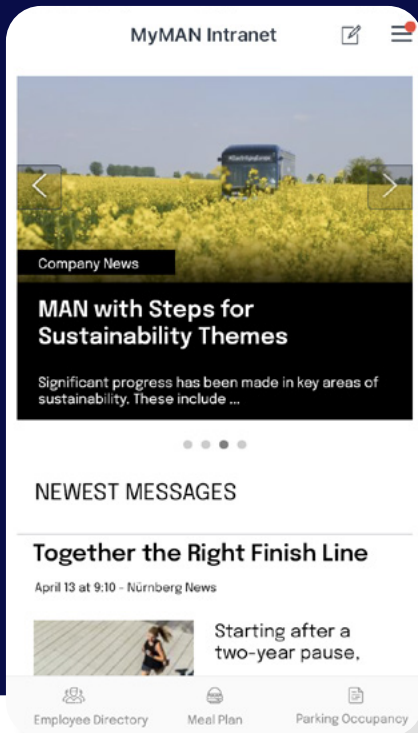


# Keeping Things Fresh

## What Follows a Successful Launch of the Employee App and Intranet





## Exclusive Practical Insights into Internal Communication at MAN Truck & Bus SE



approx. 40,000



Munich,  
Germany



10 — in 6 countries  
worldwide

MAN Truck & Bus SE is a leading European manufacturer of commercial vehicles and intelligent and sustainable transport solutions. In 2017, the company, which operates nine factories on three continents, introduced a local Staffbase employee app to facilitate communication with the nearly 10,000 employees at the Munich site. Two years later, the company-wide intranet followed, allowing the entire workforce to be regularly supplied with information.

What challenges has MAN Truck & Bus faced since then? And how does the communication department manage to maintain the high usage rate of its app and intranet? Let's take a look behind the scenes of internal communication at MAN.



**Tobias Müller**

Channel Owner Intranet  
at MAN Truck & Bus

**“ Launch is always just the first step. We have learned that maintenance is also a constant process with much potential for learning and further development. ”**

# Employee App and Global Intranet at MAN Truck & Bus

## The Start: The *myMAN* App

In January 2017, MAN Truck & Bus launched a pilot project for the employee app myMAN for 10,000 employees at the company's Munich site. The app aimed to reach frontline employees without desk workstations and served as a pure communication tool. Use cases of the app included news, forms, and pages. From the launch of the app, it was clear: the communication team does not do things halfway. Two weeks before the app's launch, the tool was presented at a leadership event to ensure that the entire management knew how the app worked and could pass this knowledge on to their employees. For the official launch of the app, desk employees were informed via email, and various measures were taken to share the news with non-desk workers.

To make the app launch public, the project team even organized an information stand in the cafeteria where employees were shown how to download the app and given an overview of its benefits. Flyers and posters were distributed throughout the company. The flier was additionally inserted into the employee newspaper and sent to all employees along with their payroll. The approach may sound ironic, but the introduction of a digital tool often first requires analog work to reach everyone in the company.



# Further Measures for the App Launch

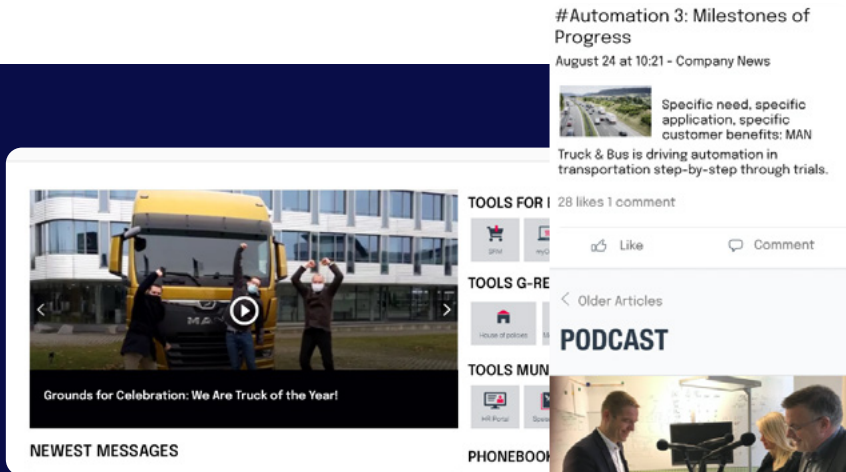
Additionally, the team created PowerPoint slides for production leaders to explain the app to their employees. These measures set the stage for achieving a critical mass of app users and paved the way for the project's success.

