

# On the road to engagement success

## Client:

Moto, the UK's largest provider of motorway service areas

## Locations:

52 sites across the country

## User profile:



Over 4500 site-based staff with no corporate email



Substantial numbers working within franchises

## Key objectives:

- Ensure all staff can access all essential resources, including company news, pay and benefits, onboarding, learning and development, rewards and recognition
- Enable Head Office to reach every staff member directly and instantly, removing the cascade burden from site management
- Improve penetration of messaging by using videos over written updates
- Give staff a real voice, with opportunity to ask questions, make suggestions and complete pulse surveys
- Simplify access to existing benefits portal by incorporating it into the app with single sign-on
- Encourage greater peer-based recognition with Thank You ecards and a dedicated section where achievements can be celebrated

## They say:

"Up to now, we've not had a direct, no-filter means of reaching all of our people and at a stroke Engage has given us an amazingly powerful tool to do so"

"we are now able to hear directly from our teams and to act on the feedback to make Moto an even better place to work"

"the platform approach allows us to make this an engagement journey and we're very excited by the difference this is going to make to business success"