

CASE STUDY

Communication app improves team performance and builds efficiencies.

MULTI-LOCATION OPERATIONS GROUP





A large operations group with nineteen locations in Ontario, Canada approached iTacit to solve their internal communication and employee engagement challenges.

The group employs over 5,200 employees from hourly labour to highly skilled teams, with each role requiring specific training. The staffing is a mix of full-time, part-time and casual; with many shift based employees. Some staff members are employed across multiple locations.

Profile

- » 5200+ EMPLOYEES
- » 19 LOCATIONS
- » MIX OF SKILLED AND UNSKILLED LABOUR



Challenges

DISCONNECTED STAFF

The number one concern of the group was communication. While corporate and office staff were connected by email, front-line workers were mostly reached by paper, physical bulletin boards or in-person by managers. With communication being limited to day-to-day messages via inefficient methods, feedback was irregular and inaccurate.

STAFFING INEFFICIENCIES

Facing rapid growth and an abundance of systems, staffing inefficiencies were a key issue.

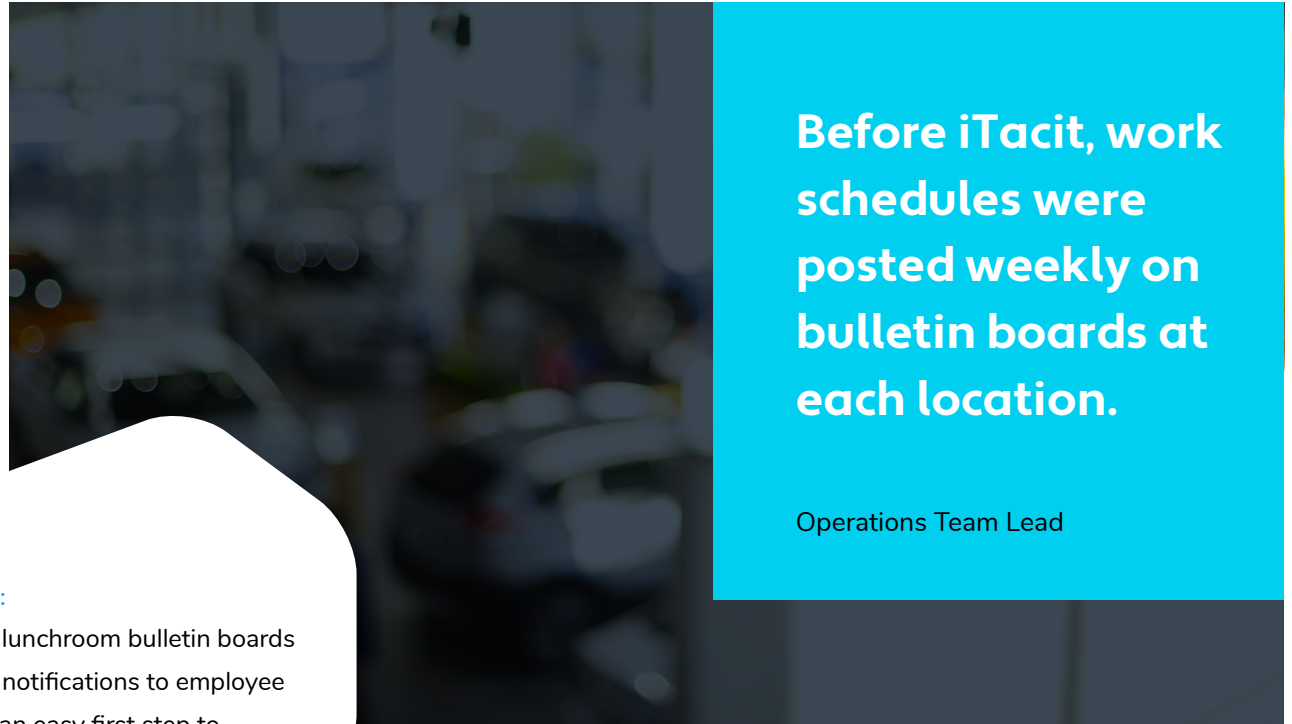
An example of an inefficient area was employee scheduling: everything was shared on bulletin boards, meaning that employees had to be there in-person to get the latest updates.

