



BLACKSHAW

Building a Collaborative Workforce with SharePoint

Blackshaw Real Estate's Success Story

CASE STUDY



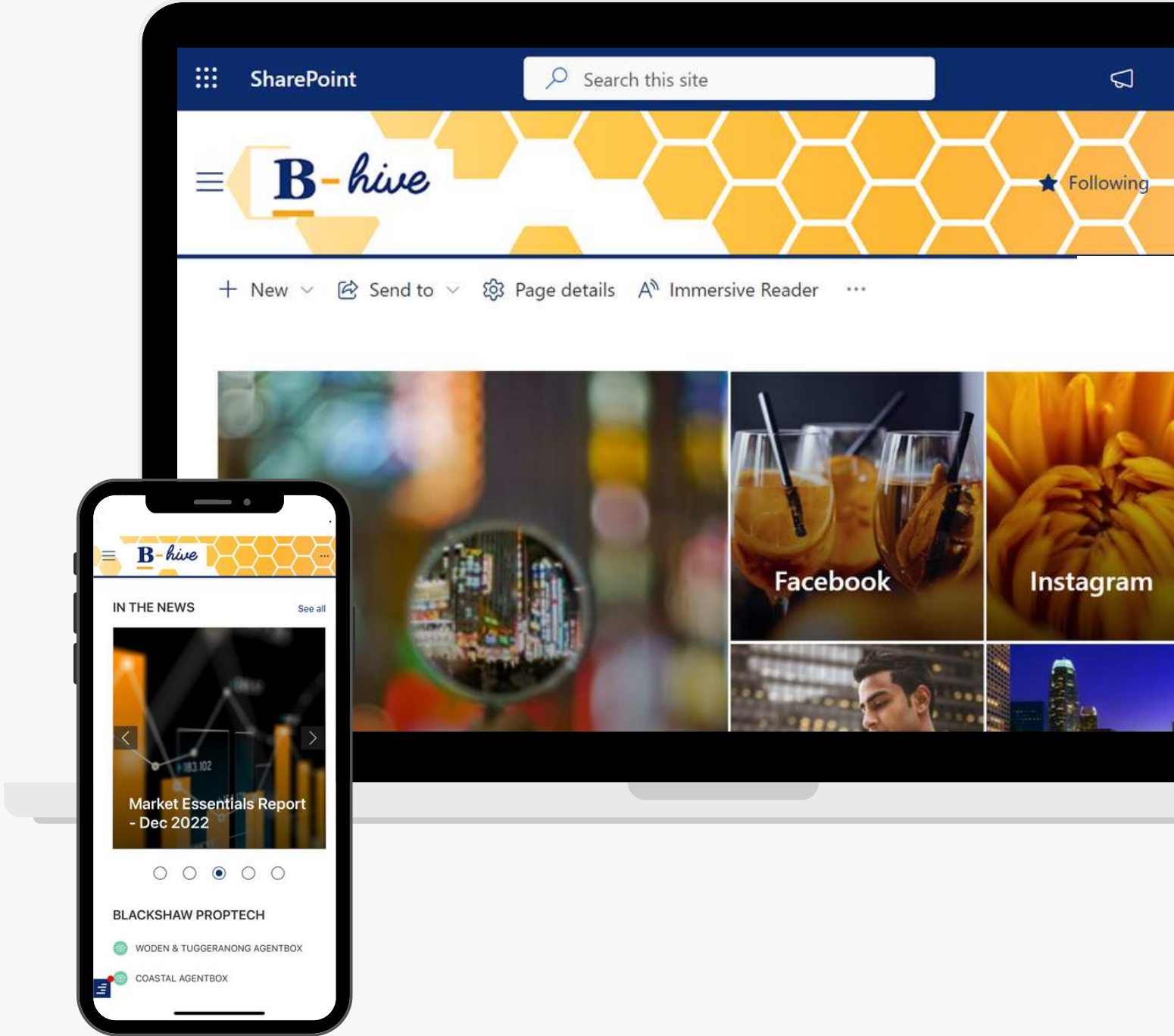
Overview

Blackshaw Real Estate is an industry-leading and award-winning sales and property management agency. Based in the ACT and the South Coast, Blackshaw specialises in residential and commercial property sales and leasing, property management, and strata management.

