

On the **engagement** fast track

Client:

TrustFord, the world's largest dedicated Ford dealership

Locations:

65 locations across the country

User profile:



3000 staff



50% non-desked and spread across the UK

Key objectives:

- Enable Head Office to reach every staff member directly with a smooth flow of news, video blogs and push notifications
- Provide universal access to centralised policies and procedures and other job resources
- Integrate with existing systems to make payslips, holiday requests and training selfservice
- Encourage peer recognition through app-enabling the company's prestigious PPA Award nominations
- Leverage single sign-on to enable seamless access to TrustFord's benefits and pensions hub
- Generate feedback and dialogue through a company message board and user forum

They say:

"We've seen the positive impact of our engagement efforts felt right across the business"

"We also know there are more gains to be had with this technology in play"

"Engage offers us more functionality and more potential to invest in our greatest asset, our people"