With creative gamification approaches, the team also worked long-term to attract new users to the app. For example, a December highlight was an advent calendar in the app, where users could win a trip to Bilbao for the launch of the company's new generation of trucks. The project team's effort paid off quickly, as 70% of the employees registered for the contest on the app. The unprecedented success of the app made it clear that the 15-year-old intranet also needed a new look.

# From the App in Munich to the Global Intranet

In 2019, the time had come: the intranet relaunch for around 40,000 employees was ready to start. The Staffbase Intranet was introduced as an extension of the app. This was easily possible through an upgrade. Intranet content is mirrored in the app, which continues to serve as an information channel for blue-collar workers.

The Employee Experience Intranet of MAN Truck & Bus is now the homepage for all MAN office employees. Employees in production, the warehouse, or service have access to the same information via the app. The communication team has succeeded in achieving the goal of reaching broad and deep engagement with both channels.



# More Responsibility in Local Teams

## Multinationality

The decentralization of content responsibility not only provided enormous relief for the corporate team in maintaining approximately 600 pages and creating new content, but also helped partially overcome language barriers. Overall, there are 40 different spaces, 143 different user groups, 49 admins, and about 250 editors. Local content is published in the native language of its region, as well as in English.

## Are Intranet and App Identical Now?

MAN Truck & Bus aims to provide all employees with the same information. For this reason, the app and intranet are 99% identical. For IT security reasons, only a few applications and services can be played exclusively on the desktop version.

## Success Measured with Internal Dashboard

**430,000**

page views  
per month.

**88%**

of users visit the  
channels regularly.

**71%**

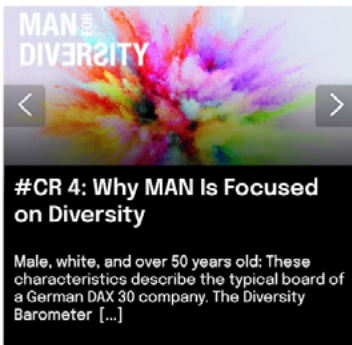
of all MAN employees  
worldwide are registered.



# Discover More About Our Employee App

## The Biggest Challenge of the Project: Diversity

A particular challenge for the communication team at MAN Truck & Bus is addressing a very diverse target group. Especially challenging are the many globally distributed production sites with numerous blue-collar workers and the different departments with white-collar workers. „The main site in Munich often seems far away to employees around the world,“ says Tobias Müller. Additionally, the sales teams in many countries worldwide, with different languages and cultures, pose challenges for internal communication. Furthermore, strategic messages from the company must be communicated to all employees and considered in internal communication.



### NEWEST MESSAGES

#### R&D Excellence: New Committee Structure and Uniform Committee

September 5 at 11:00 - Engineering News



The standard committee templates for engineering project management are here!

#### #CR 4: Why MAN Is Focused on Diversity

Male, white, and over 50 years old: These characteristics describe the typical board of a German DAX 30 company. The Diversity Barometer 2020 criticizes that companies leave around 50 percent of diversity potential unused. Diverse teams are more efficient and innovative. Diversity is therefore continually promoted at MAN. Some concrete examples show why diversity is playing an increasingly important role in business.



