

Transforming the Employee Communication Experience for the World's Leading Hospitality Platform

A holistic approach to internal communications: delivering the right information to the right employees at the right time

Client: One of the world's largest Fortune 500 travel companies

Industry: Travel & Hospitality

Project Type: Internal communication strategy and integrated research design

Overview

1 Challenge:

One of the world's largest Fortune 500 travel companies was having problems with their internal communications. Operating in siloes was doing little for creating and maintaining an open culture, so they needed to reimagine their whole approach to organizational communication. The development of a flexible, cross-channel, internal communication strategy, approach and roadmap made a crucial contribution to their success.

2 Approach:

Luxoft's design and innovation arm, Smashing Ideas, aimed to discover how the client could optimize their organizational communication systems and incorporate the needs of a modern workforce.

Transforming a company's culture — the beliefs, values and behaviors of employees — is never easy. But basing their internal communication tactics on a shared understanding of values, employee insights and metrics did the trick for Smashing Ideas.

3 Solution:

Smashing drew upon employee focus groups, stakeholder interviews and market research to develop distinct employee archetypes. This led to the creation of the "Future State of Internal Communications Plan," a strategic roadmap, best practices for each communication channel and recommendations for when to use each channel. With the right tools, methods and processes, Smashing Ideas soon established an employee-centric mindset, building a scalable, connected environment and improving internal communication.

4 Result:

As a result of this project, our client gained the following benefits:

- The employee experience is now transparent and empowering.
- Our adaptive approach provides consistency and personalization, using data to tailor experiences and strategies.
- Information is easy to find, trustworthy and provides insight.

Challenge

Reimagining communication across over 200 offices worldwide

With more than 20,000 employees spread across over 200 offices worldwide, one of the world's largest Fortune 500 travel companies was having problems with their internal communications. Having amassed multiple acquisitions, they were operating in siloed and fragmented divisions that did little for creating and maintaining an open culture. They needed to reimagine their whole approach to organizational communication, making it effective and accessible for all employees across the board.

Of course, that's easier said than done. With a multitude of different communication channels in an 'always on' world, our client's employees were overwhelmed (and disengaged) by the organization's internal communication systems. The development of a flexible, cross-channel, internal communication strategy, which accounted for multiple types of devices, platforms and contexts made a crucial contribution to their success.

Approach

Transforming company culture

Luxoft's design and innovation arm, Smashing Ideas, aimed to discover how the client could optimize their organizational communication systems and incorporate the needs of a modern workforce. Our client's internal communications ecosystem is focused on delivering pertinent information to general employee audiences. However, transforming a company's culture — the beliefs, values and behaviors of employees — is never easy. But basing their internal communication tactics on a shared understanding of values, employee insights and metrics did the trick for Smashing Ideas.

Solution

Meeting needs with interview-led strategy

Smashing drew upon employee focus groups, stakeholder interviews and market research to develop distinct employee archetypes, each with their own unique needs, pains and goals. This led to the formulation of the “Future State of Internal Communications Plan,” a strategic roadmap, best practices for each communication channel and recommendations on when to use each channel (based on intent).

With the right flexible tools, methods and processes, Smashing Ideas laid the groundwork for our client’s in-house team and executives to establish an employee-centric mindset, building a scalable, connected environment and improving internal communication.



“Companies that invest in internal communication are realizing the long-term business value of prioritizing the employee experience. Companies with highly effective organizational communication strategies are likely to outperform their industry peers by a factor of 3.5.”

Result

Improving internal communication tools to meet the standards of the modern employee

As a result of this project, our client gained the following benefits:

- The employee experience is now transparent and empowers people to share their stories, creating a sense of belonging.
- Our adaptive approach goes beyond digital channels, providing consistency, personalization, and utilizes data to tailor experiences and strategies.
- Now, information is easy to find and encourages exploration by highlighting surprising facts and practical insights.

Interested in enhancing communication for your employees?

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