As a team of seasoned professionals, dedicated to delivering unparalleled customer service, Blackshaw Real Estate has established a notable presence in the Canberra and South Coast markets and cultivated a reputation for excellence and innovation.

As the company continued to experience growth across its eight franchises, Blackshaw Real Estate acknowledged the requirement for enhanced communication and collaboration among their employees, leading to the decision to implement an intelligent intranet solution utilising Microsoft 365 and SharePoint.

Blackshaw Real Estate partnered with Sope to implement a modern digital workplace solution, designed to improve communication and access to essential business information, serving as a centralised source of truth to enhance operational efficiency and streamline internal processes.



Key Challenges

Blackshaw Real Estate needed a robust, interactive intranet solution to efficiently store and access important documents, facilitate communication and collaboration among team members, and streamline their business operations.

Before using Microsoft 365 and SharePoint as their digital workplace, Blackshaw Real Estate faced the following challenges:

Missing a single source of truth.

The absence of a centralised document management solution made it difficult for employees to access the most up-to-date information and caused inefficiencies. Collaboration among team members and agents across each franchise was impacted as a result.

Engagement and collaboration among team member across multiple franchises.

The blend of remote and on-site work, and physical distance between teams and office locations, led to an absence of personal connections and familiarity among employees, hindering engagement and collaboration within the organisation.



Having a single source of truth was a challenge for us. I was constantly sending out documents to staff and leadership, and there was no central place to store them. This made it difficult to ensure that everyone had access to the most up-to-date information. We needed a central place to store documents, especially during COVID when I had to update the brand with around 25 policies, all being sent out via email.



**Jo Hope – Head of Operations
Blackshaw Real Estate**

The Solution

By joining forces with Blackshaw Real Estate, Sope deployed an intelligent intranet on Microsoft 365, leveraging the built-in SharePoint capabilities and Sope's ready-made product, Sproket to bridge the gaps.

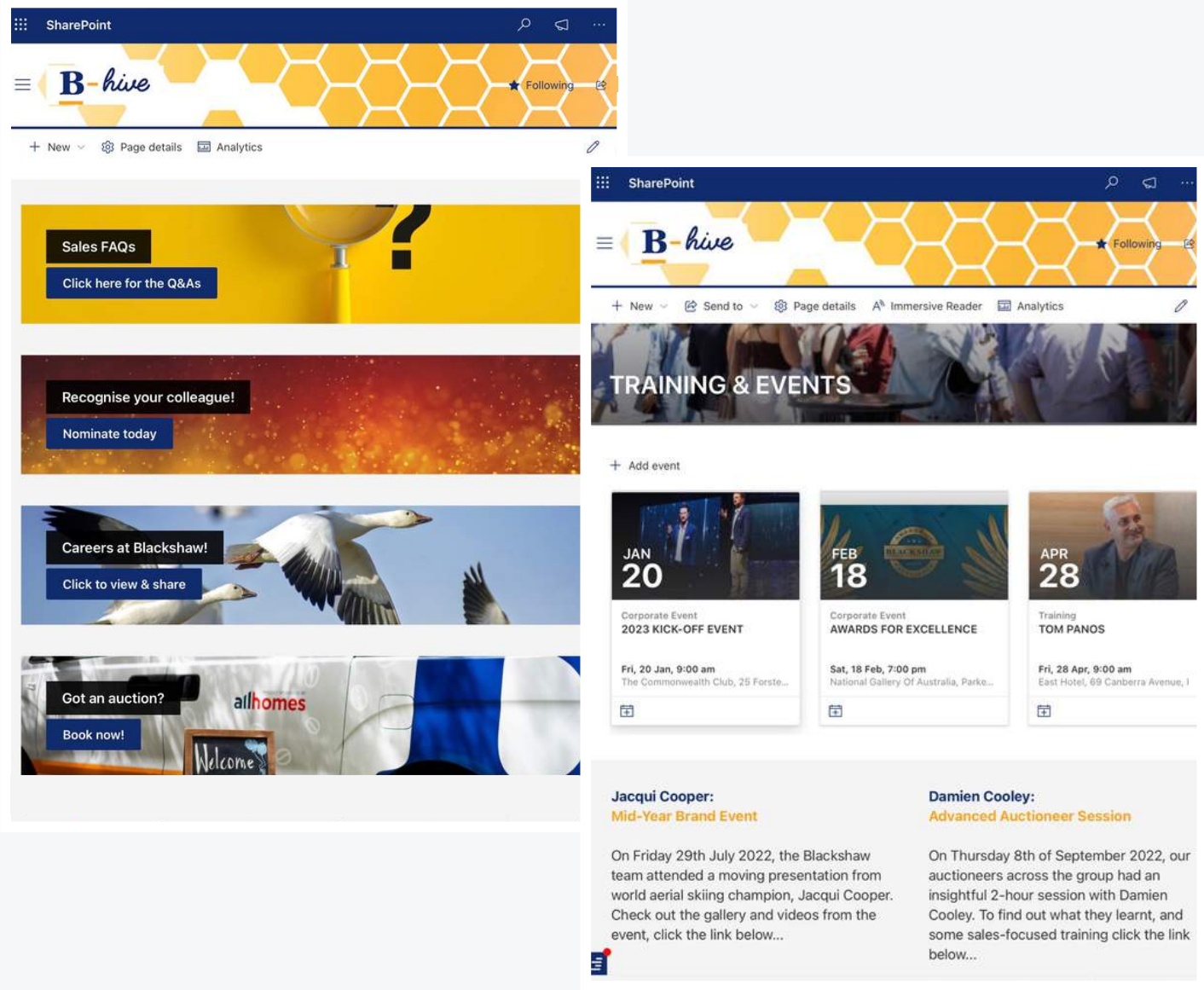
Blackshaw's digital workplace empowers their 100 employees across eight franchises to collaborate in a more efficient and effective way. With the implementation of the B-hive, several challenges were successfully addressed, enabling employees to work together seamlessly.

