Digital Agora

CASE STUDY

Moj AS: Connecting employees digitally for a better working environment and increased engagement

Short summary

In the modern business world, effective internal communication is key to a successful organization. Automatic servis, a leading provider of vending services in Slovenia, faced internal communication challenges resulting from the company's growth and changing organizational culture. Traditional communication channels were not sufficient to reach all employees. Therefore, the company was looking for a solution that would enable more systematic, transparent and two-way communication. To this end, Digital Agora was introduced, a digital platform for timely information sharing and networking among all employees.

About the Client

MOJ TRENUTEK DNEVA

CLIENT

Automatic servis d.o.o.

SOLUTION

Digital Agora

INDUSTRY

Vending machines, commerce

Automatic servis is a leading provider of vending services on the Slovenian market. With more than three decades of experience in automated retail, the company has the most extensive network of vending machines in Slovenia. With their sophisticated quality control system, they provide a first-class service and ensure safe moments for their users outside their homes - 24/7. After a thorough and exhaustive audit of various aspects of the company's operations by the prestigious international association ICERTIAS, the company was awarded the prestigious "Customers' Friend" certificate for first-class vending services in June 2023. As the first recipients of this certificate for the vending industry in Europe, they received further confirmation that their efforts to provide an excellent user experience are reaching where it matters most.

When coffee connects digitally

Automatic servis began its journey 35 years ago and today employs more than 300 people who supply more than 13,000 vending machines throughout Slovenia. As the company grew rapidly and developed an open, connective culture, the need for better communication with colleagues arose.

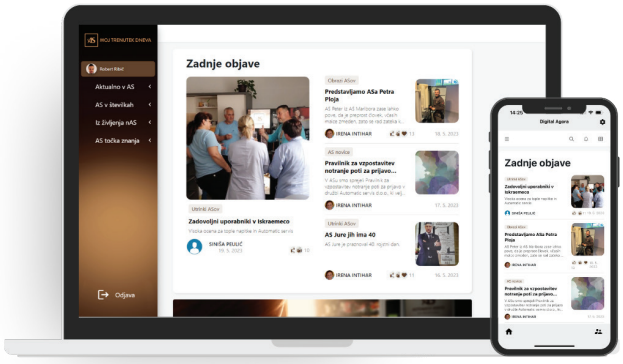
About 65 employees have access to a computer, while more than 230 work in the field. As a result, ensuring that company information reached all employees in a timely and efficient manner was a challenge. In addition, the employees themselves expressed a desire to be better informed about what was happening in the company. This prompted the search for a suitable solution to improve internal communications.

They considered putting screens in highly visible places in the business areas, but then they were surprised by the coronavirus epidemic. Several employees had to stay at home, but they still wanted to stay in touch. They agreed that they needed a platform for connecting and informing employees that could be accessed across multiple devices and support work anywhere, anytime.

Moj AS: Central digital channel for employee information

After a thorough research and comparison of different options, Automatic servis chose Digital Agora as the solution to their internal communication challenges. In addition to the solution itself, they were also convinced by the references and the finding that users in reference companies had adopted the platform without any problems. This strengthened their confidence that their employees would successfully use the novelty.

Digital Agora was implemented in collaboration with the company's key stakeholders and took five weeks to complete. With the support of senior management, an editorial team was formed and continues to create and publish content to the platform today. Each employee received a short training session where they were given their user account and introduced to the use of the novelty.



Moj AS, as the Digital Agora set up for Automatic servis is called, is the central digital channel for employee information. It brings employees the latest news and company events, and informs them about promotions and new products. Colleagues can respond to posts by submitting comments and emoticons or participating in surveys.

Employees access the content via a computer and a mobile application on their own phones. Push notifications keep them informed of current events on their phones. They also get access to personal electronic documents, such as pay stubs.

SOLUTION

- Modern and secure platform to inform all employees (regardless of their position or work location).
- Excellent mobile experience through good design and functionalities for mobile devices.
- Insights into the actual usage of the platform through comprehensive analytics.
- Cloud-based platform based on Microsoft Azure.

A step forward in digital internal communication

The implementation of Digital Agora has brought numerous benefits and results for Automatic servis. In the first few days, 306 employees logged on to the platform, representing 100 percent of the users expected at the time of launch. This high percentage of logins is maintained as new employees arrive.

