mangoapps®

Strengthening Connections and Culture

Full House's Success with MangoApps

Unifying Stores Under One System

At Full House, a chain of furniture stores operating largely in rural towns in South Africa, human connection lies at the heart of the business. Alison van Zijl, Head of Human Resources, emphasizes this ethos: "Our employees are deeply rooted in these small towns. They know our customers personally—their families, their homes, and often share in their life milestones like weddings and christenings. Preserving these relationships is integral to who we are."

Today, they have 19 locations, some several hours apart by road. As the team has grown, it has become more difficult for leadership to be omnipresent at the stores in person. When they implemented MangoApps, one of the main goals was to augment their in-person efforts with a tool that would make it easier for employees to be in the know and feel connected to the larger organization all the time.

"MangoApps has enabled us to better engage with our employees, which is crucial," says Alistair Mackenzie, Founder and CEO. "People today are very quick to move if a company's culture doesn't suit them. You have to understand who your staff are and what they want, otherwise you're going to battle to retain them."

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>
> *- Alistair Mackenzie, Founder & CEO*

Launching Lekkachat

Full House branded MangoApps internally as LekkaChat to reflect local culture—Lekka means "nice" in Afrikaans—and create a sense of

friendliness and belonging. The team took a gradual approach to implementation, introducing features step-by-step to ease employees into the platform.

First, they got their employees accustomed to finding important documents within MangoApps and using the newsfeed to share company news and updates. This has been very successful and largely replaced internal email. "Our employees love to look at the posts," says van Zijl. "For example, when a store makes their target for the month, there's a post around it and everybody can like and comment on it. And then, as the month draws to a close, the announcements come in one after the other and it creates a sense of enthusiasm and excitement."

Over time, the team has continued to expand MangoApps usage, centralizing more of their business functions. Some stores have seen success with the integrated Learning module, which enables managers to follow their employees' progress through training courses, and collaboration groups have improved the speed at which the company can resolve cross-functional problems.

"If our merchandise department has a problem with an item or delivery," says Mackenzie, "instead of people phoning each other like they used to, it's all managed in a Group in MangoApps. Communication is really quick. And I think what's also quite cool is that people find their own ways to use the system. They've come up with different ideas to be more efficient. It's definitely created a feeling of community—it's not just the head office telling you how to use it. It's a tool that we all use and we all add ideas to it."

Benefits To Corporate Functions

Aside from the benefits they've seen in engaging with their frontline teams, Full House has also gained a lot of value from the platform for both corporate workers at their headquarters and store managers. By integrating Power BI with MangoApps, they've made it easier for their leadership and store managers to see KPIs and other sales figures at a glance, both in an overhead view and drilled down to specific stores.

Furthermore, the People directory in MangoApps gives the company an interactive, up to date company directory, which can be used like a rolodex when their leaders visit the stores and want to refresh their memory about the people who work there.

MangoApps' latest AI features and integrations are also beginning to make an impact for Full House. "At our head office within HR, marketing, and finance, we use ChatGPT quite a bit, and MangoApps AI Helper is a useful tool for us," says van Zijl. "As I go around to the stores, I've been showing them how the AI Intranet Helper can find things and answer plain language questions about our resources, and they're quite excited about that."

Ease Of Implementation

For a small team like Full House, launching something like MangoApps can seem like a daunting task. "I was quite nervous to take on the project," says van Zijl. "I've got a very limited knowledge of tech stuff—I'm HR, not IT. But it went smoothly. You don't need to be particularly tech savvy, and the functionality is easy to understand."

A big part of the reason Full House chose MangoApps over other vendors was the sense that they could lean on our team to create a true partnership. "The MangoApps team is really responsive," says Mackenzie. "Any questions get answered immediately. And they didn't overpromise—they've delivered exactly what they said they would. The customer service really stands out."

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>
> - Alison van Zijl, HR Manager

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