

case study

Enhancing communication and employee satisfaction

The background

When public transport provider, Stagecoach, needed a way to communicate quickly and effectively with its workforce, Kinly was on-hand to design and implement a modern workplace solution that makes use of high-quality displays, cloud-based content management and distribution software.

During the pandemic, many regular customers were avoiding using the bus. With public transport being seen as especially risky during this time, people were working from home, avoiding large crowds and self-isolating. This reduction in custom rendered certain services unviable. As a result, some routes had to be cancelled and staff were left underutilised. As a knock-on effect of this, morale was low and many employees felt uninvolved in the business and the decisions that affected them.

Stagecoach now needed to find a modern and innovative solution that helps them communicate effectively with employees. This would improve employee engagement, instil a sense of belonging and inclusion across the business and as a result, encourage employees to contribute to the business strategy.



The solution

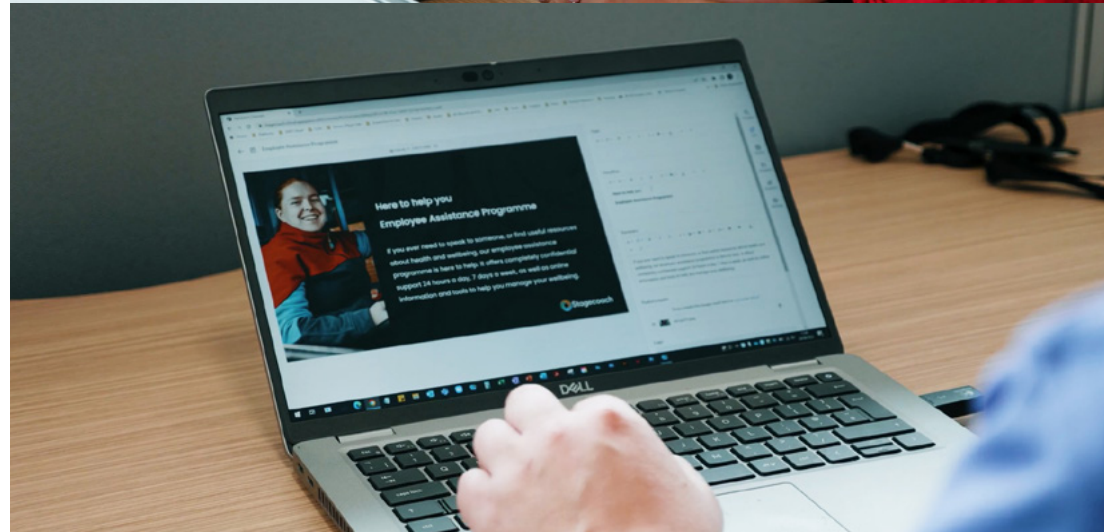
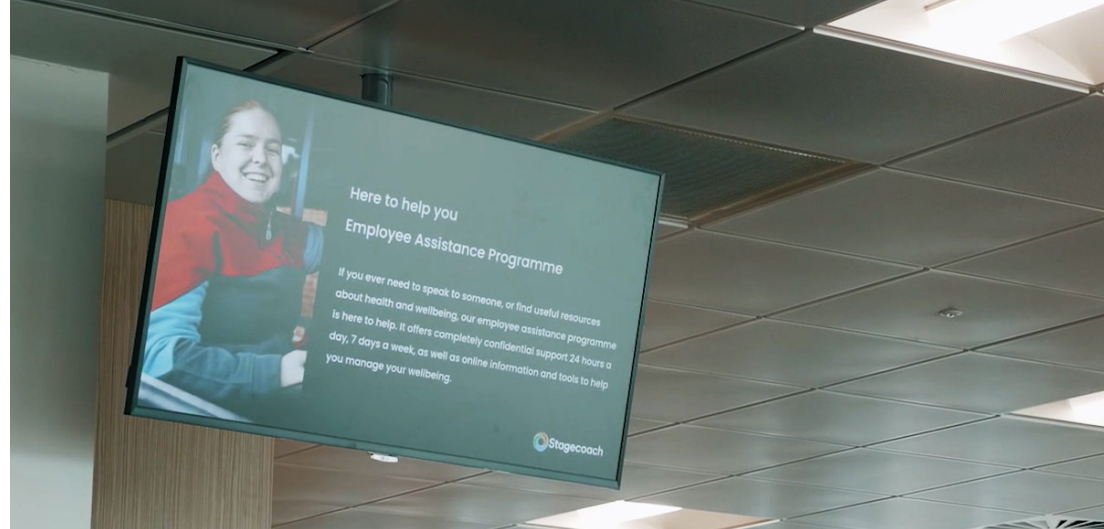
Stagecoach wanted a centrally managed digital signage and content distribution solution for digital screens across its 32,000-person UK transport business. The aim was to provide a modern and creative channel to help improve business-wide and local employee communications.

By centrally sourcing and providing the software, Stagecoach could procure the most cost-effective solution for all sites. In addition, by considering the different functionalities and permissions that would be required to make the best use of the solution channel, informed software selection decisions could be made with ease.

The digital screens and software solution is used to share content with staff and better inform them as to how they can contribute to Stagecoach's overall success. Sharing good news stories, updates and improvements through digital screen content acts to help people feel proud to work for Stagecoach and drive enhanced employee engagement.

As a further advantage, specific functions such as the engineering team will receive valuable information on spare parts and common engineering issues which need resolving. Through this measure, preventative action can be taken to ensure that vehicles remain on the road and statistics remain positive.

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SECTOR
TRANSPORT



LOCATION(S)
UK



SOLUTION
UNIFIED
COMMS

The **outcome**

Utilising best-in-class components and leading-edge technology, we designed, configured and installed a large digital signage screen network of 305 LG screens ranging from 32-49-inches in size. The central management solution is built on Appspace cloud content management software and the whole system is subscription-based. This makes it scalable and futureproof to optimise cost-efficiency and longevity.

Stagecoach needed to deploy screens in offices as well as more challenging environments including bus depots and outstations. As a result, they needed to be protected from dust and fumes. We took this into consideration in the specification process and ensured the screens we delivered were equipped with IP5x dust-proof certification to ensure continual operation in tough conditions.

Having carried out site surveys, we installed displays across the UK mainland as well as several remote Scottish islands. As this was such a big project, it was important that we were on-hand to advise and walk Stagecoach through the process of delivering content workshops. David Sumner, our workplace communications expert, worked closely with the client on this and provided remote training to over 350 staff.

An agreed support model that covers support and maintenance was also agreed. This includes a level one, two and three support notification process, specific target response and resolution timeframes and a clear escalation process for support calls.

Why **Kinly**?

Bringing people & technology together for better productivity wherever the work happens — because great things happen when people work together.

