

TELEFONICA LAUNCHES GROUNDBREAKING EMPLOYEE RECOGNITION APP

Avvio Reply scoped, developed, built and delivered the internal web app, Recognise_D, to increase employee engagement and support business strategy at Telefonica. The new employee recognition programme was launched in conjunction with Telefonica's fresh corporate strategy, which focuses on the values of discover, disrupt and deliver. Over 30% of the UK workforce is now actively using Recognise_D to engage with peers. Telefonica is now looking to see if the programme can be rolled out globally in 2014/2015.

SCENARIO

Telefonica is one of the world's leading integrated operators in the telecommunication sector, providing communication, information and entertainment solutions. Telefonica operates in 24 countries across a number of brands, including O2 in the UK, and has over 320 million customers worldwide.

Telefonica wanted to introduce a new employee recognition scheme for its work force, to complement the launch of the new corporate strategy, the focus of which is 'Be More'. Telefonica's values and culture focuses on the belief that the possibilities of technology should be open to everyone. It was important that any recognition scheme echoed these values, as well as encouraging peer-to-peer communication and recognition across the business.

Telefonica had an existing employee recognition programme, which was primarily used by call centre staff, even though it was available company-wide. When the call centre function was outsourced and the corporate strategy being re-developed, Telefonica decided it was the right time to launch a new programme. Both the HR and Internal Communications functions within Telefonica were heavily involved, making sure that it fostered employee recognition and met the overall business objectives.

THE SOLUTION

Following a competitive pitch, Telefonica appointed Avvio Reply, the Reply group company specialising in brand engagement and internal communications, to develop the programme. Avvio Reply has extensive experience in unlocking 'people potential' within organisations and applying corporate identity to employee drivers. This pedigree meant that Avvio Reply was well-placed to deliver what Telefonica needed.

Having worked together on the brief, Telefonica and Avvio Reply determined that a web app would be the best way to deliver the scheme to the employees, initially just in the UK. Telefonica is a leading communications company and the ability to access the scheme through mobile handsets was important. This would not only encourage usage, but it also sits right at the heart of the new company's ethos that technology should open possibilities to all. It was also an efficient way to launch and deliver the new scheme in terms of time and cost.



Avvio Reply began developing a peer-to-peer web-based app that was built with responsive design, which would allow it to fit on any screen and device. Avvio Reply and Telefonica took a very collaborative approach to the project, with Avvio Reply seeking feedback throughout the project, enabling them to enhance or change elements of the app. There were still elements of scoping throughout, but this meant that as Telefonica saw elements of the app, Avvio could work to build certain things in, as and when requested. This agile approach took out the 'surprise' element, and meant that the finished app could be delivered in a short timeframe.

The app, named `Recognise_D`, was incorporated into Yammer, the enterprise social network service used by Telefonica, so that users could be easily authenticated. The app was also integrated into the existing enterprise system, which is currently run on two networks, the integration of which is imminent. Avvio Reply had to ensure that the app was not only visible to users of both networks, but that employees on separate networks could engage in the same environment.

The app was scoped, developed, built and delivered within two months. It was soft launched on 8th October 2013 and by the end of the first week, Telefonica had over 200 active users. By the end of April 2014, 3,487 employees were actively using Recognise_D. Since the launch of the app, 4,279 awards have been given and there have been 1630 'likes', demonstrating that the Recognise_D isn't just used for action, but also employee engagement and involvement. Telefonica staff are also using the app to upload and share content, such as video and images.

Natasha Rice, Deputy Global Reward Director at Telefonica said: *"Recognise_D enables our employees to positively recognise peers and engage more effectively with one another. This app is communication and collaboration at its best, via a simple and usable app. What Avvio Reply delivered was a technology-led-project enhanced with a keen brand experience eye. The whole process was a collaborative one and the end result is a fantastic internal tool that we may roll out across the entire organisation".*

Each user can personalise the app in their own settings. Users have a newsfeed and are able to send a 'D' or to check how many 'D's they have. The 'D' element supports what Telefonica has identified as the three core values that summarise their corporate behaviours and brand values: Discover, disrupt and deliver. When an employee awards a peer with a 'D', they specify in which of the areas their recognition has been given in from a drop down menu, such as 'D' for disrupt or 'D' for deliver. There is then space for the nominator to detail what the employee has done to deserve the award.

Recognise_D enables line managers to have visibility of how employees are recognised by their peers. This gives them a more comprehensive view of how staff are faring. In addition, Avvio Reply built-in extra functionality to support a standalone internal awards scheme, which was run through the Recognise_D. Telefonica employees were able to nominate colleagues for an award, for which there were 500 nominations. This level of engagement was previously unheard of, and culminated in the award nominees and winners attending a black tie event hosted by Rob Brydon and the Telefonica UK Board.

REPLY VALUE

Avvio Reply brought technical know-how, combined with deep experience of brand and employee engagement. The team took the time to get under the skin of Telefonica's business to understand how their staff worked, how they like to connect and the most effective way of executing an employee engagement programme. Avvio Reply worked to ensure that the app would truly support the new corporate strategy, supporting its messages throughout the organisation.

The feedback from Telefonica employees in the UK has been incredibly positive and this has been supported by the high take-up of the app. It's simple, streamlined and it works. And, ultimately, employees feel empowered and recognised.

THE FUTURE

Telefonica are exploring opportunities to make the app available to Telefonica's 130,000 employees worldwide, across all business units, languages and regions.



Avvio Reply is the Reply group company specialising in brand engagement and internal communications. Avvio Reply's purpose is to realise the full value of a company's employees. Avvio Reply motivates employees to create, sell and recommend products. When employees are motivated to perform, businesses perform. Avvio Reply delivers award winning communications for customers including BP, Coca-Cola Enterprises, Sky and Rolls-Royce.

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