

hemsleyfraser

Engaging with digital
transformation

How the 5App digital hub helped Hemsley Fraser embrace digital and transform employee engagement, communication and align culture.

5APP **CASE STUDY: HEMSLEY FRASER**

Introduction

If you want to grow a business fast, against new challenges and with new opportunities in your sector, what can you do with two disconnected offices, with different priorities and workforces, environments and business functions? That is the challenge Hemsley Fraser faced in 2014 – to create a collaborative culture and a digital community with shared values and priorities.

The journey to the solution involved a close-knit partnership, combining 5App technical prowess with HF deep business expertise working with 50 top tier global organisations across three decades on leadership, learning and business performance.

This case study considers how this partnership has created a unique approach that is driving significant value, impact and engagement through harmonious and naturally progressive performance solutions.

By introducing the 5App digital hub “A very visible connection has been made between the engagement hub and what we are trying to do as a business in terms of serving more digital,” says Daniel Tucker, Head of Employee Engagement.



97% OF THE TOTAL ORGANISATION HAVE BEEN ACTIVELY USING* THE HUB OVER THE LAST THREE MONTHS, UP FROM 80% DURING THE PREVIOUS QUARTER

*RETURNING REGULARLY TO CONTRIBUTE, SHARE AND FIND INFORMATION



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The learning and engagement solution for next generation businesses

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#BuddyUp

A key example which demonstrates this new solution is the HF #BuddyUp initiative – a great way to normalise the new coaching/mentoring approach that’s become part of the culture - a structured way to connect and share knowledge. Whether onboarding, offboarding, changing roles or getting promoted, employees are matched with a colleague ‘buddy’ that best suits their need, and this is additionally supported using the 5App Hub for sharing information, whenever it’s beneficial.



The hub enabled Hemsley Fraser to deliver...

- Digitalisation of the workflow and providing knowledge, learning and support at the employees point of need
- Engagement of geographically separate groups of employees all working towards the same business goals
- Significant impact on the business in terms of time, operational efficiencies, support and driving the company’s vision and strategies from the top down
- An intranet replacement, reflecting the all-in-one, inclusive nature of the platform, supporting teams and business units

IN ACTION:

Hemsley Fraser now offer Hub access to all their open courses. This is now a key component for the Hemsley approach of ‘Excite, Engage, Embed’ that they use for blended learning across over 800 courses.



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The role of the hub

The use of the hub with easy to use playlists, comprising digital ‘fluidbooks’, videos, animations, quizzes, podcasts and infographics – all accessible ‘in the flow of work’ – meant that the speed of adoption was impressive, and expanded beyond the initial scope of the project. As an international organisation with an expanding workforce, Hemsley Fraser has used the hub for more than just learning – to share resources and collaborate more effectively across teams and locations to boost engagement. This has really helped to break down silos and foster collaboration across departments and locations.

“Each department now has a playlist of content, things that they are asked for frequently by other people in the business, so that everyone can search the hub and find information,” says Ciara Hynes, Digital Influencer at Hemsley Fraser.

The ‘Engagement Hub’ (as they now call it) is now at the centre of all their key initiatives, enabling self sufficient and self-directed learning and sharing. Programmes to make central use of the hub during the onboarding, upskilling and offboarding process; to share knowledge more effectively; to use data more effectively; and improve communications.

“ ***It’s modern in its look and it mirrors what people are doing with tech outside of work – it’s very much like Netflix.***

Hemsley Fraser employee, internal digital survey 2019

“ ***It’s colourful, it’s bright, it’s visually appealing, easy-to-use and interactive. I use it every day. It’s in my flow of work now.’***

Hemsley Fraser employee, internal digital survey 2019

USE EXAMPLE:

The organisation knows that Monday and Tuesday are good days to share content, because that’s what the hub’s analytics show. The hub’s analytical capabilities enable Hemsley Fraser to track what content is popular, what is being shared and when it’s being accessed.

