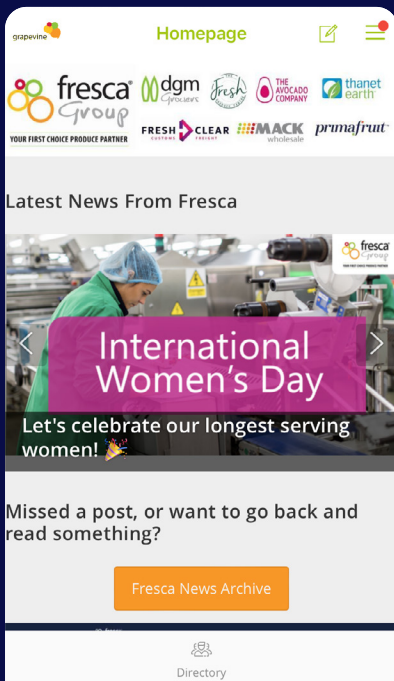


Fresh Communication: How Fresca Connects More Than 1,200 Employees From Farm to Shop





We Heard It Through the *Grapevine*



1,200 employees



UK



18 companies



Shelley Kingsnorth
Digital Content
Business Partner, Fresca

Fresca stands as one of the largest privately-owned suppliers of fruits and vegetables in the UK, boasting an array of member companies and Group sales surpassing £460 million GBP. The primary clientele for Fresca comprises major retailers as well as wholesale markets, caterers, foodservice operators, and cruise ships, contributing to its diverse customer base.

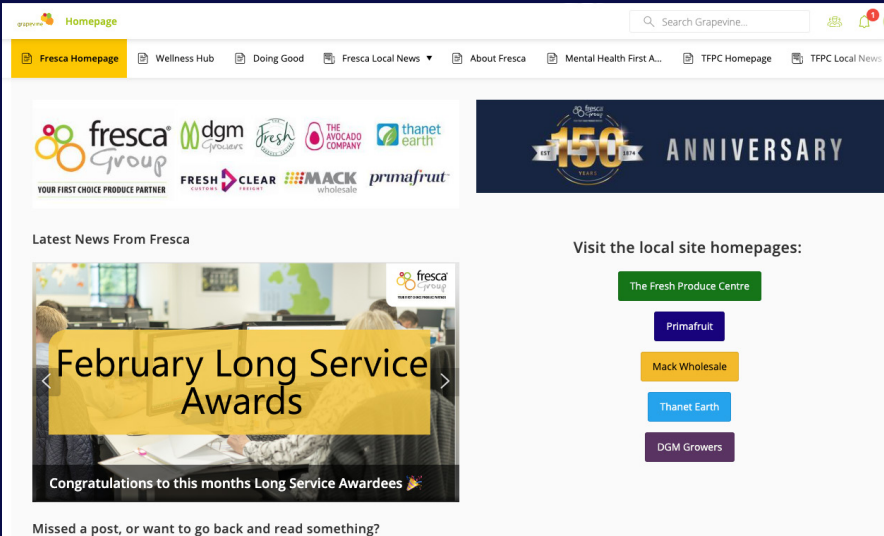
Delivering exceptional service to these customers requires the combined efforts of over 1,200 employees working across offices, greenhouses, factories, warehouses, and more. Keeping employees connected, engaged, and well-informed poses difficulties at the best of times, but **with employees working around the clock and with varying levels of access to digital resources, Fresca knew they had to meet the challenge head on.**



Challenges Faced

Prior to the implementation of a mobile app from Staffbase, Fresca encountered significant gaps in their staff communication methods, particularly on a mass scale. Operational staff which lacked access to computers found printed materials such as posters and leaflets to be the most effective means of communication. However, these were costly to produce, quickly out of date, and impossible to track in terms of understanding and engagement. There were also challenges in effectively targeting communication to the right audience. Fresca was searching for a way to personalize and localize news specific to individual business units versus sending central group-wide news to the business as a whole. Staffbase originally partnered with Fresca in 2017, and found improvements in communication across the board, but by 2022, they knew it was time for some updates and further investment.

Fresca's decision to further explore Staffbase solutions aligned closely with their broader business objectives, particularly its "Best People Agenda." As part of this initiative, the company had undertaken efforts to amplify employee voices and enhance engagement. Fresca had recently conducted its inaugural group-wide colleague survey in spring 2022, alongside the implementation of the "Receive, Review, Respond, Repeat" program.



