



When Hurricane Helene Wrecked The Region, Goodwill Kept Going

You might know Goodwill as a place to go thrift shopping or donate clothes. But its core mission is jobs - both for those working in its stores and the community members in its training programs.

Clear communication is key to mission success. So when Goodwill of Northwest North Carolina needed a simplified Intranet, it partnered with

B&R Business Solutions to get the job done with SharePoint Online.

The new platform proved an invaluable information hub after Hurricane Helene closed stores and impacted mission programs. Moreover, the upgrade saves real time and money - helping Goodwill focus on the jobs that matter most.

AT A GLANCE

Customer: Goodwill Industries of Northwest North Carolina

Website: goodwillnwncc.org

Customer Size: 1,100 Team Members, 50+ Stores

Country: United States

Industry: Non-profit Retailer

Products & Services: Microsoft SharePoint Online



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B&R Business Solutions, Goodwill of Northwest NC & SharePoint Online

A STRUGGLE WITH SIMPLICITY

Nearing its 100th birthday, Goodwill of Northwest North Carolina struggled with two internal communication platforms that didn't meet the moment.

"It was hard for our team members to find the things they needed to do their job," says Renee Rohrer, Internal Communications Manager. "Pages and sites weren't updated. Things that should be intuitive were not. And there were too many different places to look."

NEW SYSTEM, CLEAR RESULTS

With the help of B&R Business Solutions, the team built a new Intranet with Microsoft SharePoint Online. The Microsoft integration "means people have standard tools that they know how to use that interact with the platform," says Barclay Williams, Director of Information Technology.

"Their SharePoint skills allow them to leverage that platform to do their work."

The new intranet, called Goodwill 360, is a central source for essential information, averaging 22,000 visits per month with most visits lasting ten or more minutes. With the old systems gone, Goodwill saves hours of weekly troubleshooting and tens of thousands in annual maintenance costs.

SUPPORT AFTER THE STORM

When Hurricane Helene devastated Western North Carolina, "we had a lot to communicate urgently to people," says Rohrer. "The Intranet has been a crucial part of our communications strategy."

"At one point 27 stores closed," she adds, along with most mission advancement programs. "We would do daily updates. What to do if team members needed urgent help. How to access our Emergency Assistance Fund through our human resources department. There was a lot to communicate."

When it mattered most, Goodwill 360 helped get the job done.



Renee Rohrer

Internal Communications Manager

"I've built Intranets and websites at other organizations. B&R is the easiest vendor that I've worked with for any of those projects."

Barclay Williams

Director of Information Technology

"The outcome is really incredible. It's not just that we have a platform and now we've moved on from the project. As soon as we launched, it became a vibrant community of information and it has continued to change and grow and develop. I think we'll be trying to hold ourselves back from adding things to it rather than wondering what to do with it next."

"B&R has been a great IT partner to work with and a great partner in general. I can see more engagements where we can use their help."



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