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Building Culture & Efficiency With A Modern Toolset

How Ram Tool runs its operations using MangoApps

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COMPANY:	HEADQUARTERS:	USERS:
Ram Tool	Birmingham, Alabama	1,500

RAM TOOL
CONSTRUCTION SUPPLY CO.

OVERVIEW:

Ram Tool is a construction supply company that handles delivery of tools and equipment to job sites all over the US. Their 1,500 employees are spread across 45 locations, with about 200 of those employees in corporate roles at their headquarters in Alabama.

Leaping Towards Better Communication

Ram Tool is a construction supply company that handles delivery of tools and equipment to job sites all over the US, saving contractors and crews from having to scramble to find equipment every time an unexpected need crops up. They have 1,500 employees spread across 45 locations, with about 200 of those employees in corporate roles at their headquarters in Alabama.

Like many companies centered around field operations, Ram Tool found it difficult to reach field employees through print materials. They needed a more versatile solution that their employees could access anytime, anywhere.

"We wanted a way to show all the great things that Ram Tool does, and share stories," says Kyle Loafman, VP of Purchasing, who led the initiative to implement MangoApps. "We've always done a physical newsletter, but you have no idea if that actually makes it to the drivers, or what they do with it when they get it."

After evaluating a handful of different intranet providers, Ram Tool ultimately went with MangoApps. "MangoApps checked the most boxes when it came to our vision to revamp communications," says Loafman.

To ensure the project's success, they created a new Internal Communications Coordinator role and moved Rebecca Stone into it. The team internally

> **"** MangoApps has revolutionized how we communicate from a corporate standpoint. We want this to be the only way our teams communicate, eventually. It's got everything you need—messaging, documents, storage, posting. I think bringing people together through MangoApps/Leap will be very beneficial to our organization in the long run. **"**
>
> *- Kyle Loafman, VP of Purchasing*

branded MangoApps as Leap, and Stone worked hard to ensure a successful rollout of the platform.

"Before Leap," she says, "we were using network drives and SharePoint. It was terrible because there were so many different versions of documents and nobody knew who owned each document. With Leap, we were able to implement best practices, so there's only one version of each document and it's always the latest. You can find it in 10 different places, but it's all just the same link. If that document gets updated, it's updated across the platform."
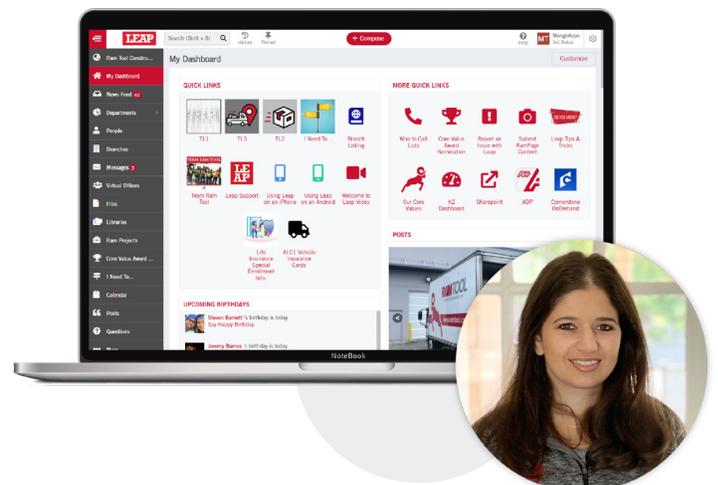
Implementation, Support, Champions

Once the platform was built, Stone brought on three groups of test users from a variety of positions and locations to identify what features employees liked the most and least. She also had the test users look for any potential bugs.

After each testing group, they incorporated the feedback and formed a group of Leap champions out of the users. "These were people that really represent Ram Tool culture and have great attitudes, from all of our branches and corporate locations, who could get the word out about Leap and be our ears."

