



MaxMaraFashionGroup

The One-Shop Hub for Internal Comms:

How Max Mara Fashion Group Informed, Engaged and Aligned Their Entire Workforce





“Smartphones are an extension of our lives. If we ignite conversations through an employee app on our phones, it means being close enough to our employees’ that we can be there to take care of every situation.

— *HRM Director, Max Mara Fashion Group*

Through passion, commitment and tradition, Max Mara Fashion Group is recognised worldwide as the precursor of modern pret-à-porter fashion. Since 1951, the group has designed, manufactured and distributed fashion to a total of 9 brands. Today, they have a network of over 2,500 brand stores and more than 5,500 employees working across the globe.

The Challenges

Max Mara Fashion Group following its tradition of innovation introduced a new way of communication to enhance collaboration and engagement with its entire workforce.

In April 2018, Max Mara Fashion Group developed a maturity model in order to implement a digital platform to act as a one-stop shop for internal communications. They wanted to provide their employees with

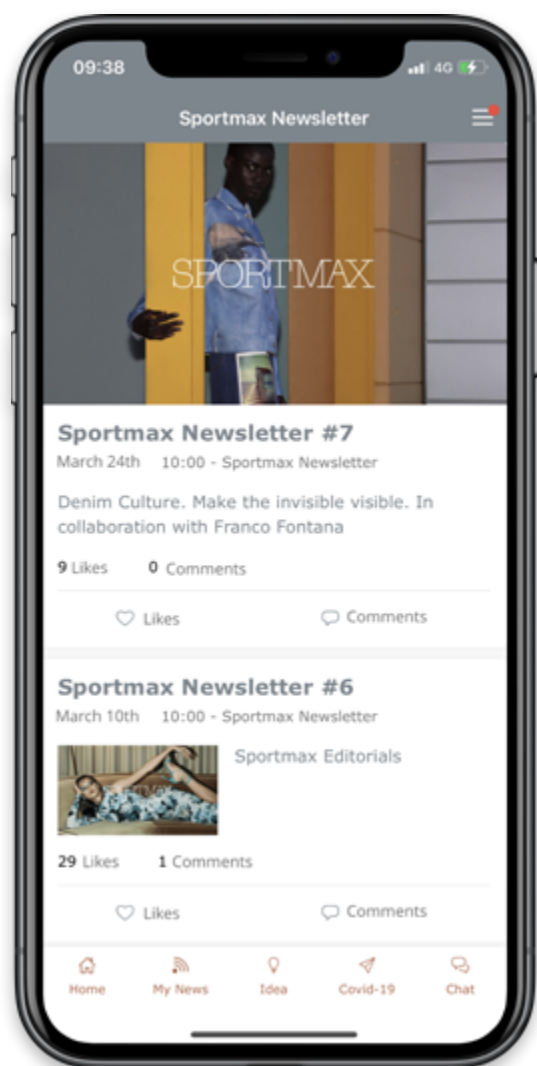
everything they needed in one place. It was critical to find a solution that would enable chat and collaboration between their entire workforce regardless if they were based in Europe, United States, or Australia. The new solution also needed to host all corporate documents and policies, such as wellbeing and healthcare, payroll and e-learning. Max Mara’s Fashion Group HRM Director says: “The goal was to develop a supportive engagement tool enabled by all Max Mara Group collaborators from all around the World.”

Max Mara Fashion Group created a project group with various departments from HR, ICT, Fashion Design, Communication, Retail and General Services to test the functionality of each solution and to ensure that the best platform was chosen for their workforce. After an intense period of research, Max Mara Fashion Group shortlisted a number of digital

solutions to offer a Proof of Concept (POC). After a live in-person demo, the Max Mara Fashion Group Project Team decided that Staffbase could provide a solution that had the best fit for their project.

The Result

The implementation of the Staffbase app started in September 2018 and was shortly thereafter announced to the entire Max Mara Fashion Group workforce in December 2018. The app was launched in a phased approach, with the first wave going live in January 2019 to all of HQ



in Italy. The second wave was launched in May 2019 to the entire retail network within Italy, and the last phase was launched in November 2019 to the rest of Europe, Australia, Russia, USA HQ and all retail networks.

To encourage their employees to download and use the app, Max Mara Fashion Group distributed branded stickers throughout break areas in their head office and retail stores. Additionally, the group sent out a company-wide email to announce its launch.

With a high adoption rate of 79% of the global workforce using and interacting with the app, Max Mara Fashion Group has also been able to successfully engage their employees while evolving the platform and its content. 80% of the organisation are monthly active users, meaning that over 3,700 employees per week are using the app.

One of the biggest advantages for Max Mara Fashion Group is the ability to completely customise the app in terms of structure and branding. The app has been structured to provide relevant information to employees based on various criteria including location, role, company, and brand. This means that employees will only receive updates that are relevant to them. Additionally, the group has been able to enable over 50 editors worldwide within the company and create over 130 channels.

One of the biggest successes of Max Mara Fashion Group's MMFG People App has been the ability to connect and engage their entire



workforce during the pandemic. In March 2020, when the pandemic began shutting down headquarters and retail stores, the HRM Department was able to respond efficiently and effectively to provide information, protocols, and dedicated e-learning courses to their employees daily. MMFG People is now Max Mara Fashion Group single source of truth for all information about Covid-19.

