

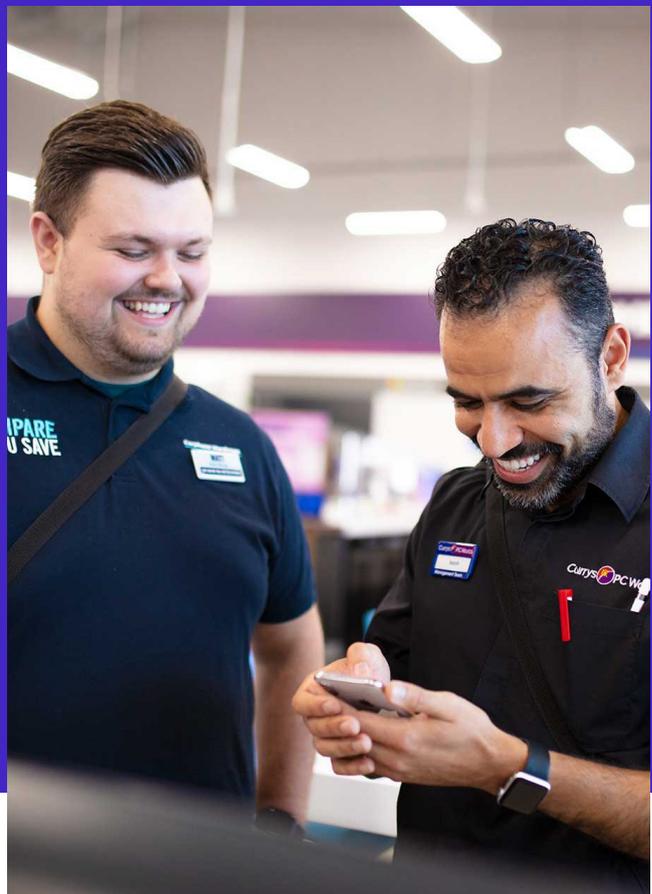
Workplace x Currys

# Keeping a 32,000 workforce connected during a pandemic

RETAIL

36,000

GLOBAL



Currys is the leading multinational consumer electrical, mobile retailer and services company in the UK, Ireland, the Nordics and Greece. It needed a way to connect everyone quickly and consistently.

## 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.

## Challenges

In the past, communication for Currys 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.

## Workplace features



Live Video



Video Posts



Mobile Apps



Multi-Company  
Groups



Groups



For Currys, 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. Workplace made that possible.



*Natalie Baxendale*

Internal Communications & Events Business Partner

# Solutions

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<b>Creating authentic town halls with Live Video</b>	Currys has used Workplace Live to stream virtual town halls with the Currys 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.
<b>Collaboration and innovation through Groups and Chat</b>	The Currys 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.
<b>Sharing knowledge through Multi-Company</b>	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.
<b>Sharing stories and showing support for the frontlines</b>	Workplace has allowed Currys 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.

# Results

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**18%**  
monthly active users on  
Workplace (17.800 to 21.000)  
during COVID-19

**1,500**  
activated accounts  
in just 3 months