



Creation Finance Rely On SnapComms To Drive Their Employee Engagement

Company Overview

- Financial Services
- Europe
- 850 Employees

Creation Finance is one of the world's most prominent banking institutions. Alongside the group's extensive corporate and retail banking networks, Creation Finance Personal Finance offers consumer credit and mortgage services to 27 million customers in more than 30 countries. It takes its goal of helping individuals make their hopes and dreams a reality very seriously.

Engagement has been a cornerstone of the company's strategy for 65 years – both with employees and customers.



The company prides itself on keeping their 18,500 employees actively engaged – no mean feat when staff are based in multiple different locations, work in different time zones and often speak different languages!

An environment like this demands an internal comms champion equal to the task. Enter Jennifer Hayward: Senior Internal Communications Manager for Creation Finance Personal Finance. She's responsible for the tactical day to day delivery of all internal campaigns, but also for setting the communications plan and channel strategy to improve employee engagement.

Challenges

The existing communications tools being used were letting Creation Finance down. Relying heavily on traditional corporate emails, it was clear that messages were taking too long for employees to read them – if they read them at all. In addition, a large number of employees worked in roles that weren't desk-based, meaning they would never see the emails sent out.

For management, these communication black spots were concerning. Important information was likely being missed or ignored by many staff members – inviting the potential for mistakes to happen and time-sensitive tasks to be overlooked. Equally as important, uninformed employees were likely to be less engaged with the organization – something strongly at odds with the company's values. These challenges meant pressure was on to find a better internal communications platform.

Solutions

SnapComms was introduced initially to the company's operational employees. Three channels were selected that would complement each other and deliver the communication requirements of Jennifer and the business.

Desktop tickers provide fast delivery and high visibility, displaying as scrolling text across the bottom of employees' computer screens, similarly to newsfeeds.

Screensavers are passive yet powerful tools with strong visuals and high repetition to make them the perfect choice in promoting company values, events and employee initiatives.

Desktop alerts ensure high impact to get employee attention immediately, whether via desktop, mobile or digital signage.

Application

SnapComms channels were used by different departments across the organization for specific communication needs.

Tickers have been used extensively for time-critical announcements that employees need to see, such as reminders of imminent deadlines. They've also been used to advise staff of new stories on the company intranet. Jennifer feels that part of the reason for the success of the tickers is that, "You can link out to something if you've got a bigger piece to say – it's not too intrusive."

The recruitment team in Human Resources used desktop alerts to advise staff of job vacancies. This was especially valuable because loading vacancies on the company intranet required coding experience, which few people had. The alerts have been well-received by staff, who welcome the pop-up announcements about jobs available.

Creation Finance have also used screensavers a lot, including embedding video to add more visual interest and really bring the messages to life. Jennifer adds, "Our in-house design team do a lot of work for internal comms and always produce really professional screensavers, so we change them up a lot to keep them fresh and interesting for staff."

The channels provided include a range of special features built in to make message cut-through more effective and management easier. Jennifer has made good use of several of these. Messages are set up in advance and pre-scheduled where possible, such that communications are sent to staff at exactly the right time for maximum visibility.

Recurrence is used for certain messages to remind staff to read or act upon unopened messages. The intervals between initial send and reminder can vary from every four hours to as little as minutes, depending on how critical the message is. This provides an important reassurance for communicators that high-priority messages are being read by 100% of staff.

Jennifer uses previews as a quality control test to see how messages will display, prior to sending. As she freely admits, "I'm really obsessive about checking."

Internal governance over the internal communication process has been important to Jennifer. "Previously quite a lot of people had access and nobody had any control over anything, so it was all a little bit Wild West. I've come in and got people together to talk about how we should use it a bit more carefully. If I need to send out lots of snaps in a week, I'll let them know so that we're not overlapping and all sending stuff out at the same time."

Control over the process has been achieved through limiting administrator access to create and publish messages. There are two people in the recruitment team, two people in Corporate Social Responsibility and two in communications.

Results

Since Jennifer began using SnapComms to deliver internal communications she has been pleased with the results – and feedback from staff has been extremely positive.

She lists her favorite functionalities as the screensaver channel, the immediacy of message delivery and the ability to schedule messages. “Scheduling is probably the most useful thing for me. I’ve already set a message to go live when I need it to go live and I’m off doing whatever else I need to do.”

A recent staff survey offers further validation of the introduction of SnapComms. “We’ve just had an internal comms survey and staff say that one of the key things they use are screensavers. That’s probably the most effective.”

By improving message delivery and providing greater confidence that staff are engaged with organizational comms, SnapComms is helping Creation Finance position itself for future growth. Growth that Jennifer and her team can bank on.



“If I had to rate [SnapComms] on a scale of 1 to 10, it would be an 8. I’ve already talked about it to colleagues internally and other subsidiaries and BNP.”

Jennifer Hayward,
Senior Internal Communications
Manager, Creation Finance Personal
Finance