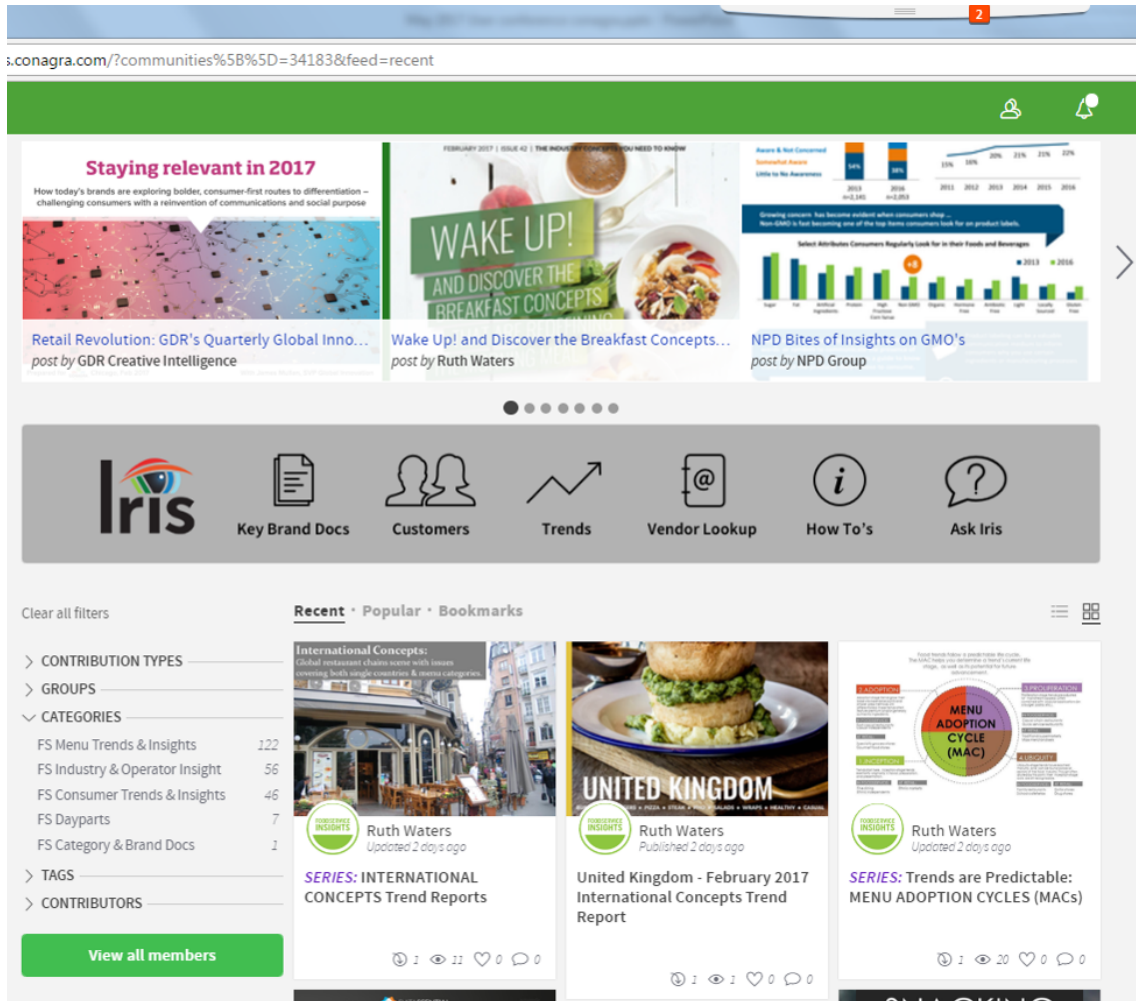


Source: Bloomfire

One of the biggest changes that came with Iris (Conagra's white label for Bloomfire) is the ability for vendors to contribute directly to the site. Previously, they could not access the SharePoint sites used internally. Bloomfire allows vendors to post the research and materials that the retail teams need to support their programs.

Iris users are benefitting not just from the aggregation of content but also from the ability to ask each other questions using the question function in the platform. In the past, such interactions would happen in person, on the phone, or via email, and only exist in that

moment. Within Bloomfire, questions can be answered and the interaction is available for anyone else who might need that information.

The Shopper Insights team also is using the site to store audio clips of consumers talking about the products and their shopping habits. Previously, there wasn't much use for those clips after a project was completed. By putting the clips on Iris, they get transcribed and the words in the video become searchable. Now that clips can be found, the Insights team uses them in presentations because they are impactful to the retail-support team.

