

Baking engagement into the business

Client:

Allied Milling & Baking, owners of Kingsmill, Allinson's, Burgen and Sunblest

Locations:

2 central offices, 9 bakeries, 3 mills

User profile:



1000+ delivery drivers



High proportion of non-desked production staff

Key objectives:

- Ensure all staff can receive company news plus department/side updates directly
- Enable general managers to more easily connect with staff via blogs and videos
- Enhance speed, quality and flexibility of training with integration into Allied's L&D system
- Simplify access to existing benefits portal by incorporating it into the app with single sign-on
- Encourage greater peer-based recognition with easy to send Thank You ecards

They say:

"The impact has been immediate: the stats are showing consistent and rapid consumption of the messages we're putting out"

"Thank You cards are pinging about amongst peers - being able to tap into this appreciation for great performance and see it socialised across the business is fantastic"

"the fact that we can take the basic solution and then curate our own extended platform at our pace is exciting and empowering"