Through all of this, Stone worked closely with the MangoApps support team, to whom she has a direct line via a shared workspace. This ensures quick, easy collaboration, and at Ram Tool, they were able to leverage this support to ensure that the platform could react to user feedback in real time and adapt to the company's workflow.
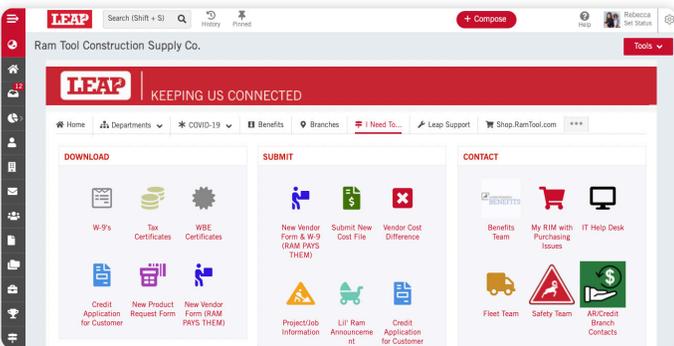
"[MangoApps Technical Account Manager] Kaustav is the best," says Stone. "We work in different time zones, but he always acknowledges my questions in the support channel. If he needs to do some investigating before he is able to provide an answer, he always lets me know that he's working on the request and will get back to me within a day."

> 66 *After almost 20 years in this industry, I've done a lot of implementations. MangoApps was hands down the smoothest implementation—the fastest adoption from users.* 99
>
> - Kyle Loafman, VP of Purchasing

Better Communication Flows

"Not all of our employees have email," says Stone. "We've got a lot of delivery drivers and warehouse associates who don't have computers in front of them all day."

Prior to MangoApps, reaching Ram Tool's frontline employees was very difficult for their corporate team. To get information about a particular warehouse employee or driver, Stone used to have to go through their Operations Manager, who is already very busy keeping everything running smoothly.

Now, though, she has a direct line to whoever she needs, and can get real-time feedback from frontline workers. "It's helping to bridge the gap and connect the different branches. Anyone can talk to anyone now, which helps the people that don't have Ram Tool email addresses feel more in the loop and included."

Emergency Alerts

In February of 2021, massive ice storms hit parts of Texas that had never really experienced that kind of weather. For Ram Tool's 6 locations in Texas, this meant being shut down for a few days. MangoApps simplified the normally arduous process of keeping employees in the loop with safety information. "Before Leap," says Loafman, "the operations manager in Dallas, Texas would have had to wake up at 3:00 in the morning and start calling people. Instead, I was able to create a must-read post, and send it to every employee in those branches."
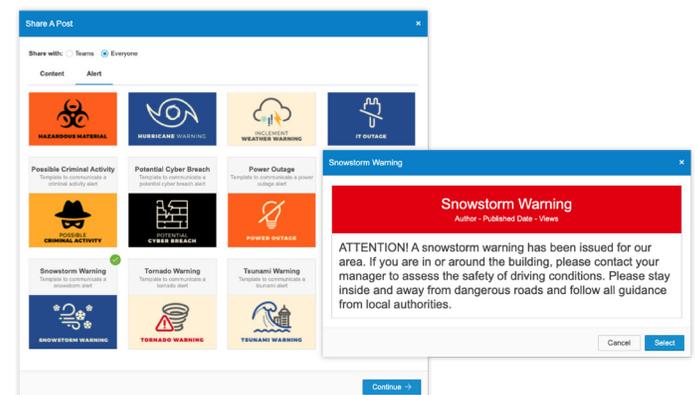
It's more than just time savings for the manager—the speedy deployment of messages in MangoApps means that the information being sent out is timely and relevant. In an emergency situation, that can make a huge difference to employee safety. "Leap can send an SMS straight to their phone," says Loafman, "or if they have the app installed, it gives them a push notification. If they're on their computer, it works with Microsoft Edge."

Building Cross-Functional Teams

On the corporate side, MangoApps is helping cross-functional teams communicate more effectively. Jeff, a member of their finance team, is a part of a sales reporting group, where finance, purchasing, and IT all collaborate to try to get better visibility into their business.

