

Mano BŪSTAS: how the hardest-to-reach employees became the most active



Mano BŪSTAS

MEET MANO BŪSTAS

EMPLOYEES

600+

IN A NUTSHELL

Mano BŪSTAS is one of the largest businesses within the **City Service** group and the first company in the group to pilot the MELP platform. The team consists of 600+ specialists, with a significant portion being technicians working at client sites.

CHALLENGE: HOW TO REACH FIRST-LINE EMPLOYEES

The core challenge was how to reach technicians working at client sites across 11 cities. The company needed a platform that would enable direct communication of news, recognition of efforts, and delivery of real personalized benefits.

SOLUTION: MELP – EVERYTHING IN ONE PLATFORM

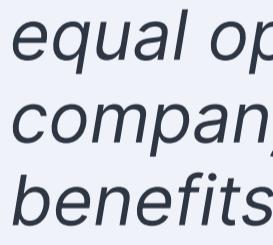
City Service chose MELP as a centralised tool connecting diverse employee groups. Implemented modules:

News feed – a unified channel reaching all employees: from office administration to technicians working at client sites.

Recognition program – employees thank colleagues for their help and demonstration of company values, strengthening connections between departments.

Discounts module – access to hundreds of offers across different categories, tailored to employees of various profiles.

Surveys module – a quick way to collect feedback from new hires, conduct pulse surveys, or verify retention of important information.



"MELP helps us reach both office employees and those beyond its walls. Everyone has equal opportunities to learn company news, access benefits, and be recognized for their contributions."

Agnè Anaité,
Head of HR,
City Service Group



DATA-DRIVEN DECISIONS

A 2025 internal company survey revealed what matters most to employees: health, family, and leisure (insurance, medical facilities, SPA, travel).

The 2024 Christmas experiment: instead of one gift for everyone, each employee chose their own gift from the MELP store.

The results exceeded expectations – employee satisfaction was the greatest proof that personalisation works.

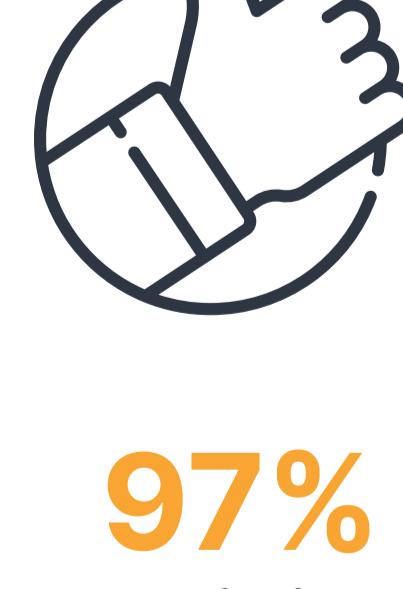
The City Service case demonstrates that even in a large, mixed-structure organisation, it's possible to create a sense of community when employees receive real value and feel the company cares about them – both through discounts and recognition.

THE OUTCOME



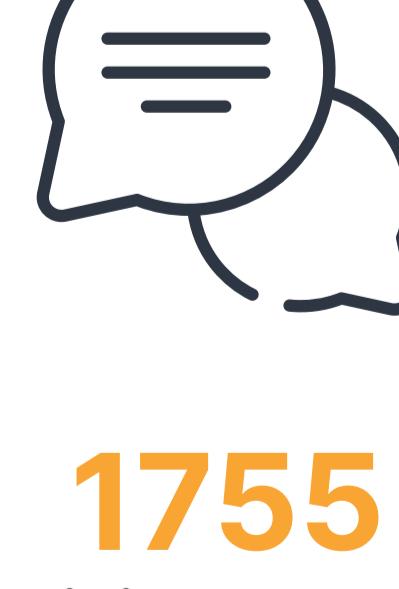
281
news posts during the first years of MELP usage

Information reaches all employees regardless of their work location.



97%
of technicians are connected to MELP!

Technicians, who were the hardest to reach, now surpass office staff in platform activity.



1755
recognition messages sent during the first year of MELP usage

Employees actively express gratitude to colleagues, strengthening engagement and team connections.