

AN IT APPROACH TO ELEVATING EMPLOYEE ENGAGEMENT

How Jungle IT helped Aston Barclay streamline internal communications and engagement



About Aston Barclay

Aston Barclay is the UK's leading vehicle remarketing specialist. Working with some of the biggest businesses across the automotive industry, they blend our 40 years of heritage in physical auctions with cutting-edge technology to provide customers the best remarketing solution and buyer experience on the market.

Overview



Industry:
Vehicle remarketing



Services Adopted:
Microsoft Viva Workshop



The Challenge

Aston Barclay's marketing team went through a period of growth in 2023, including the appointment of a PR and communications manager to oversee internal and external communications.

As part of their commitment to employee engagement, they wanted to transform the platforms previously used to communicate with staff. Previously, a monthly newsletter would go out to all colleagues, however, this wasn't fit for purpose, particularly in a fast-paced environment.



The Jungle IT Process

Sam, Client Relationship Manager at Jungle IT, was confident we could deliver Microsoft Viva as a solution to meet our clients' need for improved internal communication.

Microsoft Viva provides a suite of tools that integrates seamlessly with Microsoft Teams providing a central hub for internal communication and engagement.

Aston Barclay has over 500 colleagues across six sites in the UK. We worked with Aston Barclay to build a customised platform using Microsoft Viva that Aston Barclay could use to bring their teams together.

Although Aston Barclay does have an internal IT Team, they required additional expertise to deploy Microsoft Viva effectively.



We worked with Aston Barclay to create a centralised platform to drive internal communications in three steps

1

Assessment

The first stage of our Microsoft Viva project involved a pre-sales call. This ensured we had the right personnel from the company and within our Jungle IT team to partner together to ensure we had clarity on the business requirements and the best approach.

2

Workshop

We conducted a Microsoft Viva workshop to familiarise Aston Barclay with the capabilities of Microsoft Viva's suite of tools relating to their bespoke communication needs.

3

Proof of Concept

Then, we collaborated to develop their employee engagement platform that was in line with their branding. We guided them on the importance of having adoption champions to ensure optimal engagement with various teams to promote collaboration.

The Jungle IT team were extremely flexible in creating a platform that perfectly suited our needs, and spent the time walking us through the process to ensure we felt confident in maximising the different capabilities within Viva.



The Outcome

Now Aston Barclay has a central platform that all users are connected to across 6 sites. On the day of the intranet launch, Aston Barclay boasted:

- On the day of the intranet launch, Aston Barclay boasted **173 unique users, 1,664 page views** and an **average engagement time of 4 minutes and 28 seconds**.
- Across the working days in January (the first full month of having the intranet live, there were **7,937 page views**, averaging at **360 per day**.
- Across the month there were a total of **2,845 users** visiting the intranet, an average of **129 per day**.

Overall, the sentiment internally has been extremely positive.

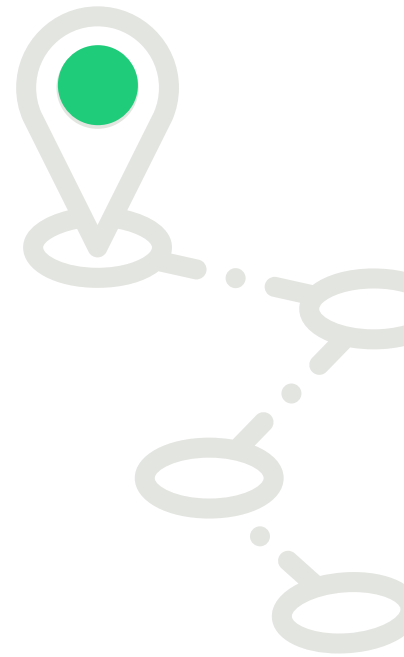


The Future

Now Aston Barclay have a streamlined platform for managing internal communication across their UK sites.

Going forward, Aston Barclay is keen to optimise their usage of Microsoft and are in the process of migrating away from on-premise services into Microsoft Azure, with the assistance of our Professional Services team.

The next steps of the clients road map is looking at Microsoft Purview and PIM (Privilege Identity Management).



Ready to take the next step on your Microsoft journey?

Whether you're seeking to improve employee engagement or optimise your Microsoft licenses, Jungle IT helps businesses unlock the benefits of Microsoft ensuring you are equipped to overcome challenges and innovate today while also preparing for tomorrow.

From enhancing operational efficiency and scalability to providing a robust foundation for innovation, we take the time to understand your needs, unlocking more powerful conversations and elevated collaboration to help your business thrive.

Book a discovery call to find out how your business can benefit from our experience and expertise

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