

# On the Move:

## Mastering Daily Engagement with Transdev's Frontline Workforce





## Fueling front-line success with consistent engagement and effective communication



6900



Melbourne,  
Australia



1998



Transportation

As a global leader in mobility, Transdev is proud to carry over 12 million people a day across all global networks thanks to efficient, easy to use, and environmentally-friendly transportation services that connect people and communities.

Since 1998, Transdev has been the largest provider of multi-modal public transport in Australia and New Zealand, connecting passengers with 271 million trips annually. To streamline operations and enhance workforce cohesion for their geographically dispersed workforce of 6,900 people, Transdev turned to Staffbase, recognizing the critical importance of effective communication.



## Challenges

**Geographically Dispersed Workforce:** Transdev needed a communication platform that could connect employees across various locations, especially since many of their employees are frontline workers without regular access to traditional communication tools like email.

**Engagement and Communication with Frontline Workers:** They struggled to maintain consistent engagement and effective communication with employees who were often on the move, leading to a need for a more accessible and user-friendly communication tool.

**Reducing Infrastructure Costs and Complexity:** The company sought to simplify communication processes, reduce the need for extensive infrastructure (especially for a widely dispersed workforce), and lower business risks associated with communication challenges.

*“Staffbase offered value beyond market competitors. We needed a scalable solution, and Staffbase delivered. The platform’s ease of use and setup, especially for our on-the-run users without email addresses, reduces workload, business risk, and infrastructural costs.”*

Cameron Whalan, Stakeholder Engagement Manager at Transdev ANZ

# Why Staffbase?

Cameron Whalan explains,

*“Staffbase offered value beyond market competitors. We needed a scalable solution, and Staffbase delivered. The app’s low cost per user, ability to silo environments, and seamless adaptability were game-changes, especially when rolling out services. We are geographically distinct workforces, and Staffbase has provided us a conduit. The biggest benefit is the cohesion it brings to the workforce, especially for those who may never meet face-to-face.”*

## Meeting Frontline Needs

Marta Romeo highlights how Staffbase caters to their frontline employees:

*“Most of our employees are on the front line. They don’t need complex setups – just a user profile – and they’re connected. An employee survey showed that 89% of our staff were happy with the app. Staffbase ensures universal usability, simplifying integration and reducing the need for extensive infrastructure, which is crucial to our widely dispersed workforce. The platform’s ease of use and setup, especially for on-the-run users without email addresses, reduces workload, business risk, and infrastructural costs.”*



**Cameron Whalan**  
Stakeholder  
Engagement  
Manager at  
Transdev ANZ



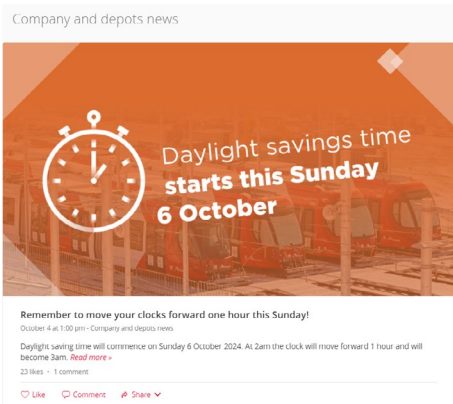
**Marta Romeo**  
Assistant  
Communications  
Manager  
at Transdev Sydney  
Light Rail

# Continuous Improvements Enabled by Staffbase

Transdev has always been looking for improvements in internal communication for both employees and senior leadership team. “Staffbase has significantly improved our performance consolidation, especially during quarterly business reviews,” Cameron notes. The app’s 85% engagement rate, particularly during a business development opportunity with Yarra Trams, underscored an engaged workforce compared to the company’s competitors.

*“The app keeps our employees up-to-date with company news, employee recognition, job ads as well as technical information and safety reminders which are crucial for their work. Engagement data is shared with our senior leadership team, enhancing compliance and overall workforce engagement.”*

Marta Romeo, Assistant Communications Manager at Transdev Sydney Light Rail



“Company news and reminders” and “Information for new employees” screenshots from Transdev Employee App



# Building Community

Staffbase has also fostered a strong sense of community among Transdev's dispersed workforce. Marta explains,

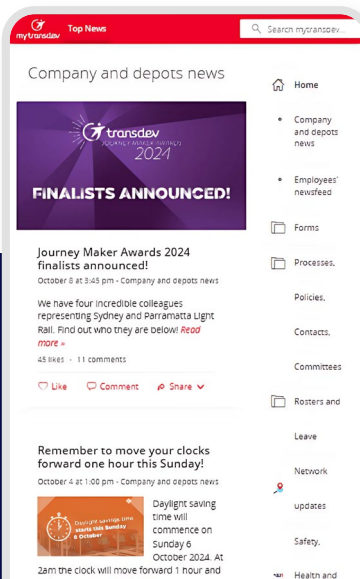
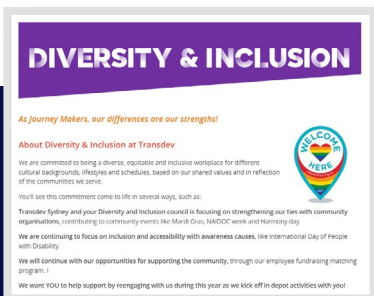
*"We use news channels for company-wide information, employee recognition, and emergency crisis communications. The most engagement usually comes from acknowledging people and new starters. The photowall, which features who's who, has been especially popular in helping new starters feel connected."*

The platform has also facilitated initiatives like the PRIDE Network, which connects LGBTQI+ community members across modes, and the "Journey Maker Awards," which recognizes frontline workers annually.

## Training and Implementation

Training for Staffbase was straightforward. "The platform is intuitive," says Marta. "Our admins have the flexibility to experiment, creating best practices that can be shared across different modes of transport."

*Enhance employee recognition and help building a strong sense of community within the company.*



# Business Impact and Strategy Alignment

Staffbase's analytics have been invaluable for Transdev in crafting a data-driven internal communication strategy. "The app helps us see what content resonates with our employees and adjust our strategy accordingly," Marta explains. "This insight bridges the gap between frontline workers and the broader business strategy."

Cameron echoes this sentiment:

*"These metrics help our senior leadership team stay connected with what matters most to our frontline employees, ensuring evidence-based decisions that align with their needs."*

Ultimately, Transdev's partnership with Staffbase has brought significant improvements in workforce cohesion, communication, and operational efficiency. The platform's scalability, ease of use, and robust support have made it an indispensable tool for Transdev's continued success.





## Are you ready to grow?

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[campus.staffbase.com/](https://campus.staffbase.com/)

## Interested in an employee app, newsletter or intranet?

Staffbase offers best-in-class communication channels to maximize reach and engagement. See how our solutions can help you reach your goals.

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