



CREATING

EFFECTIVE

INTRANET

COMMUNICATION MADE SIMPLE

Superdrug needed to replace their old and out-of-date intranet system with a new modern and engaging program that could be used effectively by both office workers and store colleagues.

MangoApps was able to provide a secure, fresh and straightforward system accessible to Superdrug employees all across the UK and Ireland. Superdrug's new intranet bridges the gap between store locations and provides better communication and community between teams, departments and the company as a whole.

COMPANY:

Superdrug

HEADQUARTERS:

Croydon, United Kingdom

EMPLOYEES:

12,000 across Ireland and the United Kingdom

OVERVIEW:

Superdrug is a health and beauty retailer with over 800 stores in Ireland and the United Kingdom. They sell cosmetics, flu vaccinations and everything in-between.

Superdrug knew how powerful a good intranet could be, so they set out to find a tool that was easy to use and enabled people to collaborate and share cross-functionally news, success, best practices, and more.

While Superdrug had invested in an intranet a few years earlier, it was difficult for employees to use. Information was hard to access and share and the program simply wasn't a good fit for the company's needs. As employees gave up trying to use a challenging software, the intranet quickly became outdated, stale and unhelpful. But Superdrug knew how powerful a good intranet could be, so they set out to find a tool that was easy to use and enabled people to collaborate and share cross-functionally news, success, best practices, and more.

"Overall, we probably looked at over 20 different providers before we narrowed it down to a list of five," said Vikki Nye, Superdrug Internal Communications Manager. "Throughout the process, we had a real kind of wish list where we said these are the key things that we really wanted the product to deliver."

MangoApps first interested Superdrug with their effective balance of both social and business components. "A lot of providers that we looked at did social really well but didn't do business really well or did business really well and didn't do social really well," Nye said. "MangoApps seems to have found this kind of perfect middle zone where it's kind of incredibly social, but you can also get real key business benefits."

As they continued to work together, MangoApps' dedication to satisfaction and product excellence made the switch an easy choice. "Constant, instant feedback and updates, I've never had that. With other providers, you tend to have unwieldy issues logs. You have to have scheduled calls, etc. But with Mango, by using the tool we could instantly communicate with you and somebody always came back to us even with time differences," said Emma Naylor, Superdrug's IT Project Manager. "[MangoApps has] always bent over backward, always given us really clear timescales on what they can deliver and when they can deliver it. [MangoApps is] always fun and friendly, which is great for us...They delivered exactly what they said they would deliver."

"We believed that people should be able to just pick up the product and kind of figure it out for themselves, and they absolutely have."



Vikki Nye, Internal Communications Manager

"It actually turned out that MangoApps was the only product that did all of those things well and actually ticked all the boxes," Nye added. "But not only ticked them but ticked them for everything in a really good, collaborative, exciting, future-facing way."

INTUITIVE AND EASY TO USE

For Nye, MangoApps proved to be the easy to use and intuitive system Superdrug was looking for.

“We believed that people should be able to just pick up the product and kind of figure it out for themselves, and they absolutely have.” Nye notes the simplicity and freedom employees and supervisors alike have found as they have begun integrating the system into their workday. “It’s so easy to use,” Nye said. “It’s just so intuitive that you don’t need any hand holding.”

For Naylor, MangoApps’ straightforward design has made using the product an even better experience than she expected. “It’s surpassed everything we thought it would when we launched it... Everyone just took it, got on with it, and worked out how to use it and taught us how to use it as well, which was really good.”

“One of the biggest comments I’ve heard is. ‘I feel like the business got smaller because I can contact more people, and I’ve got friends that I didn’t even know existed before.’ It has been absolutely transformational for us.”

Jo Mackie, Customer & People Director



Nye went on to add that the similarity to social media and everyday phone apps added an extra element of familiarity for employees and made it easy for everyone to relate to the program and get started right away “The fact that you can go into the iStore or the Play Store and just download an app... just makes it instantly really accessible. People could just get onboard really quickly, with very little stress or effort, which is a huge thing.”

COMPANYWIDE CONNECTIVITY

For Jo Mackie, Superdrug’s Customer and People Director, one of the greatest benefits of MangoApps has been its ability to create an increased sense of company culture and connectivity. “We’ve got such a large workforce in a number of different locations, and Mango’s just brought everybody together. One of the biggest comments I’ve heard is. ‘I feel like the business got smaller because I can contact more people, and I’ve got friends that I didn’t even know existed before.’ It has been absolutely transformational for us.”

