

Innovation



IoIC  
Awards  
2024



## Game Changer

### ***ShadowHold by Benefex Ltd, based on an idea by Simon Backwell and Tom Albery, written by Simon Backwell***

What would you do in the event of a cyberattack? What happens if one of your own was involved? These themes were explored in ShadowHold, a three-part audio drama put together by Benefex for their annual security awareness training. Created and written by the Benefex Information Security team and acted out by various employees across the business, ShadowHold told the story of a cyberattack from their perspectives. Told over 3 weeks, questions were interspersed throughout each part to gauge employee's decisions and thinking. The storytelling approach also extended to the supporting communication campaign which was delivered using Benefex's own employee experience software and company events. ShadowHold used storytelling to engage employees with mandatory awareness training, keeping to the key topics necessary for the training but with the twists and turns an audience would expect from a classic thriller.

### ***Virtual Huddle Board by Chase UK Communications Team***

The challenge: How do you...

Connect 1,500 front-line colleagues, across five time zones, working different shifts, on a hybrid basis, 24/7, 365 days a year; with up-to-date information, messages, and must-know detail about our business; in an informative, engaging and inspiring way to help provide the best customer experience?

That is the comms conundrum we had to solve!

So, starting with our audience, we put ourselves in their shoes, kept asking questions and listened to the answers until we had enough to design a solution.

Allow us take you on a tour of our Virtual Huddle Board...

### ***Den of Disruption for Iceland Foods by Cascade Productions***

The Den of Disruption, a Dragon's Den-inspired contest by Iceland Foods, aimed to uncover game-changing business ideas from within the organisation.



With a history of innovation, the retailer hoped to engage its 24,000-strong workforce in effecting real change. Tasked with enhancing participation, we helped the Internal Comms Team create a high-stakes, broadcast-quality competition, complete with bespoke branding and a £5000 cash prize.

Strategic planning ensured a seamless campaign and pitch day, capturing authentic reactions and compelling presentations. Post-production finesse elevated the content to professional standards. The results were outstanding: over 200 entries received, with 100 long-listed and 23 highly commended ideas. Five finalists presented, leading to the implementation of two transformative ideas.

The initiative not only boosted colleague engagement but also addressed concerns about head office support for retail functions. With plans for its next season already underway, the Den of Disruption exemplifies Iceland Foods' ongoing commitment to employee empowerment.

### ***The Rubie Awards for DWF by Cascade Productions***

DWF, a global legal and business services provider, sought to reinvigorate their annual internal awards, The Rubies, in the wake of the COVID-19 pandemic. Facing limitations on in-person gatherings, the challenge was to maintain colleague engagement within a digital framework. Our solution? The Rubies 'Late Night' Awards Show, a digital-first format inspired by late-night talk shows.

This innovative approach involved pre-recording a lively studio program with charismatic host and live winner reveals, streamed globally to DWF locations. The concept was augmented by local 'watch parties,' creating a sense of camaraderie across territories. Meticulous planning ensured a seamless execution, capturing the spirit of recognition and celebration.

The results were impressive, with significant year-over-year increases in site visits and video views, accompanied by positive feedback from participants. DWF credited Cascade Productions for their expertise and creativity in bringing the vision to fruition, and cites the Rubies as one of the most significantly different and innovative things done in the business.

### ***One Bank Week by Central Bank of Ireland***

In 2023, the Central Bank of Ireland's Internal Communications team collaborated to transform our annual all-staff conference into 'One Bank Week' - a 'festival' of employee engagement with a packed programme of 44 engaging in-person events over 4 days.

'One Bank Week' was our first in-person all-staff event post-pandemic. Mindful of the need for our programme to engage, invigorate, and inspire our people, we carefully balanced and blended it, including leadership conversations, exciting and topical work discussion, as well as a series of wellbeing, learning, creative and social events. This emerged as four key programme themes - 'Our Work', 'Live Well', 'Work Well' and 'Come Together', with the programme developed and delivered in-house.



With over 5,000 places registered for and 88% of colleagues rating the week as 'Excellent' or 'Very Good', the 'feel-good factor' long outlasted the week. One Bank Week represents our new model of ongoing, and all-staff engagement.