A central hub to manage business information and document management

- A centralised digital workplace that serves as the single source of truth
- A Knowledge Hub where documents can be conveniently stored and updated in a centralised location, ensuring access to the most accurate and current information
- A News Digest that functions as the primary source of business updates and happenings, reducing all staff email communication
- An Events and Training page, which provides a comprehensive overview of all scheduled events and training opportunities, enabling staff members to effectively plan and prepare for the year ahead. The page includes a calendar of upcoming events and training sessions, a gallery of past events and detailed information, videos, and photos about Blackshaw's rewards program for Sales and Property Management staff
- Engaging and informative performance metrics display, promoting transparency and encouraging a sense of achievement and pride within the business

Improved collaboration between teams and franchises, bringing people together

- Employee cohesion and engagement from one convenient place
- Fostered a sense of camaraderie and teamwork, as team members can now easily congratulate each other on their successes

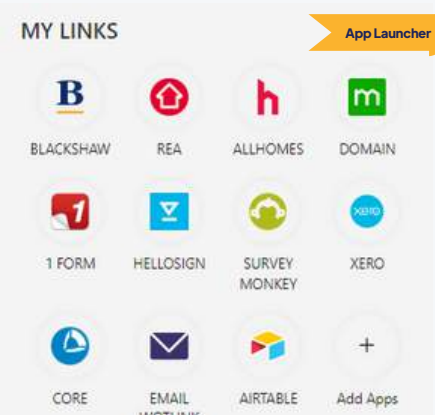
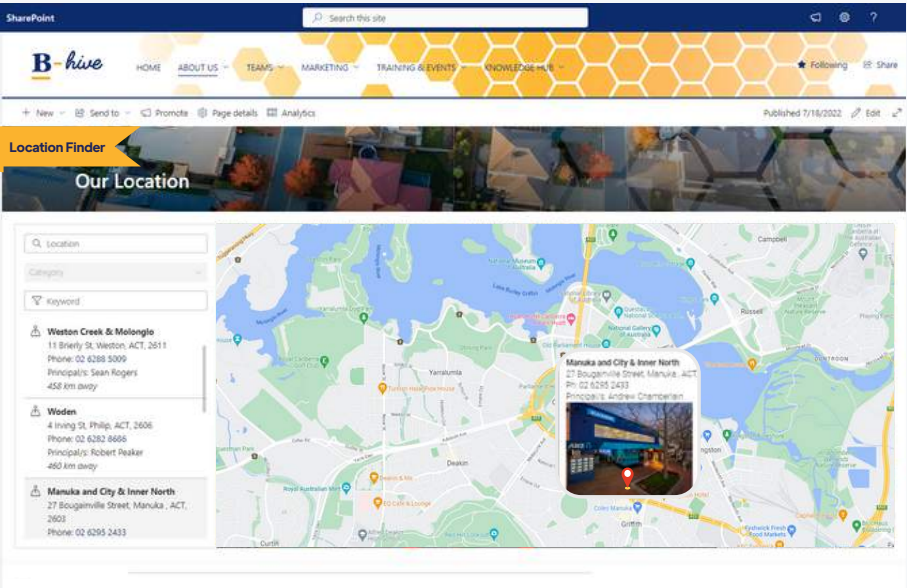
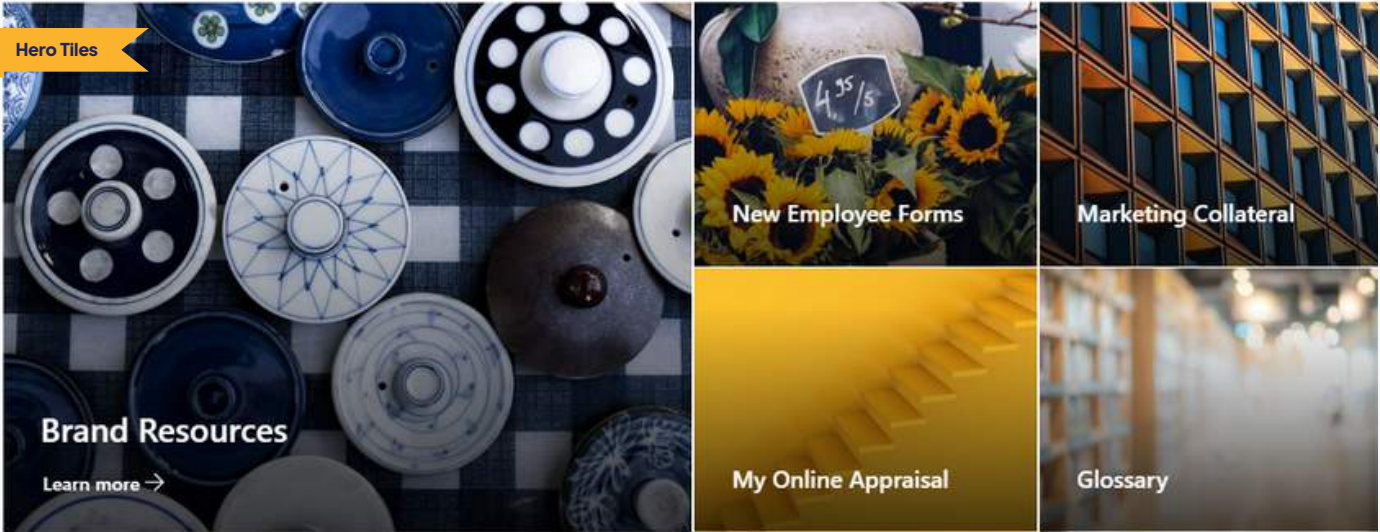
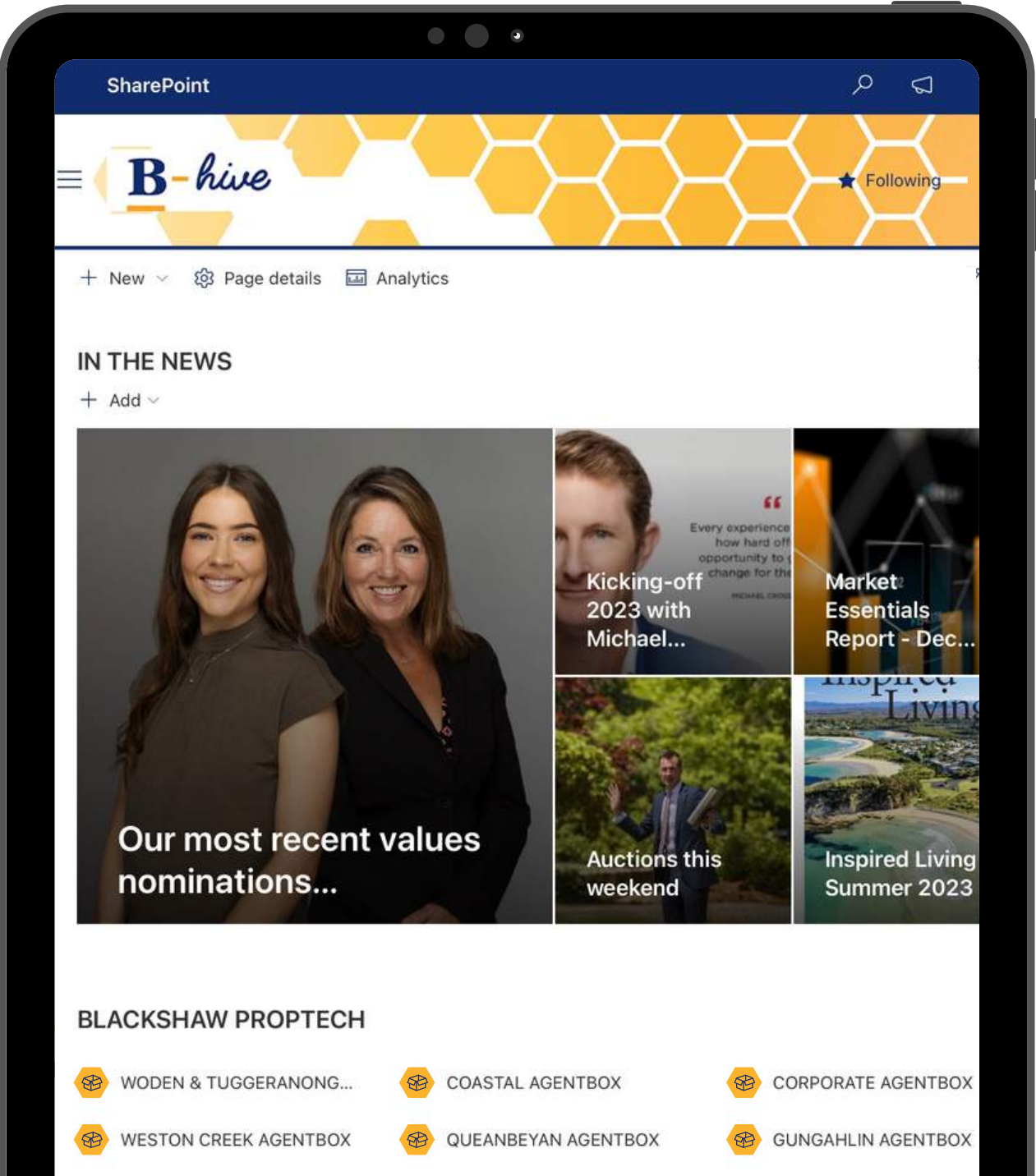


