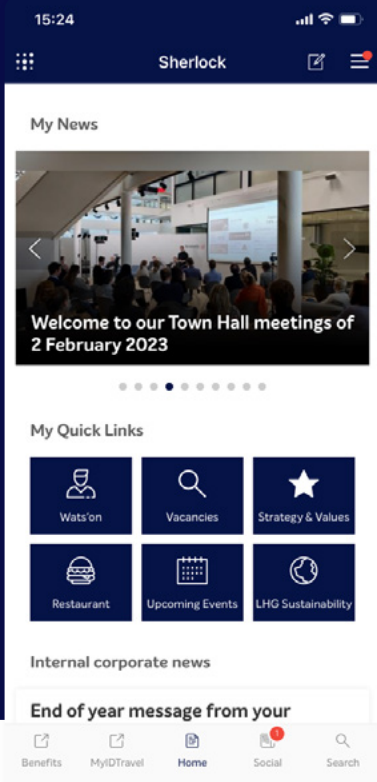


A one-Stop Shop

In the Air and Everywhere,
Connecting Employees
Around the Globe





“You’re in good company.”



3,100 employees



Brussels Airport



41 aircraft

Brussels Airlines, Belgium’s largest airline and a member of the Lufthansa Group, faced the challenge of effectively communicating with their on-the-go workforce. Seeking a mobile communications solution that catered to their diverse workforce, Brussels Airlines turned to Staffbase.

Brussels Airlines’ Karina Arstanova, Digital Channels Officer, and Ilse Verhelst, Internal Communications Manager, walked us through their digital transformation.



Karina Arstanova
Digital Channels Officer



Ilse Verhelst
Internal Communications Manager



They shared valuable insights into the challenges they faced, the selection process, implementation, and the positive impact of adopting the Staffbase app for internal employee communications.

Challenges Faced

Brussels Airlines, like many airlines, encountered difficulties in reaching their employees who were frequently on the move. Traditional communication methods such as email were insufficient, and the existing intranet did not meet the needs of a mobile workforce. They sought an app-based solution that aligned with modern communication preferences and offered user-friendly functionality.

“Most employees aren’t sitting behind a desk with access to a computer. They’re either on the road or in the air. Or they’re at home. All of this makes them difficult to reach. We had a communications platform before, but it was just to send emails. We needed an app. That’s the way people communicate today, and we have to be there where people communicate.”

— Ilse Verhelst, Internal Communications Manager

Selecting Staffbase

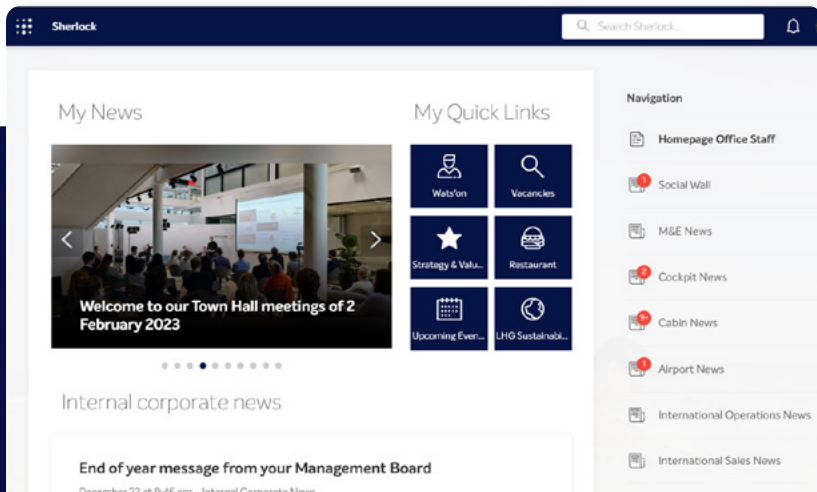
Brussels Airlines chose Staffbase as their internal communications management platform based on several factors.

One major factor was that Lufthansa Cargo, Brussels Airlines' mother company, successfully implemented Staffbase — a huge endorsement. On top of this, comparisons with other apps providers, including those used by sister company Eurowings, came up short in terms of available features and flexibility.

The Staffbase app's proven success at Lufthansa Cargo, coupled with its **user-friendly design, functionality, and seamless authentication process**, made it the ideal choice for Brussels Airlines.

“It was very smooth. From a project management point of view, I can only really applaud the team at Staffbase. Everything was perfect.”

