



Communicating with Generation Y

Ihug's Internal Communications objectives

Ihug have a particularly young work force and a high percentage of call centre staff. The company has nearly doubled in size in the last year. All of these factors presented a number of internal communications challenges:

Communicating with shift workers. A high percentage of shift workers meant that it was difficult to gather staff into one place for business updates and news.

High turnover of call center staff. As is common for call centers, staff turnover rates were higher than in other parts of the organization. It was important to find ways to bring new employees up to speed quickly and to build staff engagement in order to reduce staff turnover rates.

Young demographic. The average age of employees at ihug is 20 years old. Employee communications needed to appeal to a demographic used to engaging, entertaining and compelling internal communication formats.

Cultural staff survey highlighted a need to make people feel more valued. Ihug's cultural staff survey, although generally good, highlighted a need to help its people recognise the benefits of working for ihug and to feel a valued part of the business.

Email overload. People were being bombarded with emails. Between 50 and 100 per day were commonplace for call centre staff.

'Static' intranet. The intranet was seen as 'static' and not often updated resulting in low staff usage rates with limited intranet effectiveness.

As well as addressing the above issues, ihug had the following additional Internal Communications objectives:

Increase staff involvement. Ihug were looking for ways to help its staff feel more involved and to allow them to participate more in the business.

Find new ways to make working for ihug fun. Ihug has a young, fun brand and it was important to reflect this in the culture of the company.

Measuring internal communications effectiveness. It was difficult and time consuming to measure communications effectiveness. Ihug were looking for a quick, user friendly tool to allow them to measure communications effectiveness on a regular basis.

How ihug met its objectives

Ihug implemented the Snap Communications toolset consisting of:

Snap Shots	Screensaver images and animation to convey messages
Snap Quiz	Interactive quizzes pushed to the desktop
Snap Poll	Interactive surveys pushed to the desktop
Snap Alert	Desktop new alerts
Snap Ticker	Scrolling news feeds on the desktop
Snap Mag	Interactive magazines allowing user generated content

All of the Snap tools are administered by ihug via the Snap 'Content Manager'. This is a web based management interface that facilitates the creation, targeting and publishing of messages to desired employee groups.

It's affordable, quick and simple to use, and the team at Snap have worked hard to customise the tools to suit us.

Annabel Gould, Communications manager



Customer Profile

Ihug is a telecommunications service provider. Since its inception in 1994, ihug has become one of New Zealand's most loved providers with around 200 employees. Ihug provide internet, home phone and calling services.

Business Situation

In May 2006, the New Zealand Government unbundled the local loop meaning that a range of business opportunities opened up to ihug. A period of dramatic business growth followed.

Increased staff numbers and product offerings meant that it was important to find tools and techniques to ensure staff continued to be well informed and passionate about working for ihug.

Internal Communications Situation

Ihug have a particularly young work force and a high percentage of call centre staff and shift workers. The company has nearly doubled in size in the last year. All of these factors presented a number of internal communications challenges.

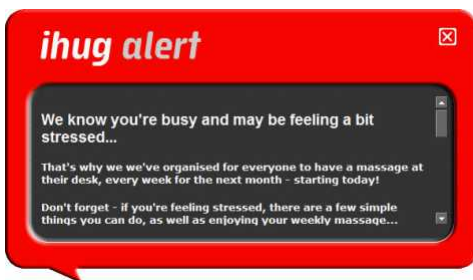
Ihug wanted to find a communications solution that would appeal to its young workforce who were used to dynamic, entertaining and attention grabbing technologies. The Snap solution offered the right combination of 'fizz' combined with pure and simple business value.



Screensaver example shown above



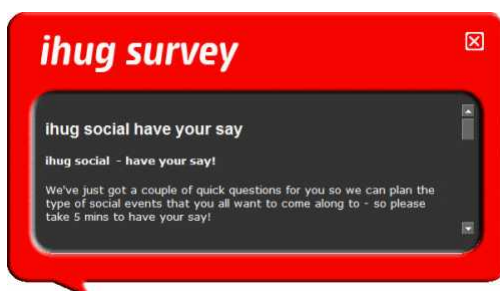
Screensaver example shown above



Example of Snap Desktop Alert



Example of Snap Staff Quiz



Example of Snap Staff Poll

Snap Shots – Screensaver images and animation to convey messages

Ihug use animated screensavers to keep staff informed in a dynamic non-intrusive way. Examples include; new product and plan updates and promoting ihug's new knowledge base. A 'Help our customers today' promotion run on screensavers has also helped to focus staff on maintaining excellent customer service.

In addition, screensavers are used extensively to promote 'free goodies' available to ihug staff such as; health checks, flu jabs, massages, fresh fruit, mobiles and broadband. Raising awareness of these additional staff benefits has helped ihug's people feel valued.

Fun events run for staff are also promoted via screen savers, such as; movie and quiz nights, 'Mexican Day', staff parties, staff awards nights, free breakfast, lunch or coffee days and so on.

"We can't imagine a workplace without Snap tools now!"

Annabel Gould, Communications manager

Snap Staff Quiz – Interactive staff quizzes

Ihug use Snap Staff Quiz extensively both for fun staff quizzes to build engagement and to reinforce key training and values. Examples include:

- Submit best cost saving tip and win....
- Name the new baby Giraffe at Auckland Zoo (whom ihug sponsor)
- Fun quiz on ways to reduce stress

Snap Desktop Alert – Desktop alerts

Ihug use Snap Alert whenever it wanted to achieve high message cut through with staff. Examples of messages sent by alert include; updating staff on key sales milestones, delivery of thank you's and offers of free lunch to staff who have been working really hard. Alerts have also been used to deliver the results of staff surveys.

Snap News Ticker – Scrolling news feeds

Snap Ticker has been used to notify staff of email outages and to provide status updates. It has also been used for general business news updates, to promote special staff offers, and to promote training available. As with all the Snap tools, staff can click through to more information if they see an item of interest and want to know more.

Snap Staff Poll – Gathering feedback and measuring effectiveness

Snap Staff Poll has proved to be a valuable tool allowing ihug too easily and quickly gather staff feedback and measure effectiveness in a number of areas including their induction program and its internal communications effectiveness.

Conclusions

The Snap solution has helped ihug achieve all of its employee communication's objectives. Ihug now have a range of internal communications tools to communicate effectively with all staff, and they have been able to measure and improve the effectiveness of induction programs in order to bring new call centre staff up to speed more quickly.

Ihug use the Snap tools to communicate the benefits of working for ihug to employees in dynamic, interactive and highly visible ways, helping to build staff engagement and reduce staff turnover rates.

Flash animated screen savers have helped to give the ihug offices a more vibrant dynamic feel and it has been possible to involve staff more in the day to day running of the business using the Snap Staff Quiz and Snap Staff Poll tools.

Click through capability from the Snap internal communications tools has helped leverage the value of the intranet and the reliance on emails for internal communications has reduced, which has helped to free up staff and reduce email overload.

"The Snap tools are fantastic for any company where staff are getting bogged down by too many emails".

Annabel Gould, Communications manager