

WHITE PAPER

Insights and Best Practices from Speakap ‘Super Users’

Internal Communications for
the Frontline Workforce



The two words 'information' and 'communication' are often used interchangeably, but they signify quite different things.

*Information is giving out;
communication is getting through.*

Effective internal communication and a vibrant company culture are essential for organizational success. The integration of the Employee Experience Platform for internal communication has been a journey filled with anticipation, challenges, and successes for various organizations.

Representatives from companies within the retail, gambling facilities and casinos industries share their experiences and insights regarding the implementation of employee experience platforms, shedding light on management reactions, employee engagement strategies, and their internal communication content strategies.



Retail use case

Transitioning from a traditional intranet to an employee experience platform was exciting. There was immediate enthusiasm, especially in Germany, where cultural differences initially posed uncertainty. This platform transformed internal communication dynamics, making issues visible and fostering open dialogue.

Internal and Corporate Communication Advisor

97.46%



Activation

90.44%



Monthly active users

When launching the employee experience platform, the retail company initially didn't know what to expect. The transition from a traditional intranet to an employee experience platform was exciting, especially in the German locations where cultural differences added an element of uncertainty regarding its reception. However, there was immediate enthusiasm during the transition.

Employee engagement at the retail company is fostered through sharing a lot of fun content (yet regulated - after all not every employee is interested in seeing this content). This fun content includes celebrations, appreciative responses

from their customers and such. This ensured that employees kept coming back to the platform. While they don't often see strong comments or posts on the network, occasionally a small complaint arises in the comments. Immediate action is taken to investigate the underlying issues, sometimes requiring a call to resolve them. Their employee experience platform facilitates this visibility. Responses and feedback are also exchanged among colleagues. This remains the sole platform for internal communications that they use.

Moreover, managers now also share celebrations of manager training, fostering a sense of community as people react to each other's posts. In a casino, many individuals work in one location, whereas in their case, employees often find themselves alone in the store. Therefore, the creation of online togetherness is essential. Even in Sweden, where people are not as outgoing, this approach is proving effective, they are convinced.

The adoption rate is high for them because the employee experience platform is their primary platform for internal communications, where exclusive information is shared. With a constant flow of content, checking in frequently is necessary to stay updated. The combination of engaging content and the necessity to keep checking ensures people keep coming back.



The retail company considers their company's objectives to formulate a comprehensive communications strategy. This strategy revolves around how they will effectively communicate these objectives to their employees and why it is crucial. They introduce the "why" aspect of the employee experience platform, aligning it with initiatives like their sustainability campaign.

Teasers such as street interview snippets are shared on their platform before being officially launched, creating anticipation and generating conversation. Subsequently, colleagues receive playbooks, and the plans come to fruition in the stores. This approach ensures that employees are fully engaged in the narrative, thereby fostering a sense of involvement and ownership.



Hospitality (casino)

use cases

USE CASE 1

We conducted engaging polls and initiated dialogue on our employee experience platform, fostering a sense of belonging. It truly allows for authentic, bottom-up interaction among employees.

Head of Corporate Communications & Public Affairs

80%



Activation

90%



Monthly active users

Headquarters often can't see what's happening in the various locations, creating a significant challenge for them. It's evident that people at headquarters still heavily rely on email, highlighting the difficulty of adopting new platforms when the necessity isn't perceived. However, the casino has seen success in engagement on their employee experience platform through initiatives like conducting polls on memorable experiences and implementing other engagement campaigns.

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For those of you who are familiar with the concept of the show *"All You Need is Love"* - this program brings lovers back together and offers partners the opportunity to say on television how much they love each other. Well, the internal comms team of the casino took a twist on this popular concept and created their own - *"All You Need is Luck"*. This initiative encourages employees to nominate coworkers that are in need of a bit of extra luck (Casinos and luck, see what they did there).. Whether it be needing some support when going through tough times, or they have a wish they'd really like to come true.

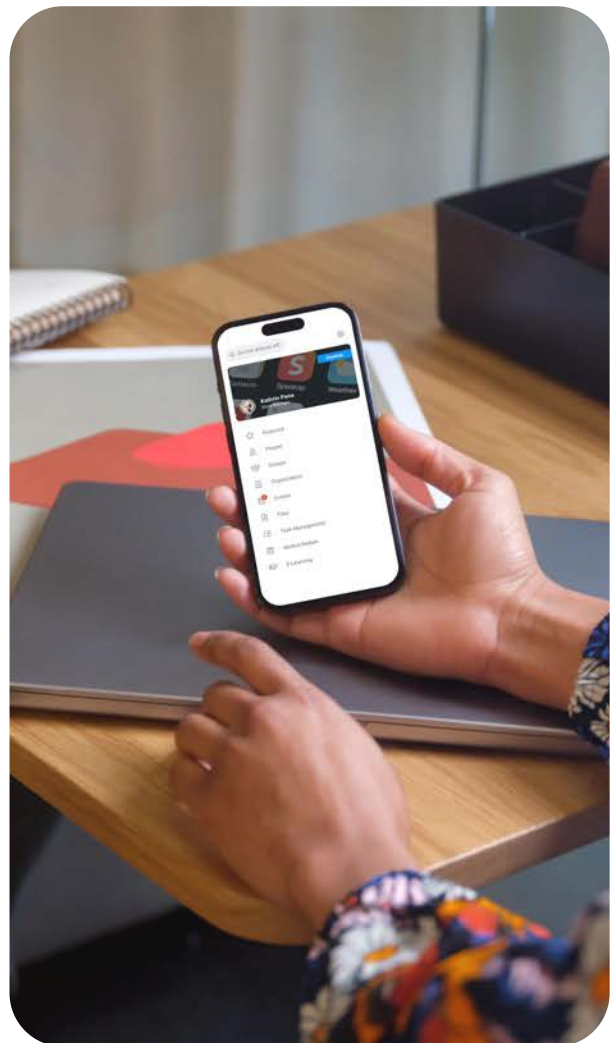
They managed to boost adoption of the employee experience platform by creating an employee project group during the implementation phase, fostering clear ownership and ensuring employees' safety in integrating the platform into their processes. New employees are encouraged to download the platform through peer recommendations. Their launch strategy included a personalized roadshow, which effectively highlighted employee-centric content, such as fun facts columns, demonstrating a departure from traditional top-down business communications.