The platform has facilitated access to information and improved the efficiency of communication with employees. Data analysis showed that each user has visited the platform an average of 11 times per month since usage monitoring began. This high level of activity on the platform confirms the interest of employees in receiving information about the company's events.

In addition, the introduction of Digital Agora had a positive impact on the culture of collaboration within the company. Colleagues were actively involved in the process during implementation and had the opportunity to contribute to content creation and suggestions for additional features. This participatory approach strengthened the connection between employees and management and fostered a sense of ownership of the platform.

Given the results achieved, the value of implementing Digital Agora at Automatic servis is obvious. Employees have easy access to information and can keep up to date with what is happening in the company. The platform has become the central place for employee information. Employee satisfaction has also increased, which can have a positive impact on their motivation, productivity and loyalty to the company.

> *When I discovered Digital Agora, I knew it was the solution to our challenges. In addition to the functionality of the platform, it was important that we got along well with the vendor's team, because we believe that both a good product and a good relationship are important for the success of the project.*

Irena Intihar, Human resources director

VALUE

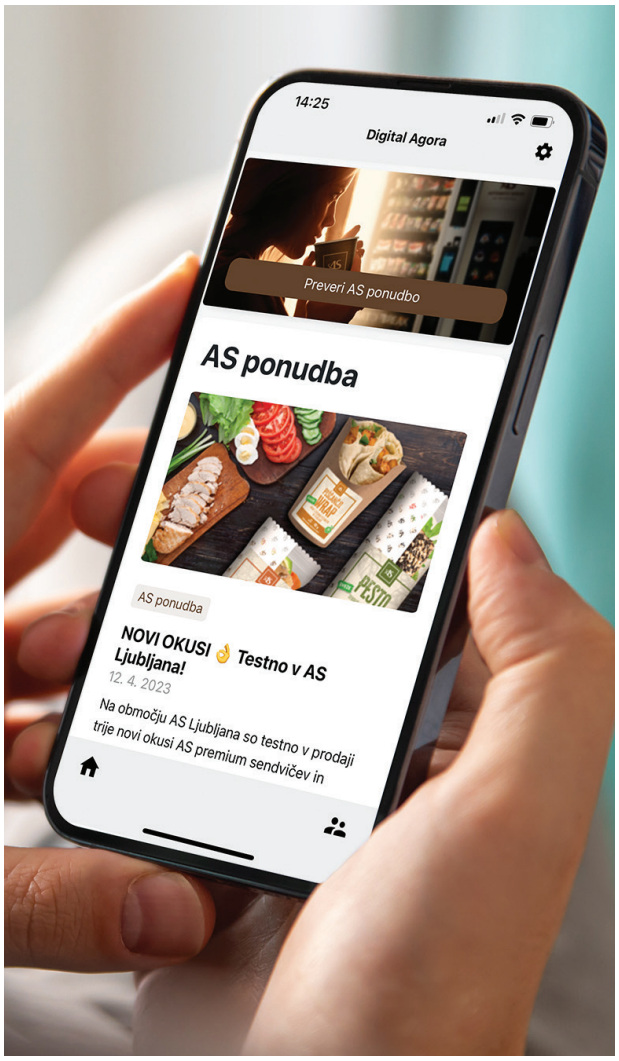
- All office and field employees have access to corporate information anytime, anywhere, and on any device.
- Employee interaction on the platform increases month over month.
- Employees have access to personal electronic documents such as pay stubs, vacation pay notices, tax and Christmas bonus notices via their mobile device.
- Immediate and targeted information for employees about new products in the sales portfolio.

Digital Agora

Plans for the Future

Despite the success achieved, Automatic servis is aware of the importance of maintaining employee interest and engagement on the platform. In order to ensure fresh and relevant content, an editorial calendar is to be set up to ensure an even distribution of posts. There are also plans to add various features to the Moj AS platform that are even more tailored to the individual needs and interests of employees. The planned enhancements include, for example, the publication of weekly installation plans, AS knowledge point and work instructions.

Automatic servis sees digital platforms like Digital Agora as an important tool to improve internal communication in the future. They also realize that personal contacts and direct communication remain important. Therefore, they continue to encourage exchanges among colleagues, as they believe that live creates a different level of interpersonal relationships and collaboration. Despite digitization, personal communication remains invaluable and irreplaceable.



If you would like to learn more, contact us and we will be happy to arrange a meeting.

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