"When the pandemic hit," says Jeff, "we were just getting underway with the process of modernizing our business intelligence solution." As everyone moved to working remotely, they set up a weekly meeting to ensure that progress continued and everyone could stay looped in on what the others were doing. "We became a little disjointed. After the meeting each week, I would type out draft notes and email them out to everyone, but there was no good way to go back and look at action items or keep track of things."

MangoApps helped them set up a group, or as they call it internally, a virtual office, for Jeff's cross-functional sales reporting team.

> 66 To be able to save our operations manager those three or four hours, and let them sleep in bed instead of having to get up and do it the old school way, I think is just a huge win for Leap, as well as Ram Tool as an organization. 99
>
> - Kyle Loafman, VP of Purchasing

In their virtual office, the team is able to collaborate in real time, without ideas or action items slipping through the cracks. They use the virtual office to:

- Track agenda items and meeting notes for weekly meetings
- Track all communications
- Manage links to different resources
- Take advantage of trackers
- Assign things to people from different departments
- Stay on top of who is working on what

"When you're working across departments and people have different priorities," says Jeff, "keeping track of who's supposed to be holding the ball or where the ball goes next can be a little challenging. MangoApps has been helpful in that capacity."
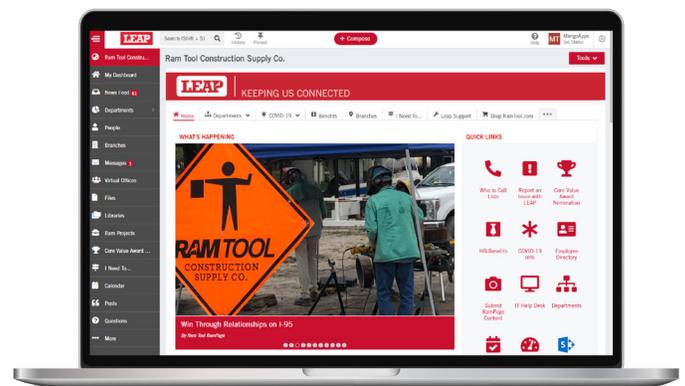
Self-Service Information and Files

Kati Deason, Ram Tool's Marketing Manager often gets time-sensitive requests for files and information. With MangoApps, this is much easier to handle, as she has instant access to libraries of resources.

"Even if I'm not in front of my computer," she says, "I need access to certain files. Through Leap, I have them anytime, anywhere. If I'm at lunch, and somebody emails me like, 'I need this letterhead right now,' I can push one button and get them the letterhead. Before Leap, I would've had to go on our VPN and find it on the server—it's a two-minute process instead of a 15-minute process." This quick access to information has rippled throughout the

entire organization to save people time by making forms and requests more convenient.

"The ability to reduce the amount of clutter and emails has been big for us," says Stone. "Trackers are really helpful because people can fill out a form and then have that department reach back out to them with the person who needs to fulfill their request. It cuts down on a lot of 'Who do I call for this and who do I call for that?'"

"Benefits, paystubs, 401k information," adds Deason, "there used to be a million places you'd have to go. Having all of that stuff together, and employees realizing they can go to one place and type in health insurance, and figure out how to view their insurance card, or whatever. I think that'll be the biggest benefit."

> 66 *You don't have to have some kind of technical background to interact with Mango on a deeper level. It's actually intuitive to use. I didn't have to spend time watching a bunch of training videos or digging around in Mango to be able to use it.* 99
>
> *- Jeff, Finance*

Sharing intel across branches

MangoApps has enabled Ram Tool to share information across departments and locations in ways that would previously have been impossible.

For example, one of their salespeople in South Carolina discovered a new digital tape product that he found some success selling to customers in his area.

Before MangoApps, this information might have remained local to his branch until their annual national sales meeting. "That's really the only time our sales reps have any personal interaction with other people at different branches," says Stone. "They could call each other, but they're busy selling."