This was understandably frustrating for staff at every level.



QUICK TIP:

Replacing lunchroom bulletin boards with push notifications to employee devices is an easy first step to mobile-first communications!



Before iTacit, work schedules were posted weekly on bulletin boards at each location.

Operations Team Lead





Solution

MULTI-FACETED COMMUNICATION SYSTEM WITH BRANDED APP

With the help of iTacit, the group was able to build a central place for employees to engage with content in a natural way, on their own device and in their own time.

They leveraged the Notice Board to target specific roles, groups and locations, dispersing information only to those who would find it relevant. They also reduced the requirement for front-line employee email through the use of Messages, simplifying how managers reach their employees.

With the roll-out of iTacit's communication tools, including a branded app, the team now has the tools to target distribution of various communications; streamline operations, including posting staff schedules by location; and promote engaging content such as administration appreciation days and employee recognition call-outs.

At the start of the project, the team focused on improving the company culture and engagement. The internal communication team began to recognize employee contributions for non-profits, as well as post social events and volunteer opportunities. These efforts have gamified employee participation, creating playful competition among teams and shifts.

To support training initiatives, the team initiated professional development summits targeted by role.

Training and knowledge building is further supported through communications that keep teams up to date with information that is relative to them. For instance, supplier updates, including new product releases and innovations are now shared with the appropriate teams via role- and location-based targeting.

Though it wasn't an initial objective for the project, the roll-out of a robust communication app reduced the requirement for front-line employee email addresses.



SOLUTION CONTINUED

Direct messages mean managers can quickly search users, find who they report to and contact them right on their own device.

In addition, actions and assigned activities for employees are now managed within the app. Communication around those activities and action plans are in context. Essentially, communications and approvals surrounding activities are more efficient, diminishing the need for additional third-party tools.

Outstanding activities and progress can be viewed at a corporate and management level, again, with reminders and targeting to promote progress.

EMPLOYEE FEEDBACK LOOP

Using surveys distributed through the app, employees were able to give feedback through shared computers or on their device.

Recognizing the need for employee input, the group wanted feedback on:

- Available supports
- How valued workers felt
- Job satisfaction
- Ideal levels of autonomy
- Leadership evaluations

The goal is ultimately a 360-degree view of each location and clear visibility of trouble areas. Response to the input was easy with the communication tools confirming through selected messages that “we have heard you”, and they used the responses to drive change.



QUICK TIP:

The system allows for anonymous responses but they can be segmented by role and by business unit.





Notice Board

What is the Notice Board?

Designed to keep employees informed and engaged, targeted Notice Board posts and polls reach employees with content that's relevant to them and their role.

HOW THEY USE IT:

- + Creating gamification and playful competition among teams and shifts
- + Post staff schedules by location
- + Promote social events and volunteer opportunities
- + Host professional development summits, targeted by role
- + Share supplier updates, including new product releases and innovations
- + Publish location-specific events
- + Promote admin appreciation days, with recognition call-outs
- + Recognize employee contributions to non-profits



