

Digital transformation to boost colleague and customer **engagement**

Client:

Woodall Nicholson (WN), one of Europe's leading specialist coachbuilders

Locations:

Multiple facilities across the UK and Ireland

User profile:



400 staff across five brands



Key customer accounts

Key objectives:

- To transform WN from an analogue into a digital business and reap the benefits of connectivity, automation and data
- To give every worker one touch access to daily essentials such as news, HR documentation, QHSE materials and self-service forms
- To generate tailored KPIs to every level of the business to encourage ownership and responsibility
- To extend engagement out to WN's business-to-business customers, driving up service quality, client satisfaction and business retention
- To use the platform, data sets and analytics as the basis for on-going innovation in support of both colleague and customer constituencies

They say:

"We have a number of key operational, HR, marketing and financial objectives and the Engagement Success Platform underpins them all – not just in terms of the enabling tech but all the data it can aggregate for us too."

"The alternative would be multiple systems, greater expense, more complexity and greater risk; this way we have a single solution that covers all bases, gives us a properly strategic approach and lets us drive towards a digital future quickly, confidently and cost-effectively."

"The platform will also be pivotal to our new national service centre network that is coming on-stream later this year; clients will be able to locate their nearest facility and request servicing and MOTs via the Engage app."