



Vetter Employee Suggestion Box

CASE STUDIES

Employee Engagement Case Study - Tiger Air (Australia)

Kicking off in January 2013, to a small initial group of users at the company's Melbourne HQ, TigerAir Australia launched Vetter's suggestion software as part of an employee engagement scheme. On March 5, the suggestion scheme was rolled out to the entire company, comprising of 550 pilots, Flight Attendants and Ground Crew/Support staff. It was the first such suggestion program in the company's history. The scheme took off (please forgive the pun!) right from the start, with 25 Ideas being submitted on day one alone.

"When we were evaluating different options, it was obvious that Vetter was a cost-effective solution. The ROI was clear, we just had to figure out if the software did what we needed."

With 80% of the staff flying around in the company's air-planes, the airline needed software that could work on the go. Vetter is up to the task thanks to its mobile browser based interface:



Karen Jansen, a Human Resources team member who is leading the suggestion scheme on behalf of the airline, said the key benefit to the company of using Vetter is **"opening channels to the Senior management team"**.

Ms Jansen added **"For us, Vetter will be an opportunity to feed ideas up and we need to do this in a way that suits our culture and business maturity and in a manner that is supportive"**.



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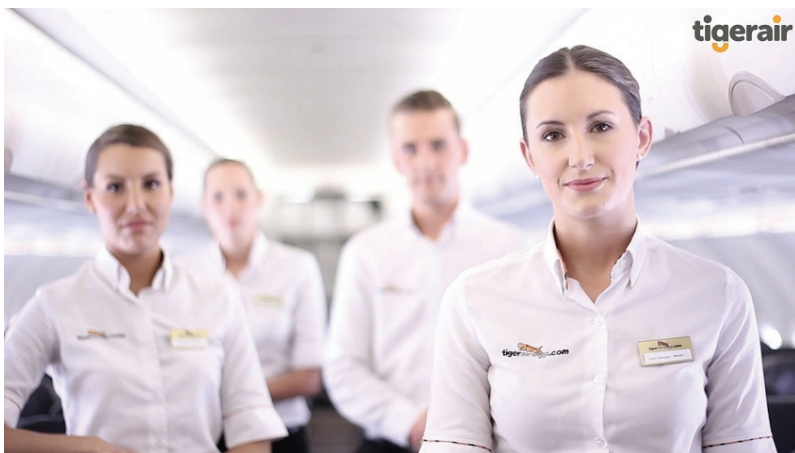


CASE STUDY

With employees spread across 4 on-the-ground locations (example - Melbourne Head Office, Melbourne Airport, Sydney Airport, Queensland Airport), not to mention the skies of Australia and South East Asia, management wanted the company's "shared improvement culture" should come across through Vetter. This was achieved through a couple of customizations that TigerAir had the Vetter team implement, including the addition of a second NoticeBoard style page, where Management could communicate their Idea Review process. The existing NoticeBoard page (which comes with every Vetter account) will be used to communicate TigerAir CEO Rob Sharp's motivational comments.

"The Vetting process will enable us to see those ideas that gain support and interest and save time working through ideas that do not get support or are not seen as more critical."

Tiger Air's employee engagement initiative is still in the early stages and Vetter is proud to be part of it. We'll add more to this Case Study as the months go by....



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CASE STUDY

Employee engagement program success at FastFrate, with Vetter!

PROBLEM - EMPLOYEE CONFUSION, NOT EMPLOYEE ENGAGEMENT!

The biggest problem, according to Shanan Aravind the Administrator of the Vetter system at FastFrate was that employees were using a system that was **"complicated in every way"** which led to widespread employee confusion and dissatisfaction with the employee engagement programs at the company.

