

Who are we?

The logo for phs, consisting of the lowercase letters 'phs' in a bold, dark blue font, centered within a bright yellow oval shape that has a slight 3D effect with a shadow on the left side.

phs

phs Group is the leading provider of washroom services in the UK, Ireland and Spain.

We provide washroom services and a range of specialist services

to over 10,000 customers

Our average employee



Male



Aged 44



Tenure of
6.3 years



Washroom
Driver





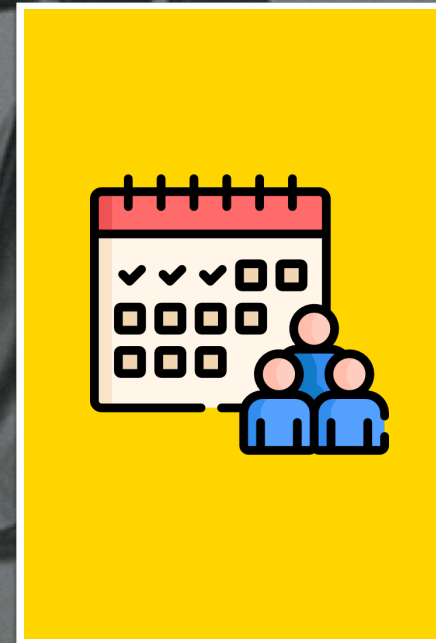
How we used to communicate



Posters



Word of mouth



Meetings



January 2021 I join as Head of Internal Comms



What did our colleagues think of phs? (2021)

Response Rate

82%

Engagement

75%



Set out our objectives

1. Better leadership engagement

2. Knowledge sharing

3. Be part of the conversation



How did I start?



James



IT



Champions



Working together was key!



The advent of Yammer



First digital tool of its kind at phs Group

64 working days since launch and over a third of phs Group are on Yammer every day

Increased readership and engagement

News that used to be posted on Intranet and is now published on Yammer are up 107% in readership and 400% in engagement

Launched with a game changing campaign

introducing Yammer with a Christmas advent calendar campaign to make the information interesting and noticeable

Colleague comments

“it’s nice to engage with people you’ve never spoken to before” “this is going to be great”



Campaign results

96% of content is posted by colleagues outside of the Internal Comms team



We needed more data...



Remember my objectives?

1. Better leadership engagement

2. Knowledge sharing

3. Be part of the conversation



What does Swoop do for us?

Two-way Relationships

Two-way Relationships measures how many of the relationships are reciprocated. A high score means strong engagement between people.



Response Rate

Response Rate identifies the % of posts that received a response.

Posts with replies



Posts with reactions



Posts with no replies or reactions [\(show posts\)](#)



Influential People

Influential People are people that many others engage with.

NAME	PEOPLE ENGAGED
James Evans	451
Amy Ellis	257
Matthew Brabin	222

This shows the top 3 in the entire company.

Matthew Brabin is CEO

Influential People

Influential People are people that many others engage with.

NAME	PEOPLE ENGAGED
Catherine Blackwell	186
Chris Rowe	66
John Kay	21

This shows the top 3 in the Hygiene Operations (our biggest department) community.

Chris Rowe is Hygiene Operations Director



Helping shape change

Posted in Key Accounts



Clare Hughes

Jan 4 • Edited

Seen by 61 ...

Happy New Year All!

The start of a new year is always tough. Dry January, back to the gym and back to WORK!

Well, we've had a great start performance wise to the year and a positive forecast for the end of P7. Which is fantastic news.

Hoping I can stay on the wagon for my **Dry January!**



Like



Comment



Share



Toni Mcdermott and 9 others



Write a comment

January 4th

Posted in All Company



Clare Hughes

Aug 9

Seen by 919 ...

QUESTION



A week today I had my hysterectomy operation. My new fashion accessory for the next 5 weeks. Not great in this heat but part of the recovery plan. No driving for 6 weeks, no heavy lifting, lots of rest and no gym for 12 weeks!
I need to keep my mental and physical health in check. Netflix films sorted but I welcome any tips or advice to keep me on track.



Love



Answer



Share



You and 57 others



Amanda Gallagher Aug 9

Best of luck for a speedy recovery Clare...I think the blue really suits you :) I hope the weather is kind over the next few weeks for you, sun, glass of vino and a good book is a



1

August 9th



Breaking it down

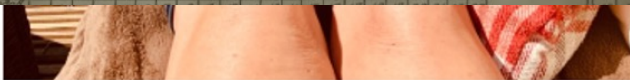

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Like Answer Share

Dean Morgan and 57 others

Amanda Gallagher Aug 9
Best of luck for a speedy recovery Clare...I think the blue really suits you :) I hope the weather is kind over the next few weeks for you, sun, glass of vino and a good book is a starter for ten or at least will see the first week out!

Show 2 replies

Suzanne Bressington Aug 9
Here's to a speedy recovery to you Clare. You'll have some lovely tan lines with them 😊

Show 52 more answers



Breaking it down

Most Engaging Posts

The *Most Engaging Posts* shows the posts that have had the most engagement in their conversations threads.

Sort: Replies + Reactions

Filter By: All post types

		REPLIES	REACTIONS	SHARES	PEOPLE
1	Competition! Today is Random Acts of Kindness Day We'll be giving ...	120	606	0	158
2	Yammer Digital Advent Calendar Day 15. Competition 2! Comment y...	149	193	1	132
3	What meat/meat alternative are you having for your Christmas Dinn...	94	217	0	82
4	Something new, for you! You may have heard in yesterday's Webina...	56	153	0	87
5	To feel energised, it's important to get moving. For some people, it c...	24	99	1	32

Impact of Attachments

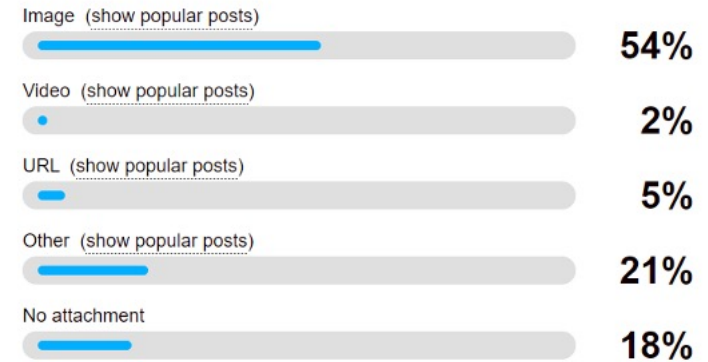
Impact of Attachments measures the number of replies and reactions by attachment type.

Impact On: Posts

Average number of replies and reactions by attachment type:

	Image	Video	Other	URL
Replies	4	3.3	2	2.4
Reactions	16.7	12.3	6.7	8.2

Proportion of messages with:



So where are we now?

Response Rate

84%

Engagement

80%



So what is next?



We're removing our Intranet

We're asking people what they think



What did we learn?

Yammer – what has gone well.

1. James
2. SWOOP
3. Be clear on your objectives to drive decision making
4. Comms champions - concept
5. Leadership engagement – permission piece
6. Collaboration with IT
7. Used engagement survey data as leverage to launch

What could we have done differently?

1. Middle management engagement (especially those managing our drivers)
2. Comms champions – could have done more. Meet in person
3. Test groups – pre-loaded content

