



TemboSocial Helps WSPS Connect the “People Side” of the Organization



Workplace Safety
& Prevention Services®





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Workplace Safety & Prevention Services (WSPS) is dynamic \$43-million organization that offers unparalleled health & safety expertise, insight and solutions for creating healthy work environments across Ontario, Canada. With 250 employees, 150 in the main office and 100 working in the field, WSPS works with 154,000 member firms in the agricultural, industrial/manufacturing and service sectors. SharePoint 2013 plays an important role in the organization’s internal communications.

The Challenge Bring Together Three Distinct Employee Cultures



Workplace Safety & Prevention Services (WSPS) was launched in January 2010 out of a merger of the Farm Safety Association (FSA), Industrial Accident Prevention Association (IAPA) and Ontario Service Safety Alliance (OSSA) in order to better serve the health and safety needs of Ontario's manufacturing, agriculture and service sector. Shortly after the merger it became clear that engagement of the workforce was going to require as much effort and attention as the administrative and technological aspects. The three organizations had overlapping mandates, differing goals and deeply rooted cultures. An initial employee survey revealed that employee recognition had suffered during the merger.

One distinction about WSPS is that the workload is divided nearly in half between employees who come to the main office every day and workers who conduct business in the field. This posed a challenge in terms of development of an effective, easy-to-administer recognition program.

Solution

Use Peer Recognition to Bridge Workplace Cultures



Barb Burns, VP Organizational Excellence & Development at Workplace Safety & Prevention Services, was exploring options for a social recognition program when she received a tip from WSPS' Director of IT, Chris Fraidakis. Fraidakis believed TemboSocial had just what she was looking for and after researching it further, Burns agreed. TemboSocial Recognition met two very important requirements for WSPS—it integrated seamlessly with their SharePoint 2013 intranet (“The Hub”) and it made it easy for employees to recognize the contributions of their coworkers. Two of the three partners that made up the new WSPS had had success with paper-based employee recognition programs in the past.

Working with TemboSocial Conversation Consultants, Burns and her team developed a strategy for using peer recognition as a tool to bring the different cultures within WSPS into a single conversation around achievement and accomplishment.

Launching a Branded Service Inside the Business

Burns and her team, headed up by Stephany Babson, Manager, Strategic Business Communications, prepared for the deployment of TemboSocial Recognition as if they were launching an in-house brand. The idea was to use Recognition as an Activity Stream on the intranet home page. Recognition was branded as “Applause” and recognition notices were called “Ovations.”

The team lead off with a teaser campaign that let employees know something was coming but didn’t reveal too much about the new service. In the week before the launch, employees were treated with special notices and “Ovation” chocolates.



At the same time the organization's management was instructed to "seed" the site with five Oventions each. A countdown clock was put in place where the Applause program would eventually "live" and employees checked in regularly.

"The response was amazing," Burns said about the moment when the clock ticked zero. "Employees logged in and started looking for their own names."

After the initial check-in workers at WSPS quickly started using the Applause tool to congratulate and recognize the contributions of their fellow employees.



The Results Accomplishments Made Visible with Unexpected Benefits



Burns and her team expected TemboSocial Recognition to drive up engagement numbers in the short term. They were surprised by the ongoing adoption of the site as well as by the new ways that employees and managers continue to use the system. “Everyone found “Applause” extremely intuitive to use,” Burns said.



“People are learning lots about the organization that they didn’t know. I’m constantly hearing people say, ‘Wow, I didn’t know we were doing that.’”

Some of the highlights from WSPS' implementation of TemboSocial Recognition:



Daily Engagement Rates

Within the first month of launch, WSPS employees sent and received over 375 Ovations and engagement with the program is still strong with over 1,000 interactions per month.



Turning Non-Users into Users

Several groups of employees did not fully take advantage of the WSPS SharePoint Intranet. After the launch of Applause many of these employees not only log in first thing every morning, they are now using other services built into the intranet.



Dynamic User Generated Content

TemboSocial Recognition is a source of dynamic user-generated news about the organization that doesn't require an editorial calendar or reminders from the Comms team. Employees are even creating their own artwork for Ovations to recognize the contributions of their peers.

Tying Recognition to the Business



Within weeks of launch employees began making the connection between recognition and core business initiatives. Without prompting from management, employees began linking their project plans and initiatives, targets, and project milestones to Applause. This way employees not only get immediate news about who is doing outstanding work inside the organization, they also have excellent visibility about how the organization is moving forward.

WSPS had tremendous success with their rollout of TemboSocial Recognition. Almost immediately it brought together dispersed employees with those in the central office for a highly engaged team effort. The reception inside WSPS has been so positive that the team is looking for new ways to use the tools, particularly how departments can use TemboSocial Recognition to focus their Activity Streams on results.



Recognition

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Want to Learn More?

Talk to TemboSocial about bringing Ideas to your intranet.
You can contact us below:

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