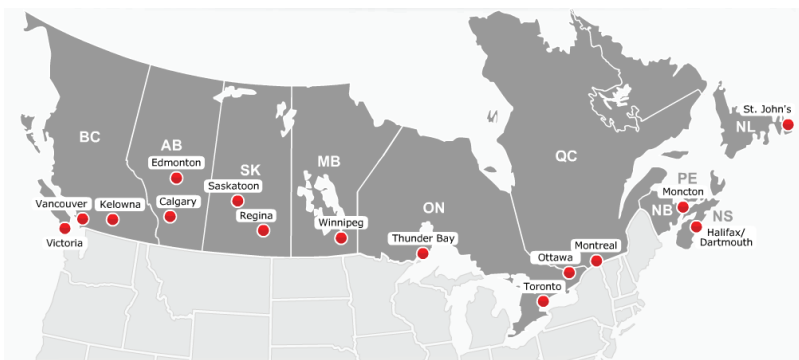
There was no effective feedback mechanism, so employees didn't know if Ideas were implemented or not

Ideas were unfocused; FastFrate needed a method to ask specific questions to target specific areas. The company also wanted to track and then reward the best ideas.

The previous solution only received ideas from a limited number of employees. Management were keen to broaden usage greatly, hoping to **"tap into employee resource pool by actively engaging them in our company strategy."**

ACTION

FastFrate teamed up with Vetter and launched an online suggestion box for 400+ members of its staff, spread over 10+ cities. Vetter helped FastFrate co-ordinate the simultaneous delivery of invitations to all its staff, helping the scheme get started with a bang. Given the disappointing experience with the previous solution, FastFrate immediately launched an Idea Challenge, with a small prize for the best Idea.



FastFrate's locations are spread across Canada

FASTFRATE



"As time went on, more and more employees were seen joining and participating in discussions!"



CASE STUDY

SOLUTIONS

According to Shanan, Vetter offered **"solutions such as easy maneuverability, a simple layout, contributor rewards, activity tracking, inter-company groups, management dashboards and a whole slew of useful admin functions."**

Thanks to Vetter's 60 second tour for first time Users, plus the tips and explanations spread throughout the Vetter app, employee confusion was largely eradicated. This helped instantly engage Users the first time they logged in to the Vetter software.

Employee participation in the company's ideas and employee engagement programs shot up as a result of heavy usage of Vetter's Challenges feature.

Senior management got to hear employees suggestions, often suggestions based on direct customer feedback that can improve the end product.

SUCCESSSES - IDEAS THAT IMPACT THE BOTTOM LINE, 100% VOLUME GROWTH, LITTLE ADMIN TIME

WINNING BACK LOST BUSINESS

With contracts in the six figures \$\$\$, ideas that can help win back customers can have a massive impact: **"An idea that got implemented is that we went after the reduced/lost accounts with our new customer-oriented tech tool package which can reduce costs and response times for both customers and us. The new tool package along with the new branding of the company is helping us gain back the customers we lost over the period."**

A DOUBLING OF IDEAS

FastFrate received, on average, double the amount of ideas that they used to receive every month with their previous system. **"As time went on, more and more employees were seen joining and participating in discussions!"** Ideas submitted to Vetter are anonymous at the Rating stage, and this boosted participation at FastFrate **"The anonymity available for both submitters and people rating ideas definitely helped the participation levels."**



"Senior management got to hear employees suggestions, often suggestions based on direct customer feedback."



CASE STUDY

A NEW ADVERTISING ANGLE

Another Idea that FastFrate received via the Vetter system was an idea about a fresh way to advertise. **"Another very public idea that got implemented is that we started using 'positive recommendation based advertisements' directly from our customers. Based on the idea submitted, we approached customers for their feedback and started using those feedback quotes directly on our ads."** (an example of this type of advertisement can be seen below).