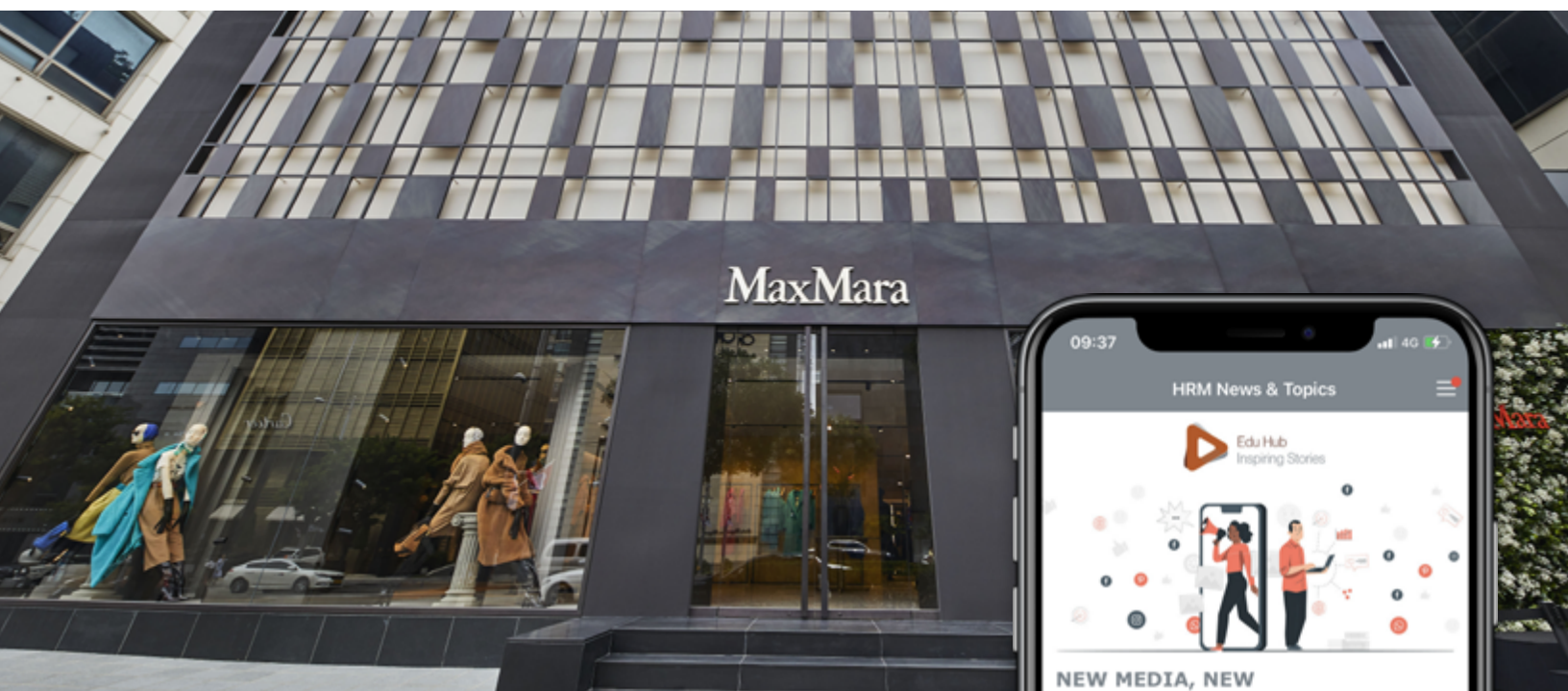
Max Mara Fashion Group created a dedicated “Safe&Care” Page where employees can access important guidelines for employees in both the HQ and retail stores. It also gives them direct access to the “Safe&Care” Team to voice any concerns they may have. This section of the app holds resources and e-learning modules with advice on how to cope with an emergency, as well as best practices for preventing the spread of Covid-19.

In order to keep all employees safe, they must log in at the start of each shift and sign a mandatory declaration form to agree that they are up to date with all Covid-19 protocols. This has created a safe community on a global level with the aim to keep colleagues informed, whether they need to quarantine or self-isolate as well as creating a smart back-to-work environment.

Summary

Communicating to a workforce spread across 105 countries is a challenge for any business. The implementation of a mobile-first solution has allowed Max Mara Fashion Group to inform, engage, and align their entire workforce by providing up-to-date and relevant information.

MMFG People will continue to improve as the app evolves and integrates new features to enhance the employee experience for all of their people.



“The aim is to stay connected to our employees in this delicate period by not only communicating government and company regulations but to also engage with them about cultural initiatives such as virtual events, home fitness, food challenges etc. What we are most proud of is that our team acknowledges that the most important aim of our app is to stay connected to our employees.”

— HRM Director,
Max Mara Fashion Group





Guarantee Delivery With Your Internal Comms Strategy

A Retailer's Guide To Engaging
Non-Desk Employees

2020 might be over, but the ongoing
Covid-19 pandemic is sure to bring further
challenges for the retail industry in 2021.
Could internal communications be the key
to a successful rebound?

To learn more about how Staffbase is the internal comms tool retail professionals trust, check out our **Retailer's Guide To Engaging Non-Desk Employees!** 🚀