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Providing people with knowledge and access to information is powerful. It gives them the tools they need to succeed in their roles and helps them grow as professionals. The B-hive intranet has been our solution to centralising this knowledge and making it easily accessible to everyone.

Jo Hope – Head of Operations Blackshaw Real Estate

Look Book: B-hive



The Outcome

The wide-spread adoption of B-hive among Blackshaw's staff has been remarkable, resulting in a significant boost in communication and collaboration within the organisation.

-  Blackshaw now has a single source of truth, centralising all documents, policies and procedures, company news, events, and other important information that employees need to do their jobs effectively.
-  The engagement on the site is now so high that Blackshaw have stopped sending the weekly email bulletin via email, two weeks after launch.
-  Users can seamlessly find and access importance business information in once place using the Microsoft 365 platform.
- 100+** Employees are now more closely connected than ever, they are able to understand each other's work and can effortlessly congratulate and support each other, fostering a sense of camaraderie and team spirit within the organisation.
-  Sope delivered a robust system to manage all business operations utilising existing Microsoft 365 technology.



It just ticked so many boxes for us, being that single source of truth. The implementation of B-hive has been successful because it has brought our people together and created a sense of belonging and connection within the organisation.



**Jo Hope – Head of Operations
Blackshaw Real Estate**

Transform your digital workplace with Microsoft 365

Sope supercharges businesses using Microsoft 365 and SharePoint to help people work better together. As a certified Gold Microsoft Partner, we deliver powerful digital workplaces and intranet solutions that boost productivity, improve collaboration, and reduce costs.

Our approach has always been simple. It happens with our "Store once, publish everywhere" mantra. This is what Sope stands for and what motivates us every day. Together, we'll get your business running smoothly with your people becoming more productive, informed, and engaged like never before.

If you would like to know more about what's possible with SharePoint and Microsoft 365 for your digital workplace, our technical wizards are just an email or phone call away. We would be delighted to discuss further about your business.

Technical wizardry transforming businesses.