### ***Use Better Words by SEN and Better Company / StudioLR***

Great communication starts with great building blocks: words. Using the right words makes messages crystal clear, reduces stress and worry. But often organisations choose the wrong words: words that are too technical or too complex. Words that exclude.

Those words are a huge issue for the millions of adults in the UK who struggle with literacy. To support these customers, organisations need to change how they communicate, particularly if they work in complex or technical areas. They need to use fresh thinking and focus on words, rather than reaching for the brand book or the tov guide. And they need to spark this change with every employee at every level, because today, everyone's a communicator.

Better Words is a fresh approach to changing communication, focusing on helping everyone choose (and use) better words. We worked with SEN to transform their customer communication, using fresh thinking to put the power into their people's hands.

## Innovative Use of Media/Technology

### ***Royal Bank of Scotland and Ulster Bank brand refresh by NatWest Group***

In late 2022, we announced the relaunch of two of our core brands – The Royal Bank of Scotland and Ulster Bank, as part of our ‘One Bank’ strategy. Both brands have brilliant heritage and this next chapter in their history builds on that, on their strengths, and provides investment in their future.

This exciting announcement warranted an equally exciting internal communications campaign ahead of launch in 2023. But with budget lacking, the Internal Communications team employed a completely new, innovative and disruptive way to use an already well-established and ‘conventional’ channel to excite colleagues and bring them along on the journey.

### ***Qualco Group – The high growth communication challenge by Qualco Group and Cocentric***

Qualco Group delivers technology and tech-enabled services tailored to the Credit Technology, Property Technology, and Digital Technology sectors, enriching the experiences of individuals and businesses alike. By integrating Analytics and Machine Learning across all our products and services, we enhance their efficiency and effectiveness, ensuring optimal performance for our clients.

Based in Athens and with offices in the UK, Europe and the Middle East, our Group offers a wide range of solutions and technologies in different areas, including:

- Credit Management
- Digital Transformation
- Real Estate Properties
- Applied Intelligence

Originally started as a software development company in 1998, we have embarked on a journey from Engineer to Pioneer by introducing a range of services beyond the software we develop. We use a unique mix of technology, data analysis, operations, and capital to promote financial well-being for economies, businesses, and individuals.

Over the last six years Qualco Group has rapidly grown from a business employing around 200 with a turnover of €25M, to a business employing nearly 1000 with a turnover of €150M.

### ***Culture Report by Macmillan Direct Services and The Culture Club***

For over 100 years, Macmillan has provided invaluable support to cancer patients. Facing workforce changes, the Direct Services team asked us to complete a thorough Culture Review and Recommendations Report.



Realising the limitations of traditional research methods, we opted for a more immersive approach. Say hello to the Macmillan Culture Journals, which captured employees' daily experiences over four weeks. This was combined with 1:1s, focus groups, and surveys.

This resulted in thousands of data points, each needing thorough and unbiased analysis. Embracing Artificial Intelligence (AI) for the first time, we used Atlas.ti to analyse data sets, identify themes, ask questions, and extract insights.

By harnessing the transformative potential of AI alongside human expertise, we offered an unprecedented level of objective analysis to Macmillan, ensuring our resulting recommendations were thoroughly evidence-based.

We firmly believe that using AI to analyse employee sentiment is a game-changer, which sets new benchmarks for our projects.

### ***Our Rocket Fuel Plan for Loop by Moto Hospitality***

Loop has been a game-changer for internal communications at Moto. With over 6000 colleagues, many of whom are on the front-line serving customers, it is more important than ever our communications land with the right colleagues and engage with them through a series of well-crafted technological advancements.

Through the unique and powerful Staffbase integration linking seamlessly with Reward Gateway, the reward and recognition team were able to help colleagues save over £20,000, also awarding colleagues with over £275,000 of Loop points to spend with our retail partners. This innovative integration allows colleagues to send ecards to say thank you, well done, congratulations and support national days which equated to over 9,000 ecards being sent. Loop was a huge contributing factor on increasing our happiness score to an amazing 81%, an 8% increase since 2020.

Utilising media such as podcasts and TikTok videos have really paved the way, as well as innovative gamification and AI to embrace colleague engagement demonstrated by the fact we have over 95% of our front-line retail and hospitality colleagues registered to it.