Leveraging an updated comms platform, Fresca aimed to effectively communicate the outcomes of these initiatives to its workforce, facilitating transparent feedback mechanisms and fostering a culture of engagement. **By consolidating posts, responses, and updates within a new mobile app, Fresca hoped to provide a centralized platform for employees to interact, offer feedback, and stay informed on company-wide developments, thereby advancing its overarching employee engagement objectives.**

Selecting Staffbase

Choosing Staffbase over other options was of course influenced by Fresca's existing partnership. When the team at Fresca met with Staffbase to discuss their changing needs, Staffbase were able to provide tailored solutions that aligned with their objectives, reinforcing the decision to continue the partnership.



“ *Our account managers were so helpful and gave so many ideas and thoughts to the mix. They would answer our questions and queries very quickly and efficiently. Even sometimes recording videos to show us how to do something so we can learn ourselves.”*

— Shelley Kingsnorth, Digital Content Business Partner

Securing approval and funding for the Staffbase project posed internal challenges, particularly in convincing stakeholders of the need for additional budget and obtaining buy-in from local sites. Overcoming this hurdle involved comprehensive training sessions that showcased Staffbase’s capabilities and benefits, alongside appointing local administrators and champions.

Implementation and Launch

Because the platform had been inherited from a previous internal owner, the process of implementation took on a unique dimension for the comms team at Fresca. However, discussions regarding improvement needs and future plans for the app showcased the exceptional support provided by the Staffbase team. They initiated a fresh approach, starting from the basics and demonstrating the possibilities while aligning them with Fresca’s specific requirements.



To determine what to include in the initial launch and ongoing development, Fresca conducted a comprehensive gap analysis. This involved identifying areas to introduce, such as a Wellness Hub and a summary of group-wide charity work, alongside creating local homepages or “hubs” tailored to different site locations. They removed elements deemed unnecessary and focused on engaging content themes, aiming to increase overall engagement across the platform. With that, a new and improved solution — the *Grapevine* app — was launched.

Fresca’s primary objective in launching *Grapevine* was to encourage employees to regularly engage with the app, aiming for 2–3 logins per week, and establish it as their primary source for important company information and updates. Additionally, **Fresca aimed to enhance and diversify the content available on the app, both from local business units and centrally, to make it more appealing and engaging to colleagues.**

Key success criteria upon the app’s launch included an increase in user engagement and active users. Since Fresca’s previous version of the app was underutilized, they looked forward to comparing engagement metrics following the revamp and update in 2023.

“ We’ve seen more direct engagement with Grapevine by the senior leaders in the business since we relaunched our app.

We’ve worked hard to bring in a balance of soft content, such as giveaways, quizzes, competitions and so on to help keep users engaged and checking the app regularly. We’ve even seen C-suite members taking part in these (which has never happened before)!

A rebrand and relaunch really helped refresh everyone’s radar and improved visibility once again.

In addition, we now include our news feeds on our business units individual intranets, which gives the content even more exposure than before. It’s seen as a very important and credible communication channel for the business.”

— Shelley Kingsnorth, Digital Content Business Partner

Impact and Results

The app facilitates personalized yet far-reaching communication, empowering employees to engage actively with information and providing valuable insights into engagement levels and overall reach. It also serves as a platform for competitions and giveaways, fostering morale and office camaraderie.

Fresca’s locally branded areas within the app have been exceptionally popular among employees. This customization addresses previous barriers to engagement, as identified by local communication advocates turned site admins. Involving these advocates in the design process for their respective areas has fostered excitement and ownership. The increase in site admins across various departments has led to a surge in content creation and engagement, with sites eager to share news in real-time, marking a significant improvement since 2017.

“ With local admin champions, admin buy-in, and acceptance of the new app, it’s improved massively on where we were in 2022. It’s now down to us to work with them to really forge adoption locally and look at our first year of results to see how far we’ve come.”

— Shelley Kingsnorth, Digital Content Business Partner, Fresca

Looking Ahead

Fresca’s plans for Staffbase now and in the future involve fine-tuning design elements with input from Staffbase colleagues to optimize user experience. They will annually assess progress by analyzing engagement patterns and leveraging data insights, and plan to establish new objectives based on those outcomes. Additionally, Fresca remains committed to addressing identified areas for enhancement within Staffbase to maximize platform effectiveness and overall value.

54%

increase in engagement since the app relaunch

81%

of posts receive user interactions

85%

of users viewed the most popular post on the app





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