



BayWa

Staffbase

## How BayWa Group Digitised Their Internal Communications to Inform, Educate and Engage



# Inform. Educate. Engage.



**“Our entire workforce had a great need for fast and modern means of communication with the opportunity to exchange ideas and share the latest relevant news regionally on a daily basis. The usability of the Staffbase app is simply unbeatable.”**

— **Sandra Bauernfeind,**  
*Internal Digital Communication, BayWa AG*

Based in Munich, Germany, BayWa operates in the energy, agriculture, and building segments. The company has over 19,000 employees spread over 3,000 locations in 14 countries. Employees are based on the road, in warehouses, on construction sites, and in workshops, where they deliver worldwide solutions.

## The Challenges

For international corporations like BayWa Group, one of the biggest challenges faced is the ability to reach their employees and provide the entire workforce with information that is relevant to their specific needs. Many employees don't have access to company email addresses or login data to access the intranet. That leaves them with notice boards, letters, or the printed BayWa Live magazine published each quarter as their main sources of information.

Digital communication was shared through

emails and their SharePoint intranet. The intranet was a suitable application for providing information to head office employees, but it was not an ideal tool for the entire workforce. Such disjointed and ineffective communication channels and strategies were not serving all their employees.



## The Solution

With the primary goal of having one application to reach the entire workforce, including all “non-desk” employees, Sandra Bauernfeind and her communications team were looking for a solution that would allow the team to communicate relevant news and information to each sector of the business. Bauernfeind says, “Our entire workforce had a great need for fast and modern means of communication with the opportunity to exchange ideas and share the latest relevant news regionally on a daily basis.”

Another important consideration was to ensure that their solution was in line with Data Protection Compliant Regulations (GDPR), because chat and messenger applications such as WhatsApp were prohibited for company use.

After an intense period of research, Sandra and her team made the decision to opt for a mobile-first solution and introduce an employee app from Staffbase.

## The Success

My BayWa launched in September 2018 in a phased approach, starting with a pilot to certain areas of the business. Since its launch, 9,200 employees have downloaded and regularly use the app.

The internal comms team worked hard to ensure that the entire workforce saw the benefits of an employee app from day one. “My BayWa is our solution to communicate digitally with all our employees” says Sandra Bauernfeind. “It

now gives all employees a central access point to internal communications.”

One of the biggest successes of My Baywa is the implementation of local channels that are used for individual employee groups. Each employee now gets very tailored and relevant content, as well as company updates and news that affects the entire business. Some of the My Baywa channel features include:



### Trainee Welcome Days:

A dedicated channel for new employees to effectively onboard, meet their new colleagues, and have a better understanding of the values, mission, and vision of the company.



### Screwdriver Portal:

This dedicated channel is for colleagues who are based in the BayWa workshops. It gives those employees an opportunity to exchange ideas, share new innovations, and gain feedback. It also opens up a forum for colleagues from all over Germany to collaborate up with each other.



### Sales Programme:

An exclusive group, where the sales teams can share updates and successes with each other as well as ask for tips and advice, and support each other.



### Internal meetings and events:

A channel that allows employees to be aware of any upcoming internal meetings and events such as workshops or training. It includes information such as meeting agendas, topics, and learnings, as well as allowing employees to formally register for any upcoming events.

Six months post launch, BayWa AG launched an employee engagement survey to ask their employees for feedback. When comparing results from the previous survey, it was clear that the implementation of an employee app increased engagement and communication within the entire workforce. 92.5 percent of the workforce now feel very well informed compared previously to 72.5 percent.

A majority of employees use My Baywa to primarily stay informed about news in their region or department. With the new platform, employees are feeling more connected than ever with 84 percent stating that they feel that communication is encouraged within the company compared to 42 percent the previous year. Bauernfeind says, "Of course the survey showed that there is still room for improvement; however, we can see through our feedback that the open communication channels and updates are extremely important and valuable to our employees."

The success of the app has not only been recognised internally amongst colleagues, but externally as well, after being awarded the Inkomenta Award in 2019 for best intranet and mobile app. Sandra Bauernfeind proudly says "The Inkomenta Award was a team effort. The app has been such a success because of the collaboration we had internally and also due to the support we received from Staffbase."

## Satisfaction scores for My BayWa

*My BayWa* promotes open communication in the company?

Previous year

**42%**  
good to very good

Now

**84%**  
good to very good

How informed do you feel?

