



## A NEW INTRANET STRATEGY AND DESIGN BRINGS NETWORKING, TRAINING AND MARKETING TOGETHER

A redesign of Royal LePage’s rlpNetwork lets REALTORS® spend more time honing their sales skills and building client relationships.

CLIENT Royal LePage LOCATION Toronto, ON WEBSITE www.rlpnetwork.com INDUSTRY Real Estate

### SERVICES RENDERED



**STRATEGY**

Intranet Strategy  
Personas, Scenarios & Tasks



**RESEARCH**

Stakeholder Research  
User Interviews



**DESIGN**

Information Design,  
Interaction Design  
Visual Design



**TESTING**

Usability Testing



**CONSTRUCTION**

Style Guide

### CHALLENGE

Royal LePage, Canada’s largest and oldest real estate firm, is committed to helping its REALTORS® sell more homes. As a diverse organisation featuring thousands of people working in small independent offices from coast to coast, Royal LePage wanted to provide easy-to-use marketing, training and support services to its team.

### APPROACH

Working with Affinity Systems, Akendi reinvented Royal LePage’s intranet. Consultations with REALTORS® provided insight into how the old intranet was used and identified what new value could be added. Finding a need for sales, networking and training along with customer service tools all in one place, Akendi completely reimagined the intranet and integrated Google tools to make the rlpNetwork indispensable for busy REALTORS®. The new visual design provided them with a pleasant and warm experience.

### IMPACT

The new rlpNetwork makes selling homes easier and more efficient. Every tool a REALTOR® needs is right at his or her fingertips, whether on a tablet, phone or desktop computer, and Google Apps for Work allows them to quickly send files to clients, host hangouts and book viewings. The new intranet allows REALTORS® to improve their skills and build stronger customer relationships all while making Royal LePage Canada’s top-selling realty brand.

**“PLEASE EXTEND OUR THANKS TO YOUR AMAZING TEAM. WE’VE HAD NOTHING BUT ENTHUSIASTIC FEEDBACK ABOUT THE BEAUTIFUL LOOK AND FEEL AND INTUITIVE FUNCTIONALITY!”**

**Joanne Geridis** DIRECTOR, OPERATIONS –  
STRATEGIC BUSINESS SERVICES