— Ilse Verhelst, Internal Communications Manager



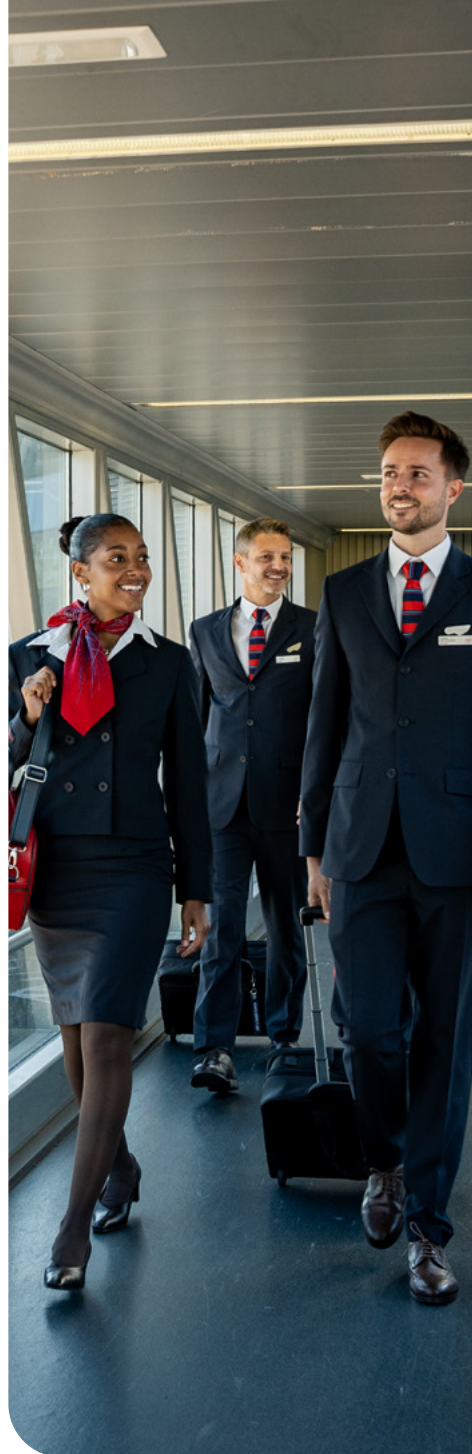
Implementation and Launch Process

The implementation process of Brussels Airlines' app, called *Sherlock* in honor of the existing intranet *Wats'on*, was smooth and well-managed.

Project management received a glowing rating of 10 out of 10 from Ilse and Karina because the app was launched on time and with exceptional support. Training sessions were conducted online for content owners, and comprehensive guidelines and tools were provided to make sharing content as straightforward as possible. These included a bank of images to use, tone-of-voice guides, and a list of frequently-used aviation terms.

The app launch was also synchronized with the airline's new branding, ensuring a cohesive and impactful introduction for employees. One of the core aims of the rebranding was to modernize and simplify internal processes — prioritizing digital solutions across the board.

Homepages were built for different departments to quickly communicate what's most important to that group.



To encourage maximum uptake of the new platform, the team came up with an innovative launchplan. They put together bags of candy labeled “Sherlock” and attached one to each locker. They included a card with the QR code to scan, through which employees could immediately access the app with the same username and password that they use to open their computers.

“The Ground Operations staff have a homepage called Airport Staff. Cockpit Crew and Flight Operations have a homepage called Cockpit. Everyone sees their relevant information first. That’s how we positioned it. We listen to what your needs are, we know what you want, and we offer you an app that will hopefully solve a lot of the issues you encounter every day.”

— Karina Arstanova, Digital Channels Officer

Impact and Results

The Staffbase app revolutionized internal employee communications at Brussels Airlines, boosting employee engagement to a new level. Within just a few months, 90% of cockpit crew and 75% of maintenance and engineering staff were registered on the app and actively participating.

