

Getting everyone on board with **engagement**

Client:

Nottingham Trams, provider of light rail public transport across Nottingham

Locations:

Varied - control room, depot, substations, Park & Rides, trams

User profile:



300 staff



80% non-desked



50% no work email

Key objectives:

- Open up a two-way communication channel to all employees regardless of location
- Deliver a consistent flow of news and updates, replacing static message boards and a largely inaccessible intranet
- Provide universal access to the reward, benefits and career opportunities available
- Replace paper rosters with digital schedules; move to digital payslips
- Support initiative and boost adoption with the creation of a personality for the app - EmMA (Employee Mobile Application)

They say:

"With all content 'under one roof', the app has helped remove the barriers we were experiencing with remote colleagues. The use of push notifications means that communications are now consistent and effective."

"We saw nearly 70% of staff sign up to the benefits platform in the first four weeks - most companies take at least a year to hit 40-60%."

"The increase in engagement and recognition catalysed by EmMa has been instrumental in the company's achievement of Investors in People."