Highlights of the Bloomfire product include:

- **Create.** Uploading and managing all types of content from a desktop or just about any mobile device is simple. Employees can choose the content, upload it, and it's easily searchable for whenever someone needs it.
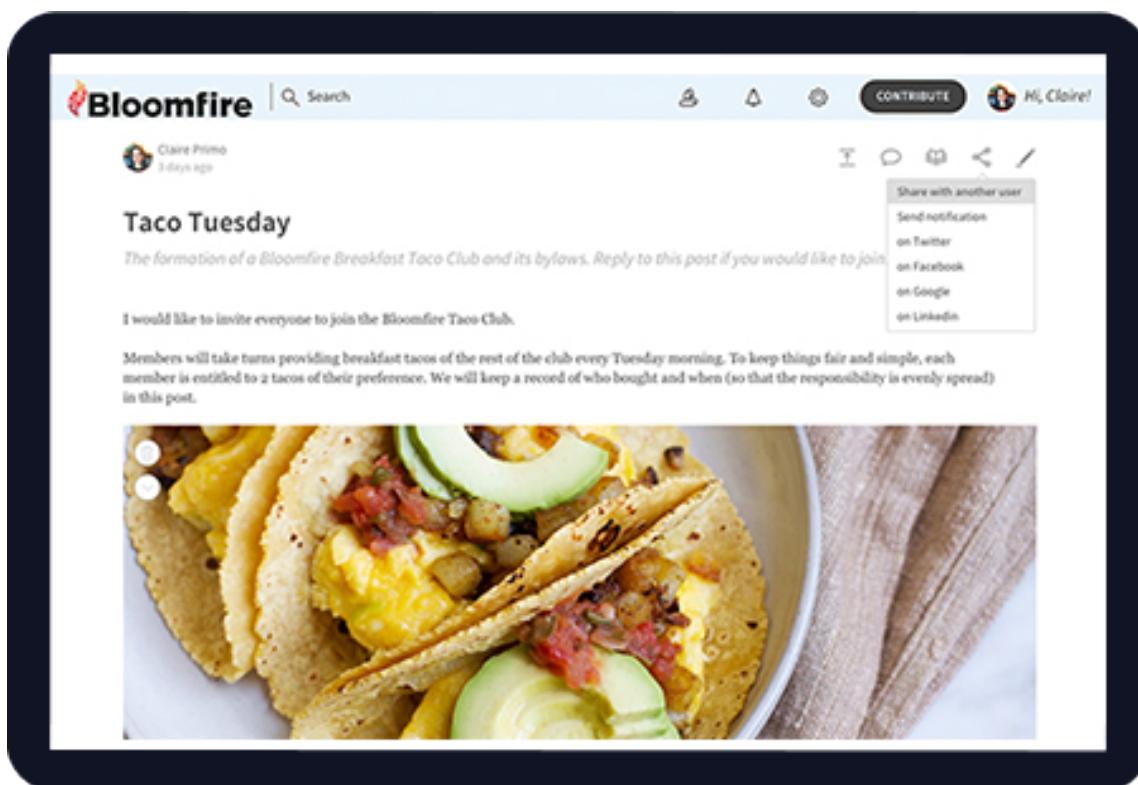
**Figure 2: Create Content**
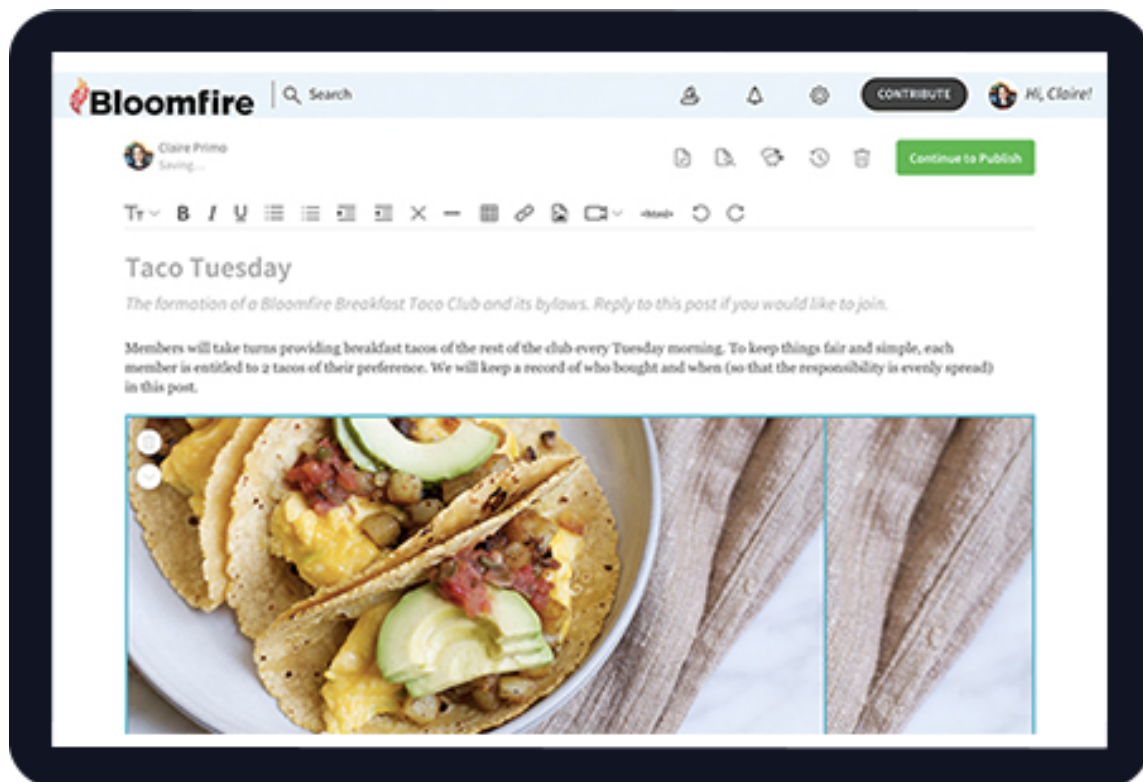


