



3 ways Tim Horton's Foundation Camps is using Workplace to Connect Frontline Workers!

Tim Horton's Foundation Camps supports kids from disadvantaged circumstances between the ages of 12 and 16 at a time in their lives when they are determining who they will become as adults. Using camp as the vehicle to create lasting change in the lives of young people, Tim Horton's Foundation Camps help young people develop skills and strengths that will make the difference between success and struggle. But how do you ensure that your frontline workers are connected, especially when they don't have access to a computer and no company email address? Here's how Tim Horton's Foundation Camps is using Workplace to bring their frontline workers together:

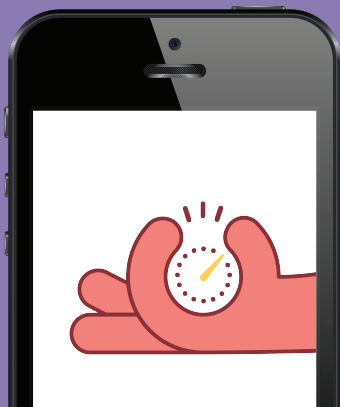
Enhancing 2-Way Communication & Collaboration

Workplace provided the much sought-after digital space that helped Tim Horton's Foundation Camps to oversee conversations that were happening across all locations. Using Workplace, Tim Horton's Foundation Camps was able to create natural, organic, two-way communication and collaboration, from the top down.



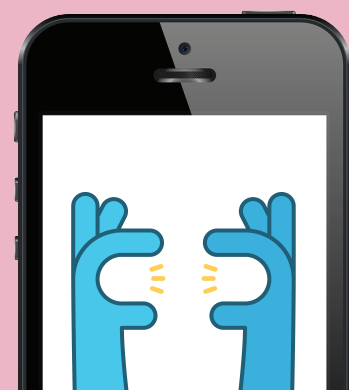
Improving Real-Time Communication Between Frontline Employees

Tim Horton's Foundation Camps has 7 locations across North America and a vast geographic disbursement of employees. They were looking for a solution that would help them share stories, testimonials, news, and feedback to their entire team, in real-time, over a platform that would help them to communicate more effectively, while also embracing and internally promoting their company culture.



Integration Made Simple

Tim Horton's Foundation Camps was looking for an HR intranet that could house their policies and procedures and other HR-related documents, which would be used to help onboard new hires. Using their pre-existing Office 365 licenses, Tim Horton's Foundation Camps integrated SharePoint into their Workplace environment. Now, any new hires can go onto Workplace, locate the pinned "welcome" post, and be shown a list of helpful resources that include links to the SharePoint folders where they can find important HR information.



How Workplace helped

Mobile-First a Must

With the number of seasonal frontline workers that Tim Horton's Foundation Camps hires every year, it was important for the organization to be presented with an option that allowed everyone to use their mobile phones to stay in touch. Not only that, most of their employees don't have a corporate email address, so the solution they chose needed to be email-less.

Workplace not only is available as an easy-to-use, mobile-only platform, but it also has email-less solution capabilities, so it fit the bill for Tim Horton's Foundation Camps perfectly. Since launch, Tim Horton's Foundation Camps has had 94% claimed Workplace accounts, and 91% of their workforce are on Workplace as weekly active users.

Pinned Posts Helps with Navigation

Tim Horton's Foundation Camps relies on their pinned English and French posts at the top of their "The Trailhead" Workplace group, which allows new employees to easily navigate to the requisite documents, Groups, and other related content that they should be aware of.

Enhancing Employee Communication via Live Chat and Groups

Workplace's launch happened on Camp Day, which is the single largest annual fundraiser for Tim Horton's Foundation Camps. In previous years, a member of the Communications team would have to receive all photos, videos, testimonials, and stories from the various restaurants that participated in Camp Day, and would have to compile those mediums into useable content that would be shared internally.

By launching Workplace to coincide with Camp Day, all stories, testimonials, and videos were able to be instantly shared over Workplace's platform, allowing everyone at Tim Horton's Foundation Camps to be able to see what was happening across Canada, and interact with the various restaurant-wide initiatives that were happening.



"From a rollout standpoint, the mobile feature is amazing. I think the messaging and the mobile app is really what sets Workplace apart, in terms of ease of engaging, speed and really what people are already doing. I was surprised by how easy it was to adopt, and how quickly our team was able to engage with it, regardless of technical skillset or comfort level, because it feels very much like Facebook, so people were very familiar with it."

Kim Tetley, Director, Marketing & Communications



Groups



Mobile
Capabilities



Workplace
Chat