



Billabong LMS reaching GenY with Instagram and videos

In the initial stages of the launch of their World Manager® 'CAMPUS' platform, Billabong creatively designed and utilized their homepage as a key form of engagement with their primary GenY Team Members all across the country. The company culture has been brilliantly demonstrated through the use of widgets including Links, Videos, Images and I-frames displaying their social media feeds, as well as incorporating Communication Suite tools. Managers from any level can communicate and respond to their Team Members at any time through various avenues on the platform.

How long did it take for the prep work and launching of the homepage and/or platform?

We did it in record time! We got everything we needed up there within the space of 2 to 3 weeks.

Was it easy for you to manage the uploading?

We found it very straight forward. There were two of us doing it and also with the help of Kat our Account Manager. We learnt lessons on the way.

What objectives did you want to achieve when you decided to launch the homepage?

The homepage was focused around generating excitement for the people who logged in. We could put videos and notices on there, there was also a forum and a calendar tool so we could direct their attention to particular things. A previous frustration was that we couldn't upload videos to our old intranet and it was not being updated regularly. Now we can showcase the latest brands on our platform and have everyone who logs on see it! The homepage is all about being able to show people the good tools of the platform to communicate our current message to people in the Team.

How easy is it to run the administration for it?

It's easy; we've locked where most things appear on the homepage so they can't manoeuvre things around and the widgets are positioned exactly where we want them to see it at a given time. It's very straight forward to administer.

How do you keep the balance between fun and function?

In terms of function, we provide an opportunity for Team Members around the country to be able to see what's happening in the company. To balance the fun, currently on our homepage we have the #SDStribe happening on Instagram, where the retail marketing Team have said if Team Members upload a picture and hashtag (#) with SDStribe and friend @surfdivenski then they can go into a draw to win a \$100 clothing voucher each month. That was one of the reasons why I created that Instagram feed in there so the Team can see real time imagery uploading there into cyber space on the homepage front and centre.

Do you manually update that Instagram feed or is that something that's just happening automatically?

It's great because it happens automatically through the I-frame widget option on the homepage.

How do you drive user engagement through the homepage besides the Instagram feed?

We change the homepage around regularly with maybe a new brand video. So at the moment the 'Tigerlily' video is there, but it might be a 'VonZipper' one month or it might be 'Element' or 'Billabong' there the next. I put all the current vacancies in the business there as notices and any other notices there that we need people to see. We have also encouraged the Store Managers to upload notices and rosters to their team members in the 'Notices' tool as well, so people aren't forced, but are required to log in so they can see when they're going to be working next. It keeps them going on and updated with new information.

How regularly would you recommend uploading new content? And why?

The Instagram feed makes the page look different each day. When people upload new images, there's new things there each day so I don't have to make changes myself, but one timeframe example is that a video change is a monthly thing. I would say to update the big elements on a monthly basis, but obviously you would update notices and other widgets weekly as they happen in real-time. We have also set up our notices so that they can't stay up there indefinitely. For example, we set the expiry so that they can't stay up there any longer than a week.

What has been the feedback from your Team regarding this?

The feedback has been good! In the past we had to have people log in to different sites for different training and communication, but now they can access the one platform to do everything! It has pulled everything together and it's a lot easier. The platform has worked well for all the Team Members. There are a lot of them that love it and there are a lot of people that have embraced it more than others, but more and more people are coming on-board with it as they get to see and experience it as we roll out more tools and information.

Have you perceived a stronger sense of community within your Team and in what way has this added value to your business?

Store Managers and Area Managers across the country can definitely attest to a stronger sense of community within the Teams. A perfect example for us is our stores down in Canberra, as they were some of the first stores to be using the platform to post rosters, invite Team Members to after work events, and to keep their Team Members up-to-date with information. They have built that sense of community by 'requiring' people to use the platform. For example, if a Team Member does not want to come in for a shift, they require the Team Member to actually post it against the roster so that it is in the notice; they can keep it all in the one spot. So if the Manager has misplaced that little post-it note or if someone rang in and the message was lost in-between, well at least now we know it's on the platform. They've definitely been big on that in Canberra! One of the Store Managers there has actually been tasked with trying to convert and encourage a few more Managers in the Sydney cluster to put rosters in Notices and use the system more effectively as well.