Nye has seen this increase in connectivity and communication as well. “We’re hugely spread out as a company with over 800 stores, we cover the whole of the U.K. and Ireland,” Nye said. “Because of that, you end up with 12,000 people who kind of operate in little silos and never really talk to one another. MangoApps enables us to speak as one and to create friendships and working relationships that we wouldn’t otherwise be able to establish.”

But Nye has seen increased communication do more than just benefit employees, she has seen it transform her own relationship with coworkers and peers as well. “As a user, I just love seeing stories from people who I would never talk to on a day-to-day basis. [I love] seeing people’s faces and photos that people upload and being able to feel like I actually kind of know that person.”

Daniel Bannister, a Superdrug Store Manager, has seen this increased sense of community strengthen ties between coworkers in different departments, as employees can communicate with and gain perspective on the roles and responsibilities of others. “Rather than just working in an office or working in a store or working on a certain counter,

it opens up this whole new branch of employee engagement. They can see all the things that are going on across the business and really get some great ideas on how to do the job well from the very beginning.”

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- Vikki Nye

Connectivity has helped Bannister and other managers in their own roles as well, particularly in showcasing employee recognition and success. “For me, it really helps humanize a job role that could be quite robotic at times. We’re not just bosses pointing fingers but actually here to support and share ideas and to elevate success,” Bannister shares. “[We can get] their good work out there in public and recognize . . . or celebrate successes when someone’s done particularly well. We can make the company aware of that particular person so that everyone knows about it and not just the 10 people that may be working in the store that day.”

DEPARTMENT COLLABORATION

Nye has found that MangoApps has helped Superdrug employees with similar ideas, interests and job titles communicate across physical locations in a much quicker, more natural and intuitive way. “A really interesting thing that happened recently was that lots of fragrance advisors from all over the U.K. had started organically talking on The Hub to each

other because their functions were similar,” she commented. “A conference was coming up and they started a hashtag called #HubBuddies. They were talking about how they can’t wait to meet people who they feel are their friends, but that they’ve actually only ever met on a digital sense. Rather than that apprehension that you’d normally feel about going to a conference and being with people who perhaps you don’t know, they were excited because they were getting to physically meet people who they now considered to be actual companions.”

“It’s not like email at all. It’s more engaging so it’s easier to see a conversation and a thread,” Mackie added. “And we use it much more socially, so there are conversations that happen on Mango that would just never have happened at all in the business on email.”

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Nye has been excited to see employee participation across all locations and continued communication between similar departments. “We saw fantastic figures. In our first eight weeks, we had over 10,000 colleagues logged on, which is an incredible statistic for an intranet system for business, and those people have just continued to come back. Not only do they visit, but they contribute regularly to the site, which just makes it feel like it’s alive and that the business is just doing tons of really great stuff. And it just feels really great to be part of that.”

ACCESS ACROSS ALL DEVICES

Superdrug's style of business meant that having access to work on the go was an essential feature. MangoApps has made accessing and keeping up-to-date on content easy for everyone. "What I really love about it is being able to look at that information at any time and get onto The Hub at any time," said Naylor "With previous tools we would have had to log on via our network and be at work while we're doing it. But I can sit and look at it on a Saturday when I'm waiting for the kids to finish football and I can see what people have been up to in the week and catch up. So I don't feel like it's a chore really. It's part of my sort of weekly activities."

Andrew Cobb, Superdrug IT Director went on to explain, "I use The Hub for posting store launch pictures and to share department updates and project updates with both the IT teams and also all of the other people who are following me. I use it at home on my work mobile, I can log in on my personal iPad, and at work, I use a browser on my PCs. So, I use all three kinds of key methods of login, and they all give a similar experience."

The mobile convenience of MangoApps benefits more than just upper management. Employees have found the flexibility of regular access a helpful tool for themselves as well. "They find it really useful just to have that at their disposal 24/7," Bannister notes. "If they forget something that they've read earlier that day, they can log in at home and re-read and sort of improve their own skill sets."

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Vikki Nye, Internal Communications Manager

AN OUTSTANDING SUCCESS

From its initial launch and every moment afterword, MangoApps has been helping Superdrug improve communications and company growth through a modern, engaging and up-to-date intranet. "If someone externally were to ask," Cobb added, "I'd tell them what I'm telling our internal team, which is they should look at MangoApps and use it to create a modern and engaging social communication tool."

"I don't think we could have picked a better vendor," Nye said. "Never in my time here have I seen something launch with so much positivity around it, people love it. And as far as I'm concerned, you couldn't hope for more than that."