

AWARDS FOR
EXCELLENCE IN
**PUBLIC
RELATIONS
2020**



Best Internal Communication

DESTINATION
2023

OUR VISION FOR
THE FUTURE

Campaign

Bringing our Vision for the Future to Life for our Employees

Description of Campaign

Our employees are our most important resource in developing sustainable public transport solutions and are at the heart of Bus Éireann's transformation. Helping to reshape our culture through innovative internal communications is essential to deliver on 'Destination 2023, Vision for the Future', Bus Éireann's five year business strategy.



Organisation

Bus Éireann

The Challenge

Bus Éireann (BÉ) began an organisational transformation 12 months ago to assure the future sustainability of the business. A new CEO and senior leadership team were appointed, bringing fresh thinking and experience from a wide range of sectors and organisations.

BÉ directly employs 2,800+ drivers, garage staff, clerical and executives across 23 locations nationwide, and employs 500+ part time school bus drivers. Over 75% of our employees (bus drivers and mechanics) are 'offline', meaning their roles don't require them to use or have access to the company IT network or use laptops/PCs. This clearly meant that we needed a new, inclusive approach.

Objectives

- **Change the culture of the organisation** to one where employees feel connected to the business through clear

lines of communications and improved employee/manager relationships and recognition of a job well done.

- Establish the **employer's voice** by creating an internal narrative that tells the story of our transformation journey in a compelling way.
- **Increase employee engagement** through transparent, relevant, timely and audience appropriate corporate to build confidence in the senior leadership team and the business strategy.
- **Listen to the voice of our employees** through open channels the app is fully open to all employees (anyone can post) – and ask for views and opinions with light touch moderation.
- By sourcing & deploying **user friendly, familiar technology** as the primary communications channel for 'offline' employees, provide real time information.

Overall Results

Our goal was to introduce an app to connect employees wherever they are, across all shift patterns, grades, and roles. Whether you're a Board member, mechanic, driver, administrator, or a senior manager, everyone has the same level of access.

We have moved from having virtually zero communication to place where decisions that impact employees are communicated as quickly as it practicable. BÉ Online has become our primary method of communication. We have moved from only being able to communicate with ~500 employees by email to over 1,800 on BÉ Online.

What people want out of internal communications is employee focused content that highlights important information while introducing a social aspect. Similar to how people consume news outside work, employees want news and information delivered in a simple, easily understood format that is appropriate to the device/channel it's delivered through.

Last year we used the platform to launch our employee recognition programme, ECO Drive (a bus driver safe driving tool), a new uniform procurement engagement process, and lots of other initiatives.

BÉ Online has democratised communications at Bus Éireann, everyone has a voice, and everyone is encouraged to use their voice, even when they don't agree.

KANTAR

PARAGON



RUEPOINT MEDIA