Source: Bloomfire

- **Share.** For employees to be successful, they need to be able to find information in the flow of work to be successful. Bloomfire encourages employees to share content and what they know across the organization or with a specific group to increase a company's collective intelligence.
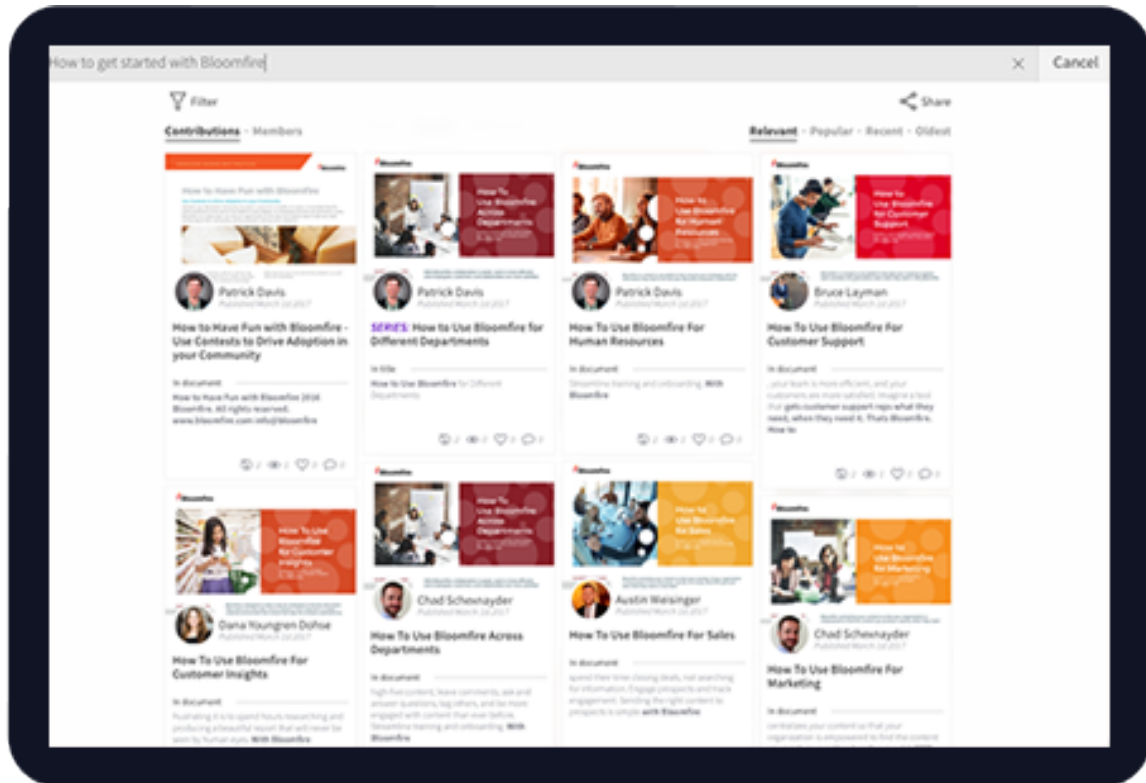
**Figure 3: Sharing Information**



