



Bay Audio creating a one-stop shop App for their business processes

What made you look for a platform like World Manager?

We wanted a platform that could support our people, operations and communications requirements whilst being flexible enough to grow with us as we are expanding at a rapid rate.

What have you called your platform and what is its main purpose?

ECHO, as we call it, is a one stop destination for most of our business processes and we see potential in driving more activities through it over time. It is responsive, looks fresh and

is great to use. And most importantly, our teams love using it to stay informed, connected and informed!

What sort of business activities do you push through the platform?

We use ECHO for recruitment and onboarding, our learning journey modules and competency reviews, forms and resources, reports and compliance activities, communication and notices, store audits and regular employee appraisals. We also love the surveys tool! So as you can see we use it in most areas of our business.

What did you do before World Manager was in place?

Everything was manual. We on-boarded manually with loads of paperwork, and we communicated with the teams via email. We used Survey Monkey for gathering data, even for appraisals! For a small business our systems worked well but were not sustainable as we continue our growth and we don't need multiple platforms anymore, everything is in the one place.

What steps did you take to ensure a successful launch?

We had a dedicated L &D consultant join us to help write materials and align all departments within the business. We communicated with the broader business regularly about what was coming and when, and then we launched with lots of fanfare at a national event and had some fun! We also had a competition for the team to name the site and landed on ECHO!

How much time on average do you spend managing the platform?

It varies and we do not have a full-time administrator on it, we share it across the HR team while the Operations Support team look after policy and procedural updates.

Do you use the mobile app and if so, what advantages do you see?

Yes, we love the app! Some of the store-based computers don't have sound, so this has enabled us to bring our Podcast and Video series to life, making the content available to everyone. We love that our teams can access our content via the app, anywhere, anytime! We have a group of employees who are mobile, so it works well by linking them back to the support office and stores!

What advice/ tips would you give other users that about to launch, or looking to use their platform more effectively?

Align some key resources from across all areas of the business, don't just let one person or department take the load. Give it character through colours and branding and have fun with it, so that it becomes part of the business bedrock!