While using the employee experience platform, one thing that became apparent was that the daily presence of profit updates on Speakap didn't align with the company's overarching goal of providing a fun and enjoyable gambling experience, a core value of the organization. Consequently, there was a concerted effort to pivot towards more engaging and entertaining content—a challenge eagerly embraced by the team. Safety and responsibility remained paramount within the company culture, extending to its approach on Speakap.

An upcoming internal communications campaign aims to introduce a monthly update from the CEO, offering insights into the company's journey thus far and its future direction. Additionally, there's a push for increased visibility of the management team on the employee experience platform, albeit not excessively so. Striking the right balance is crucial—too frequent appearances, particularly from the CEO, risk diluting the message and potentially alienating the audience.

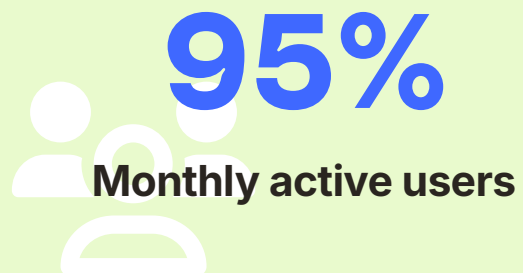
It's a delicate balance the company is striving to achieve—one that ensures its communication remains impactful and resonant with the audience's preferences.



USE CASE 2

Our employee experience platform serves as a vital platform for engaging employees. Our app initiates dialogue, occasionally requiring discussions with HR managers. Transparency on the platform demands attention but also fosters a sense of accountability among employees.

Corporate Communications Specialist



In this use case, diverse opinions are common amongst the employees, and the employee app functions as an invaluable platform for open dialogue, serving as a sounding board for various viewpoints. Although fruitful discussions often arise, occasional consultations with the HR manager are required to navigate differing perspectives.



Here are some key takeaways:

- ✓ They are selective about the information shared on their employee experience platform, ensuring that only public knowledge is disseminated through the platform.
- ✓ The platform facilitates genuine human interaction as employees engage in discussions about each other's hobbies, fostering a bottom-up approach to communication.

The remarkable adoption rate of the platform they have witnessed can be attributed to effective collaboration with regional managers, successfully transitioning them away from WhatsApp. As a result, essential information such as schedules and events is now centralized on Speakap. Furthermore, the establishment of a business account has further incentivized adoption, featuring personalized communications from the CEO and highlighting the individual benefits for employees.

The customer also emphasized the importance of actively involving internal stakeholders in content creation and ensuring that communication efforts were relevant and measurable. Content on their employee experience platform is always carefully curated to align with organizational goals and values.

As we conclude this whitepaper, it's clear that the journey of implementing and leveraging employee experience platforms within organizations has been transformative. From the initial excitement and apprehension surrounding its launch to the subsequent growth in employee engagement and involvement in organizational developments, the impact of an employee experience platform on company culture and communication cannot be overstated.

Through insights shared by various organizations, we've witnessed the power of transparent communication, community-building, and employee involvement in shaping a thriving workplace environment. From spontaneous actions to carefully planned strategies, each organization has found its unique way of utilizing an employee experience platform to foster connection, collaboration, and belonging among employees.

As we look to the future, let us continue to embrace the possibilities that employee experience platforms offer in driving meaningful communication and engagement within our organizations. Let us strive to create environments where every voice is heard, ideas are valued, and employees feel empowered to contribute to the success of the organization.

In the end, it's not just about the technology itself, but the people behind it and the relationships it helps to nurture. Let us continue this journey of growth, connection, and empowerment with Speakap as our trusted ally.

Together, we can build workplaces where **employees thrive, and organizations flourish.**

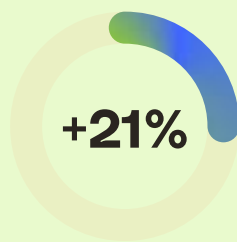


Employee experience platform your employees will love

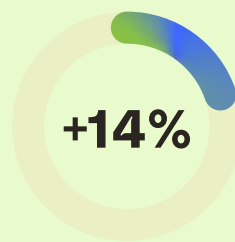
Speakap empowers your frontline and in-office workforce to communicate freely through a mobile app. Improve communication, facilitate better onboarding and learning experiences. Enable easy task management. Take meaningful action on employee feedback to improve productivity, coordination, and engagement.



Employee satisfaction



Employee productivity



Employee retention



Adoption rate

Curious to see how it can work for you?

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