

CASE STUDY



ABOUT WISAG

WISAG is a significant force in aviation services, facility services and industry services. The company has headquarters in Frankfurt am Main, Germany and boasts numerous other locations throughout Europe. WISAG takes care of a multitude of tasks within organizations so that its clients can focus on their key objectives.



Industry

Mechanical & Industrial
Engineering Services



Employees

50,000



Location

Germany, Austria,
Switzerland, Luxembourg
and Poland

CHALLENGE

WISAG believes in strong teams. The company employs approximately 50,000 employees from all kind of backgrounds and with a wide range of qualifications and experience. Employees are dispersed across various business units and locations.

That diversity is part of WISAG's success, ensuring that the right specialists are always close to the client. However, it also presents challenges when it comes to communication and knowledge sharing. Only about 20% of WISAG employees work behind a desk and can stay up-to-date or interact through the company intranet or email.

The only company-wide medium capable of reaching all employees was the in-house magazine, which was mailed directly. The production of the magazine is not only time-consuming but also all content must be planned well ahead of schedule. Printing and mailing are also expensive. There was no other communication channel in place to offer the opportunity for direct and inter-divisional exchange among colleagues.



As a result, many operative teams created Whatsapp groups to coordinate daily capabilities. Unsurprisingly, usage of consumer messaging like Whatsapp developed momentum – raising concerns about privacy. The only other practical on-site solutions so far were bulletin boards. However, these served more as a source of local information and could not be managed centrally.

As is the case for many large national and international companies with a high percentage of industrial workers, it was difficult for WISAG to build an emotional bond between the employees and their employer and create a sense of togetherness in the sense of being part of a nationwide WISAG team. Many employees, especially those who work for clients directly on-site and not in WISAG locations, felt excluded from communication.



“Many of our employees are on the move. At best, they visit the branch once a day and spend the rest of the time on the go and in direct contact with clients. These employees are the cornerstone of our success as a service provider. But, at the same time, they are the most difficult group to reach. Nearly all of them have one thing in common though: a smartphone. With MyWISAG, we can finally reach these colleagues and create an emotional bond with WISAG.”

Ralf Hempel, managing director at WISAG Facility Management GmbH

SOLUTION

The situation had to change. In September 2018, WISAG launched the employee app MyWISAG, ensuring that employees throughout Germany can be kept up-to-date at all times. MyWISAG also offers features like private chat, group chat, likes, comments and an events planning tool. MyWISAG connects all WISAG employees – whether they're working at a desk, with a client, or even out on the airport apron. It provides a dedicated internal social network.

The technological base is provided by Speakap. The solution is easy, intuitive and user-friendly. High on the list of requirements for WISAG was finding a secure platform that is compliant with European privacy legislation and is intended to replace all Whatsapp business communication.

By mirroring the organizational structure of WISAG, Speakap enables an exact and targeted distribution of content to the various locations, departments, teams and groups. In this way, the users only receive content that is relevant to them and corresponds with their role and interests. All this information flows together in the personal timeline of the employee.

HIGHLIGHTS:

- WISAG can now reach and engage all desk and non-desk employees
- User acceptance has been extremely high
- Speakap created a branded employee app to reflect WISAG's corporate design
- WISAG has integrated existing employee software into Speakap
- Employees experience higher relevance of information



“Finally, all employees who do not have a PC workstation are very close to the action, also within the holding company. Now, our communication is much faster and more direct. Already in the pilot phase, we established an industry 4.0 group, in which we inform the members regularly about significant developments and events concerning the topic.”

Uwe Koch, managing director at WISAG Industrie Service Holding GmbH



www.speakap.com

+31(0)20 - 820 42 96

info@speakap.com

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