Previous year

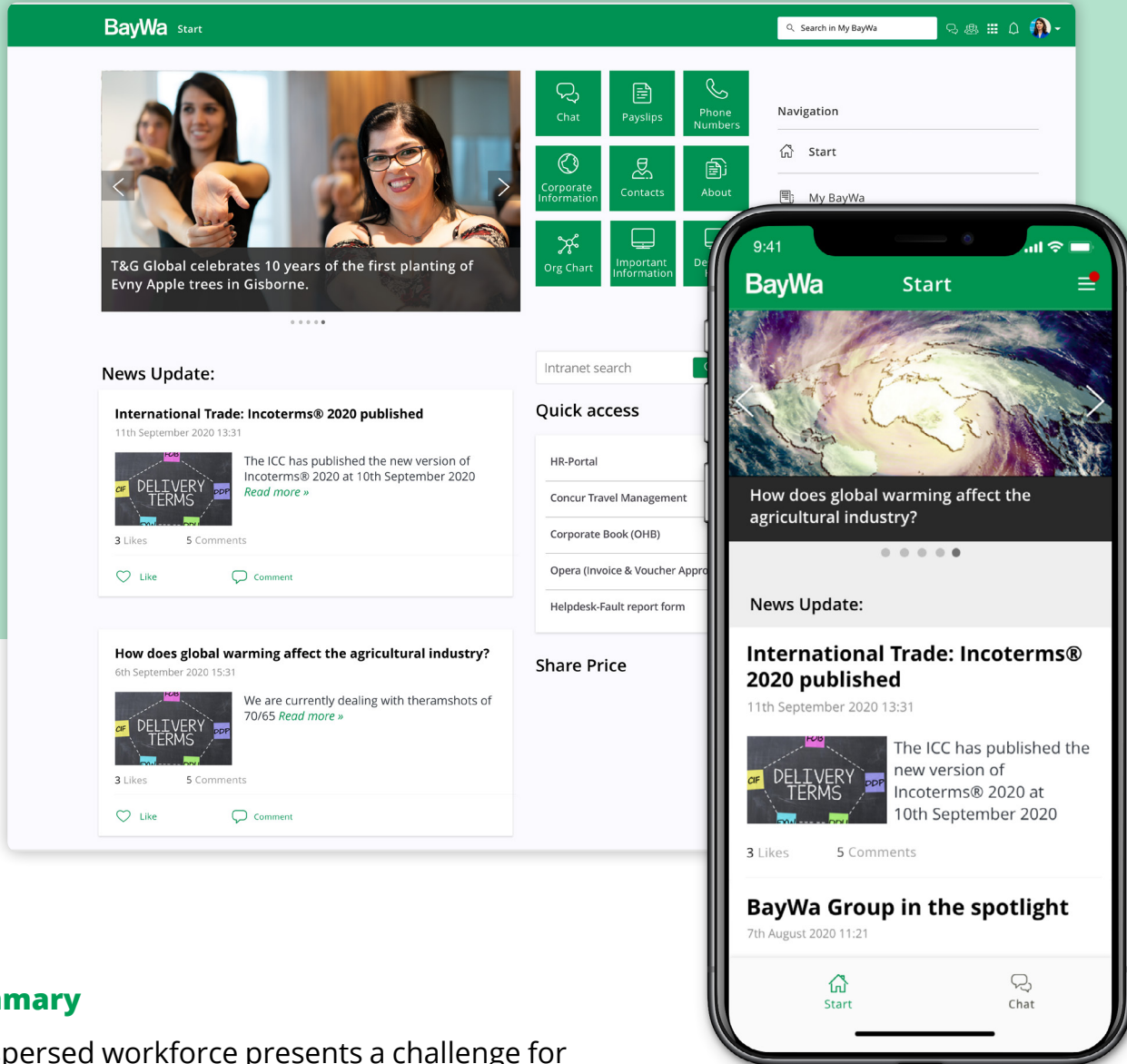
**73%**  
good to very good

Now

**93%**  
good to very good







## Summary

A dispersed workforce presents a challenge for many communicators. The implementation of their award-winning mobile-first solution has allowed BayWa AG to efficiently communicate with their entire workforce.

My BayWa as a communication platform will continue to get better at providing relevant information and providing a single source of truth for the entire workforce, improving the employee experience in the process.

“With the introduction of an employee app, we have been able to create content in a very personalised way. All the content is relevant for each employee and we are now able to look at expanding this concept to create even more targeted and relevant content. The usability of the Staffbase app is simply unbeatable.”

— Sandra Bauernfeind,  
*Internal Digital Communication, BayWa AG*



# Bridging the Digital Communication Gap for Non-Desk Employees

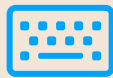


## 3 Out of 4 Employees

are non-desk workers underserved by technology on the job



**85%** of non-desk employees said the communication they receive while on the job is not enough



**45%** of non-desk employees have no access to intranet at work



**1/2** of non-desk employees said communication helps them to perform their job

Learn more about using an app for employee communication