Source: Bloomfire

- **Search.** Bloomfire's simple search makes it easy for employees to find the content they need to do their jobs. Because every word is indexed in the documents, everything is easily searchable. The program even transcribes words said in videos, making the videos and the words searchable.
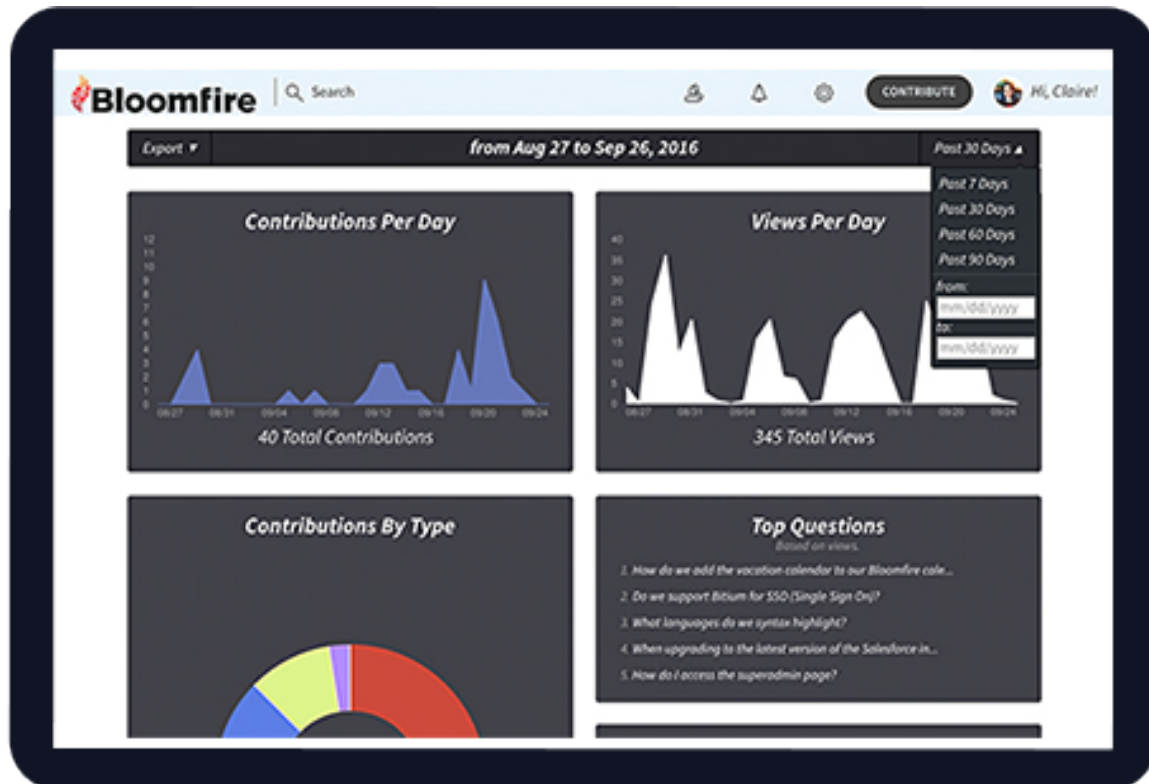
**Figure 4: Simply Search**

- **Analyze.** Bloomfire's analytics tell admins how teams are interacting with content and how each piece of content is performing. Custom metrics give team leads the power to drive process improvements across the organization for better results.

**Figure 5: Analytics**



Source: Bloomfire

## Measurable Results

Conagra estimates that users save an average of 15 minutes each time they look for information compared to the time spent before deploying the Bloomfire platform.

The platform also has helped Conagra Brands recover from what was considered a messy transition. From the people who left the Shopper Insights group, the team salvaged only about 70 documents. Some of those former employees had been with the company more than five years.

In the first year with the Bloomfire platform, the Conagra site has been populated with the most current, relevant material. Not only did Iris solve the challenge of dispersed content, it also helped stem the flow of knowledge loss that typically occurs with a reduction in force. Overall, users are incredibly happy with the speed and availability of content now. They say that what used to take days to put together can be assembled in a matter of minutes.

## About Brandon Hall Group

Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management. With more than 10,000 clients globally and more than 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

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