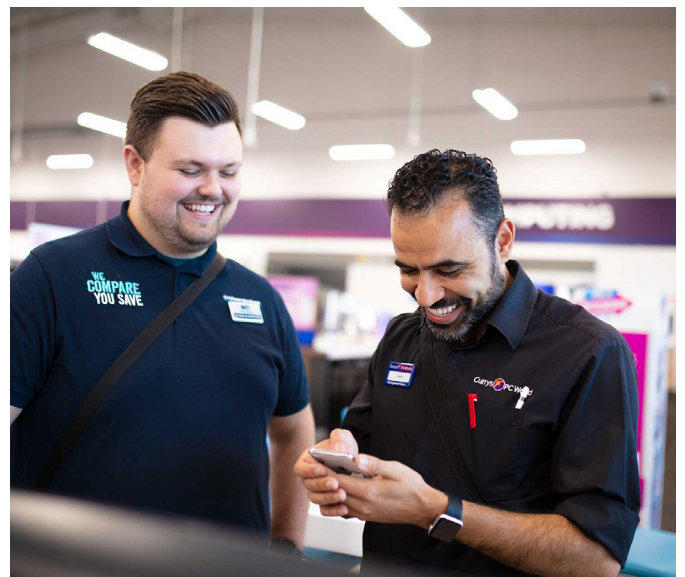


Dixons Carphone keeps a 32,000 workforce connected during a global pandemic

Employees: **32,000** | Region: **EMEA** | Vertical: **Retail**

Dixons Carphone plc is a leading omnichannel retailer of technology products and services, operating through 932 stores and 16 websites in eight countries. The company are the market leader in the UK & Ireland, the Nordics and in Greece, with a sourcing office in Hong Kong, employing 24,000 colleagues in the UK & Ireland and 36,000 globally across the Group. Operating under nine different brands across the UK & Ireland, Dixons Carphone needed a way to connect everyone in their workforce quickly and consistently – especially in the face of a global pandemic.



Challenges

In the past, communication for Dixons Carphone in the UK & Ireland had historically been top-down and intranet-based. But with this came a lack of two-way communication, no visibility of what frontline colleagues experienced, plus an inability for leaders to gather feedback.

With separate intranets for each business unit, it was time consuming and costly to communicate

quickly and efficiently across the company. Dixons Carphone needed a quick way to connect all of their employees, so that everyone got news and updates and felt like a valued part of the company.

Why Workplace?

In 2016, Workplace was rolled out across the UK and Ireland and the barriers to communication were quickly broken down. This became even more central to the

company as they've navigated through the COVID-19 pandemic.

Dixons Carphone wanted a mobile solution for company communications, that was accessible anywhere and on any device. The mobile-friendly and easy-to-use nature of Workplace made it possible for everyone to connect with their teams quickly and meaningfully.



"For Dixons Carphone, it was a major digital fast forward to ensure all of our colleagues across the UK & Ireland had easy access to the information they needed, as soon as it was available. The communications during the beginning of Covid-19 moved with such pace – we needed a way to stay connected to our colleagues in a simple and flexible way, so having Workplace rolled out to all our colleagues made it much easier to keep everyone connected and informed."

Natalie Baxendale, Internal Communications & Events Business Partner

Solutions

Creating authentic town halls with Live Video

Dixons Carphone has used Workplace Live to stream virtual town halls with the Dixons Carphone Executive Committee and Q&As with the company's CEO, helping colleagues stay connected to the business priorities and feel part of the bigger picture, even when they're not physically at their place of work. Their responses create further engagement through comments, reactions and dialogues.

Collaboration and innovation through Groups and Chat

The Dixons Carphone ShopLive service, connected through a Workplace group of the same name, brought retail employees together to share ideas, tips and expertise that they relay to customers. This helped colleagues who were working in different locations connect and engage on this new and exciting initiative.



Sharing knowledge through Multi-Company Groups

With over 20 Multi-Company Groups, technology supplier reps can communicate directly with retail colleagues without physically visiting stores. The supplier team works closely to curate and post content in Workplace to help their colleagues find the right technology to meet customer needs.

Multi-Company Groups also became a crucial element of hosting the company-wide annual two-day event for 2,000 colleagues, the Peak event. It enabled circa. 30,000, who would have not otherwise been able to attend in person, the chance to connect with the event remotely. It gave attendees and non-attendees alike a chance to connect with each other, share learnings, watch all end-to-end presentations and gain key takeaways all on Workplace.

Sharing stories and showing support for the frontlines

Workplace has allowed Dixons Carphone to share stories and show support of those workers helping customers in creative ways during the COVID-19 crisis, to illustrate the commitment of helping millions of customers in need of connectivity during such a crucial time, when no-one else could.



"Colleagues really love Workplace. It has allowed them to stay in touch and keep connected with their friends while they're not in the office, as well as staying up to date with what's happening in the business."

Natalie Baxendale, Internal Communications & Events Business Partner

Results

18%

increase in monthly active users on Workplace
(17,800 to 21,000) during COVID-19

1,500

activated accounts in
just 3 months

Features



Live Video



Groups



Video Posts



Multi-Company
Groups



Mobile Apps