In this case, the salesperson posted a brief summary of what the product was and how it might be useful to their customers, and shared it with salespeople across the country. "The interaction just went crazy," says Deason, "and it became this really constructive feed. It was an idea hub around this one product that one branch manager talked to one guy about, and all of a sudden, all 40 branches knew about it."
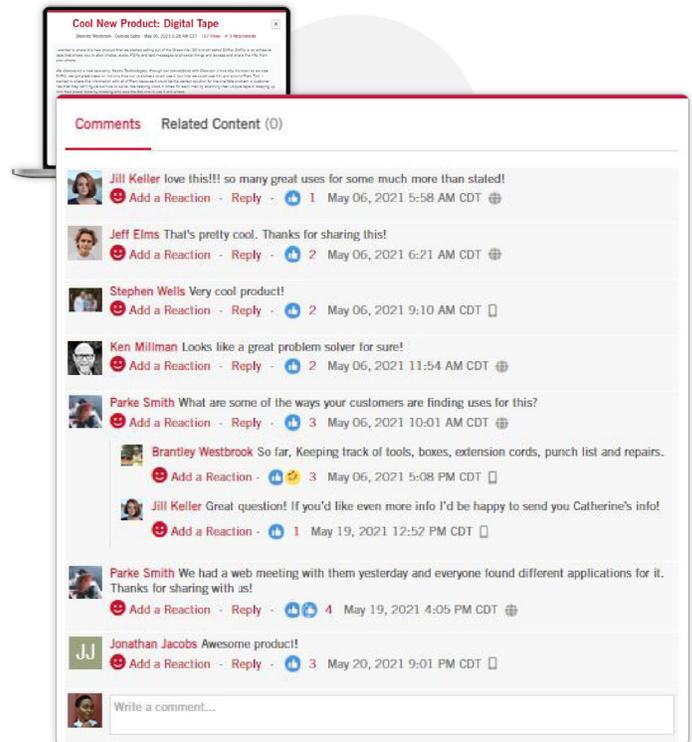
Since that post, the sales team at Ram Tool has begun to use the platform to share resources, ideas, and success stories. "They're seeing the possibilities," says Stone. Being able to do this in real time instead of once a year builds affinity and trust, in addition to giving everyone insights into how they might build on each other's growth.

Culture

Ram Tool is big on company culture and core values, and their highly competitive employees have made great use of MangoApps' gamification features.

"The point system that's built into MangoApps drives a lot out of the gate," says Loafman. "People want to have the highest score. We see a lot of people one upping each other and being competitive. There's a

couple of people that have made it their personal mission to surpass me. That makes me want to go even harder and participate even more."

The true end result of that competitive drive is that employees motivated by point accumulation quickly learned the ins and outs of Leap, and wound up ingraining it into their work. It also brought everyone together.

"It's just good, clean fun," says Jeff. "There are people who I've maybe seen in the hallway, but never knew their name or what they did. It's nice to be able to put names and faces together and just feel more of a sense of connection."

Amplifying Their Core Values

"Core values are big at Ram Tool," says Stone. "They're not just words on a poster on the wall— you live by them." Like many companies, Ram Tool reinforces these values by tying them to awards. Employees used to have to nominate each other for these awards via email, and then the winners would be featured in their monthly newsletter.

"Instead of this printed newsletter that only came once a month," says Deason, "we can reach our employees with our culture every single day. We don't have to print any materials, or worry about distribution."

"We've seen a huge increase in how many awards are given," adds Stone, "because it's so much easier to do." Instead of email, nominations now happen through a form on Leap, which is easy to find. "You don't have to remember the email address or what you need to include—the questions are right there. It's easy, quick, in and out."

"I love that it's an easier way for us to spread our culture," says Deason. "Once a week, we put up all the awards, and you can tag the people and say congratulations. It's become a two-way conversation."

"We can just post whenever we want," adds Loafman. "If someone's got a cool story, like from a job site where a stadium is being built, we can push those pictures out immediately. A person from accounts receivable, who never sees a job site because all they do is deal with people paying bills— now they get to see the stadium that shows up on the invoice."