At MAN, we focus on the diversity

# The Recipe for Success:

## Content in Three Parts and Personalization

To meet these challenges, Tobias Müller's team devised a content strategy. Both in the app and on the intranet, topics are played from three areas: local topics relevant to the respective sites; corporate information important to all employees; and departmental areas like HR and sales.

The content in these three areas is created according to three criteria: relevance, design, and locality. The communication team places particular emphasis on how important the topic is to the end users. The recipe for success of the communication team is to ask the question of how the content is actually prepared and for which target group. Particularly important is the targeted distribution of content, which in the intranet works via a personalized homepage. This means that each employee sees a different homepage tailored to their needs. Both the menu navigation and the linked tools and integrations are personalized. Only the corporate news from MAN Truck & Bus is displayed to all employees. This personalization is automated based on location and team. If employees want to receive additional news beyond their location or team, they can subscribe to additional channels.

The intranet is now filled with content but also serves as a central starting point for everything employees need in their daily work, such as the HR portal, the purchasing portal, and accounting. Additionally, there are dedicated channels for HR, the works council, the various other departments, and all locations.





## **A Further Factor for the Success of the Intranet is Multilingualism**

In the MAN intranet, six different languages are used today. Corporate news is published in four languages (German, English, Polish, and Turkish). Additionally, some countries, such as Spain, have their own spaces where communication is in the local language. All pages in the intranet are always also available in English to ensure transparency.

## **What Belongs in the Intranet and What Belongs in Office 365?**

Many communicators know it: over the years, intranets can become cluttered, files are everywhere, and data security goes out the window. At MAN Truck & Bus, Office 365 and Microsoft Teams were introduced simultaneously with the launch of the intranet. To avoid confusion and further cluttering, there are defined use cases for the different tools. The intranet contains either information for all employees or for specific departments or locations. Content published there must have a minimum target group. If this is not the case, either SharePoint is used to map departmental collaboration, or Microsoft Teams is used for team collaboration and project work. To detect outdated content, the myMAN Quality Check was introduced. This is a checklist that is cascaded to all admins and editors to ensure that outdated content can be identified and removed.



“*The intranet is not a project that is ,finished‘ after the launch. It is an agile and living product that requires consistent attention and optimization.*”

— Tobias Müller, Channel Owner Intranet at MAN Truck & Bus

## App and Intranet are the Most Important Instruments of Internal Communication Today

The app and the intranet are the bedrock of internal communication at MAN Truck & Bus. All information runs through the two channels, providing the workforce with relevant information tailored to the diverse target group.

### Success Tips from MAN Truck & Bus

**Ensure Content Relevance:** The bottom line is that apps and intranets can only be successful if the content is relevant to your employees. For each post, the team should reflect on which target group and which channel the content is suitable for and what timing is appropriate.

**Set Clear Guidelines:** All new editors and admins should be onboarded through training to learn the technical basics and important formatting guidelines for content. It is also important to provide guidelines to both newcomers and established editors and admins that focus on user orientation and content relevance and specify interventions when things don't go as planned.

**Ensure a Smooth Information Flow:** The information flow between channel management and the involved colleagues must be ensured, for example through regular editor office hours for current questions, quarterly recap meetings with all admins, and an extra news channel for mutual exchange between editors and administrators.

**Build and Maintain Feedback Channels:** Comments from employees serve as a proven feedback channel. At MAN Truck & Bus, comments are editorially managed, making „culture battles“ more recognizable. Comments are transparently visible to all employees. Analytics numbers also provide insight into what the audience particularly likes. Identify the most emotional and popular topics and formats. Additionally, direct feedback provides insights into the popularity of the platform and its design.

**Keep an Eye on the Big Picture:** Besides creating adequate structures, the overall picture should remain in sight. Plan to examine it at regular intervals.



## Are you ready to grow?

Check out Staffbase Campus - our on-demand learning platform for internal communicators



**START LEARNING**

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

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

Staffbase offers best-in-class communication channels to maximise reach and engagement. See how our solutions can help you reach your goals. No commitment, just a conversation! Book a free demo