Messages

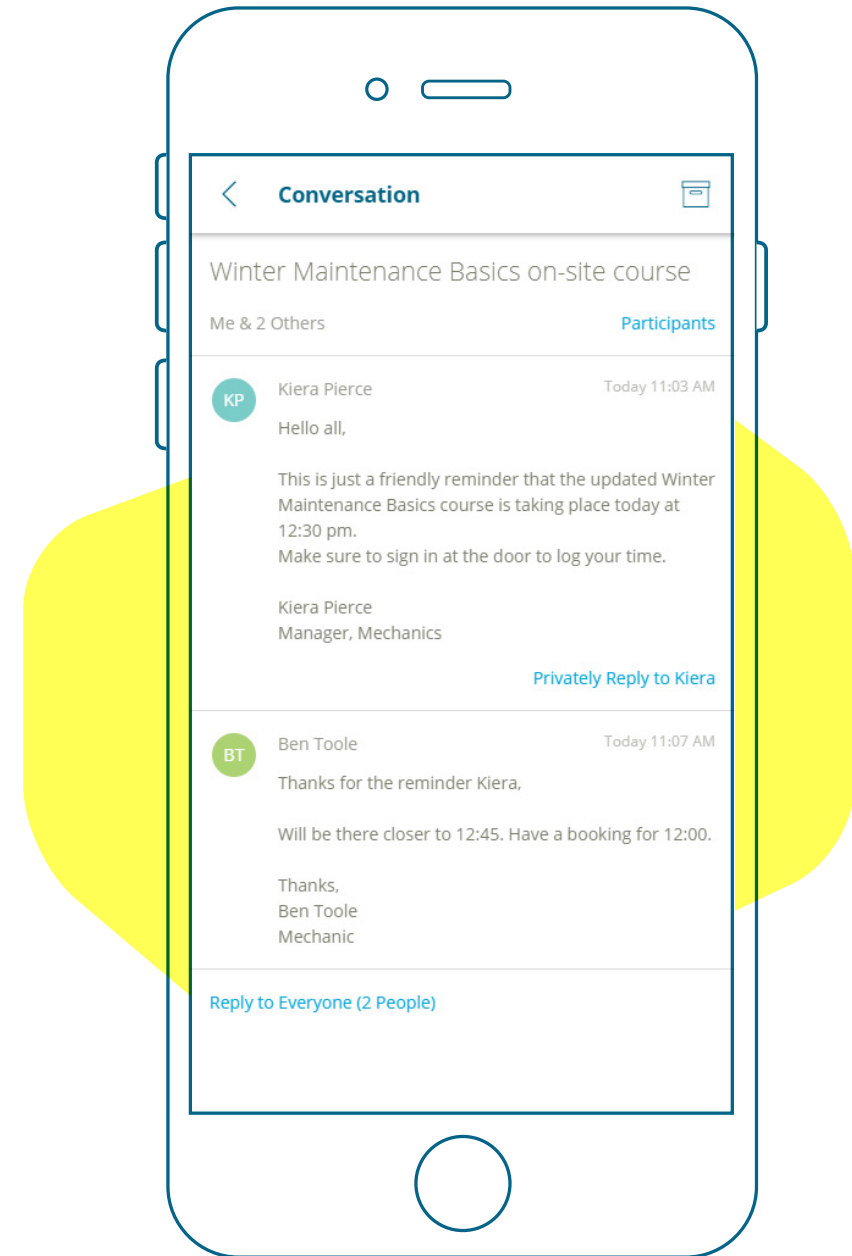
What is Direct- and Role-based Messaging?

An easy-to-use tool, Messages allow users to quickly reach other employees, filtering by role, unit and more.

HOW THEY USE IT:

- + Creating gamification and playful competition among teams and shifts
- + Post staff schedules by location

The team also uses comprehensive, anonymous surveys to solicit employee feedback.



Results

- + 90% of registered employee users have accessed the iTacit mobile app.
- + Over 70,000 messages were exchanged on iTacit's platform in the last year.
- + Reduced use of corporate email addresses.



Company-wide adoption of iTacit was swift. In the first year, 5,400 messages were exchanged. Now, over 70,000 messages are exchanged on the platform each year.



In 2018, the company had an impressive response rate of 70% to their annual survey as opposed to a little over 50% just a few years prior.

Team leads report improved employee engagement which is reflected in over 300+ news articles that have been shared and over 70,000 messages exchanged within the platform. The increased use of iTacit's mobile app has resulted in a significant decrease in corporate email addresses required company-wide.



**/ Engage your workforce
with a proven employee
experience platform:**

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