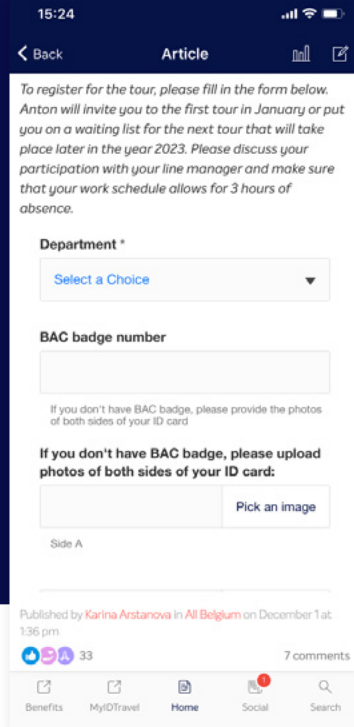
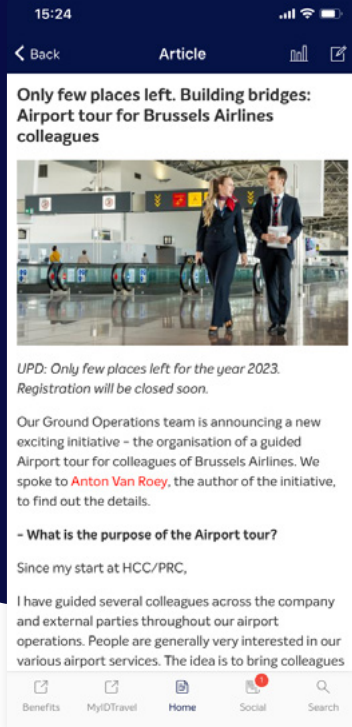
The comms team completely eliminated emails for wider internal communication, directing all operational updates, project announcements, and event information through the app.

The introduction of a social wall within the app provided a space for employees to share their thoughts and feelings about work in a way that was visible and could be acted on by the organization. Before the app, employees had been setting up pages on social networks such as Facebook. This change worked to foster a sense of community and helped to prevent sensitive information from being leaked externally. The app’s usage extended beyond day-to-day communication, empowering employees to exchange ideas, ask questions, and share professional insights.

“In the past, we didn’t know what the engagement was. We had no clue. We were blind. Sometimes we only knew when they responded to an internal comment one-to-one. It was just an email, and once the email was gone, it was gone, and you didn’t know what was happening with it. Now, you can really track and trace. The first thing I do in the morning is look at the dashboards and the second thing I do is read all the comments.”

— Ilse Verhelst, Internal Communications Manager





“You really get to see who you’re talking to because they react almost immediately, and you know what they like,” Ilse said. “You can add videos and pictures, and now, also with the plugins we’re experimenting with, it’s so much more fun to work with all the content than it used to be. For me, it’s been a life changer.”

On the metrics side, Staffbase’s analytics and reporting facilitated data-driven decision-making. **Data focused on engagement, such as log-ins, open rates, posts and likes, helped the communications team tailor content and continuously improve their internal comms strategy.**

The team also introduced a trial run of a community group within *Sherlock* for the LGBTQ+ community at Brussels Airlines. The trial was a great success, and Ilse noted that the group quickly took on a life of its own, generating a great deal of engagement and community support.



Future Plans and Recommendations

Building on the success of the Staffbase app, Brussels Airlines has plans to create additional community groups within *Sherlock* and explore innovative tools to enhance engagement further.

The team is planning to introduce a group for pursers (Cabin Crew managers) at the organization. These individuals previously got together in physical spaces at airports but were unable to do so during the COVID-19 pandemic. The goal is that a group in *Sherlock* will provide a replacement space to connect for this community.

Ilse highly recommends Staffbase to other communication professionals, emphasizing its user-friendliness, interactivity, and the transformative impact it has had on internal communications at Brussels Airlines.

Conclusion

With Staffbase's app, Brussels Airlines successfully overcame the challenge of reaching their always on-the-go workforce.

The app provides a user-friendly, one-stop-shop solution for internal employee communications, driving higher engagement and modernizing the company's overall communication strategy.

Brussels Airlines' journey with Staffbase demonstrates how an effective internal communications platform can transform organizational communication, foster community, and align with the evolving needs and preferences of a mobile workforce.

“We see that the engagement is really high with the forms. So maybe our next plan is to see how we can use other tools to increase engagement.”

— Karina Arstanova, Digital Channels Officer

Almost **75%** of employees throughout the entire company are adding or contributing to the app.

Around **75%** of the maintenance and engineering staff are registered

Over **90%** of the cockpit crew are registered in the app.



“We looked at a few other apps from the commercial world. After comparing the functionalities of all the apps, Staffbase came out as the best solution for us.”

— Ilse Verhelst, Internal Communications Manager



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