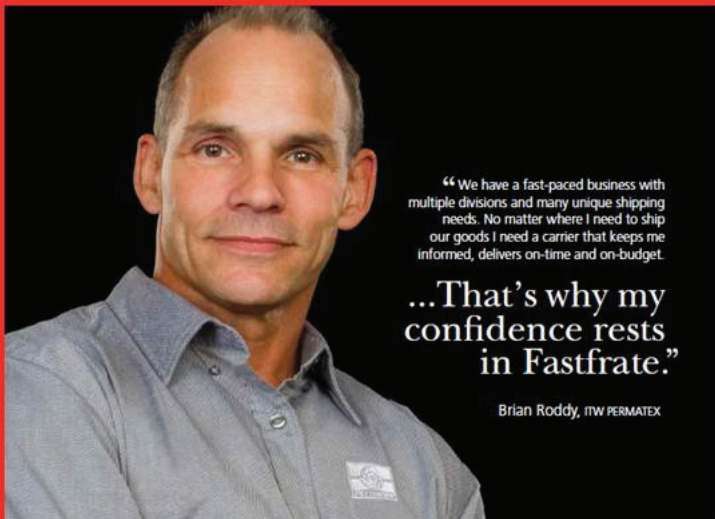
ADMINISTRATION TIME REDUCED

With its easy to use and understand Admin features, FastFrate needed a minimal amount of time to keep the Vetter suggestion system running: **"During the last 2 months, with the added features, it took less than 10 minutes per week to administer the site."** said Mr. Aravind.

FASTFRATE



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CASE STUDY

Staff Suggestion Scheme – success at the UK's ECITB

FACTS ABOUT THE ECITB

What does it do? The Engineering Construction Industry Training Board (ECITB) is the national training provider and awarding body for the UK's engineering construction workforce with just under 100 employees. The ECITB is a distributed organisation with a head office located just north of London, 8 regional plus 25 staff who work from home, 5 of whom are in the Middle East.

THE PROBLEM – COMMUNICATION/ENGAGEMENT WITH SENIOR MANAGERS

In late 2012, the ECITB had an Investors in People assessment which revealed that "...while people felt they were listened to at a local level (by their manager), they felt less engagement with the senior team." A working group from across the organisation was assembled to look at this issue and a staff survey was conducted. This survey revealed that 93% of staff were in favor of a staff suggestion scheme with 52% preferring some kind of anonymous idea submission method.

ACTIONS

CHOOSING A SYSTEM

The working group researched several software options and two similar products were trialed. Both allow suggestions that are submitted to be voted on by staff before being submitted for consideration and it was felt that this was an inclusive way to run the scheme. Both also allow staff to see how suggestions are progressing through the system ensuring transparency. Vetter was chosen as it was easier to use and allowed 'challenges' to be issued to generate ideas to solve particular problems. It is a hosted service which gives users easy access via the internet and no administrative burden for IT.



**Engineering Construction
Industry Training Board**

"Before Vetter, there
wasn't a simple
channel for ideas..."



CASE STUDY

SETTING UP SOME GUIDELINES

This was the first time the ECITB had created a suggestion scheme for staff and so it was important to develop some basic rules and objectives. After these were finalised, they were posted on Vetter's NoticeBoard page, where all staff can easily find them.

LAUNCH TIME

To help the launch go smoothly, Vetter's tech support team sent out the Invitations in bulk at a time chosen by the ECITB. This is standard procedure at Vetter – a major account launch will have both a support person and developer standing by monitoring the system and being ready to reply to any Support requests immediately. Heather Saunders, the implementation manager for the scheme commented: **"We used the chat box down in the bottom right of the screen when we had a problem or question; we usually got an answer within a few minutes, response times are excellent"**.

SOLUTIONS

A LOW-MAINTENANCE SYSTEM

Frances Wilson, the administrator for the scheme agreed that Vetter is a low-maintenance system. Initially in the first month, Frances spent 3-6 hours in total **"helping people get registered and answering questions"**. After that, it's **"1-2 hours per month at most – I am the Levy and Contracts Administrator so it is essential that the system is not time consuming to maintain, I just would not have the time"**.

HOW DOES ECITB SORT THE IDEAS IT RECEIVES?

"We decided that the Directors would review each Vetted idea (or group of ideas if they are similar) once a month. They decide if an idea is suitable for immediate implementation or if work needs to be done prior to implementation. In the latter case we set the Idea Status as 'Scheduled for Implementation'. Or they might decide it needs further research (in this case we tag the idea with 'Further Review')" said Heather.

Q. What about those ideas that won't be implemented? Heather explained, **"We are using the Archive feature to store ideas the Directors have decided aren't suitable for implementation."**



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