This type of cultural content is a big deal at a company like Ram Tool, where it would be easy for the different branches to feel disconnected from each other. "I think it's strengthened our culture because it's given all of our employees a voice, including those who didn't have one before," says Stone. "Everyone can read or submit success stories from throughout the company... You can be proud of what you're doing, and others can celebrate with you. That's big."

Leadership uses the culture posts from Leap as ammunition, and they are highly involved in the platform itself. "Every Friday we have a group meeting in our corporate office," says Jeff, "and Page Naftel, the president of the company, always makes a point to refer to something he saw on Leap that week, like a post celebrating the unique items that our salespeople are able to source for customers. At the corporate level, where you're more separated from what brings the money in the door, those stories can get lost. Leap does a great job of tying that together."

Overall, Ram Tool is looking forward to adding more functionality to MangoApps, and creating a single unified hub where all of their collaboration and communication can happen. "MangoApps has revolutionized how we communicate from a corporate standpoint," says Loafman. "I think it will be hugely beneficial for us in the long run, and bring people closer together."

The Wheelbarrow Challenge

This company-wide post offering a free lunch to whoever could put together a wheelbarrow the fastest spawned a slew of photos, videos, and trash talk from all around the US.
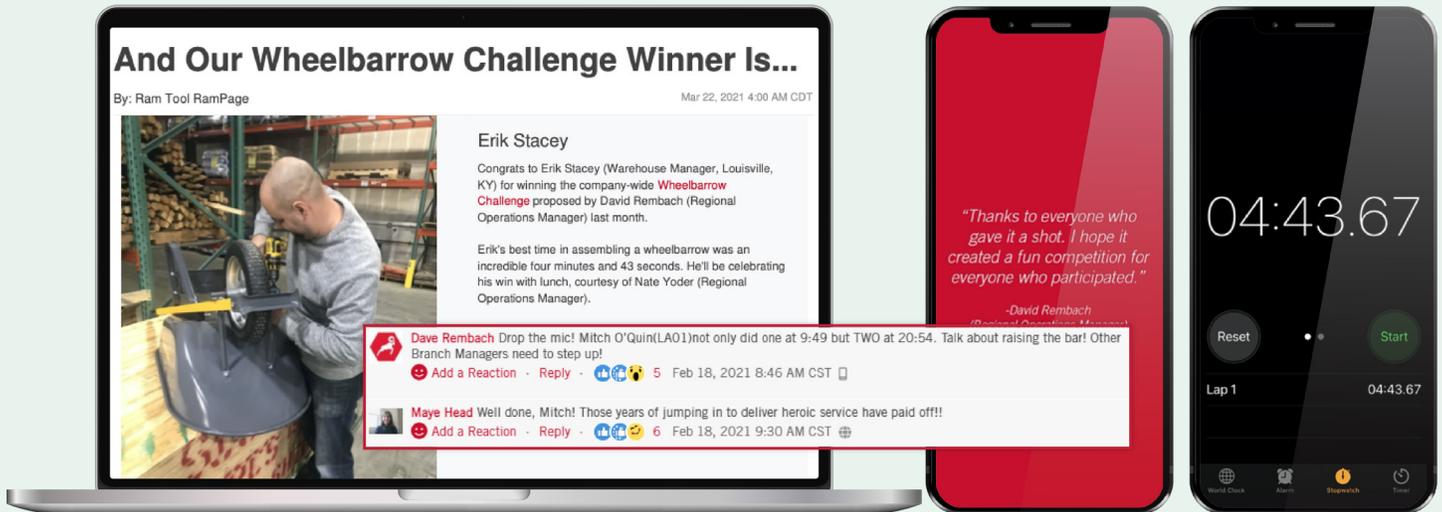
Other Resources

[Superdrug Case Study](#)

[Kelly-Moore Paints Case Study](#)

[Mango Intranet Data Sheet](#)

[Mango Intranet Use Case](#)

[Digital Workplace Platform for The Modern Workplace Whitepaper](#)

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