

 Staffbase

How **ALDI Australia** Engages Employees While Increasing Productivity





ALDI Australia has proven the dramatic positive effect an employee app can have on a large retail organization.



16,000+
employees



Minchinbury,
Australia



588 store locations
in Australia

With more than 580 locations in six states and territories, 16,000+ employees, and 1,000+ Australian business partners, ALDI Australia is a leader in the Australian grocery store market. In contrast to other grocery store giants, **ALDI is the only discounter in the Australian market.** Because of this distinction, they have adopted a unique and successful business model.

ALDI Australia provides customers with the highest quality groceries at permanently low prices. They do this by offering a limited yet carefully selected product range and working closely with business partners to maximize efficiencies to deliver quality and value to customers.

Adrian Christie, Director of Communications at ALDI Australia, has his hands full when it comes to both internal and external communications.



Adrian Christie

Director of Communications

“What’s particularly important to ALDI is that we empower our leaders throughout the business. With a highly dispersed workforce, we needed a solution that would provide us with a consistent way of engaging with our teams. We use Staffbase to do that.”

Since opening in 2001, ALDI has contributed an estimated \$30 billion to Australia's gross domestic product. They have an **"Australia first" sourcing approach** and these partnerships represent the most significant component of their contribution to the Australian economy.

ALDI's operating philosophy is based on clear values: simplicity, responsibility, and consistency. This is reflected in the way they interact with their people, customers, business partners, environment, and the communities in which they operate. ALDI is committed to doing the right thing in every aspect of their operations and understands their responsibility to the environment, sustainable sourcing, community, and health.

The Challenges

Owning Their Narrative

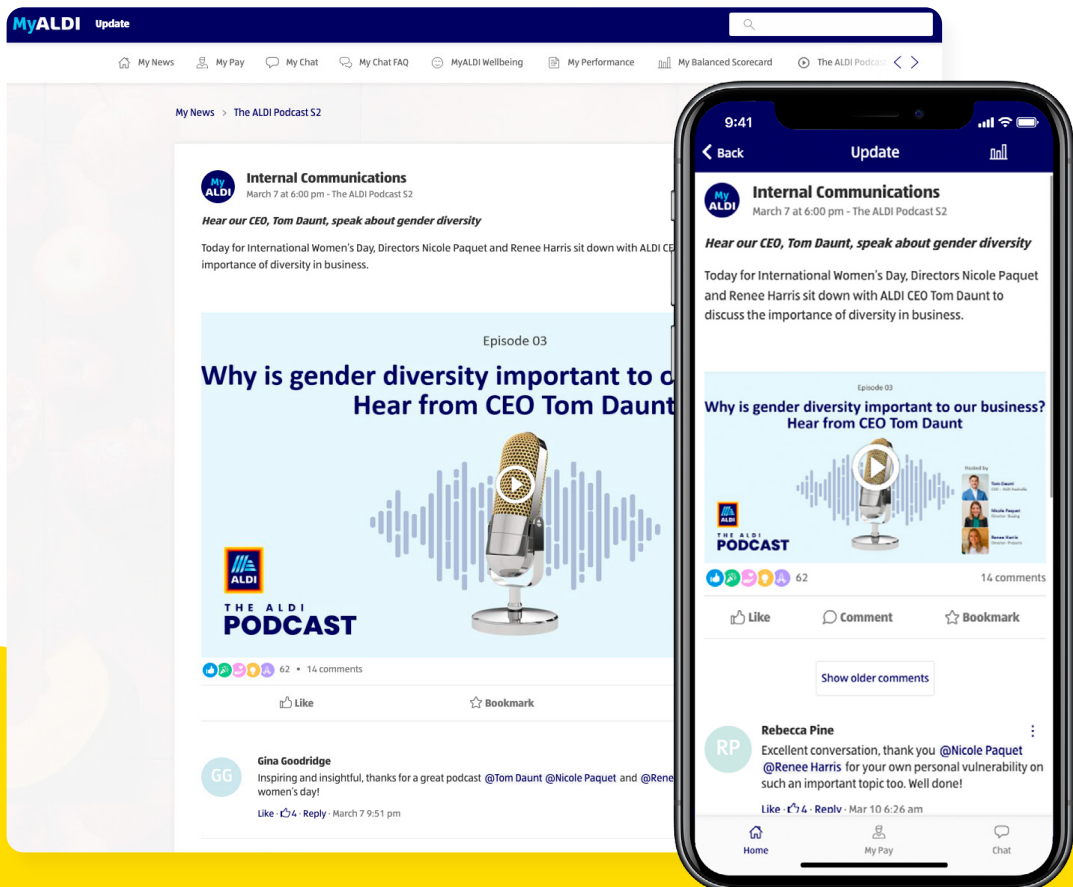
The shift around social and traditional media in the world at large has given rise to the importance of employers engaging with employees on topics that matter to them. More than ever, there's an expectation from employees that an organization should operate with integrity and offer guidance on a wide variety of issues. In other words, businesses can no longer remain silent on topics that matter to their people. ALDI is committed to doing the right thing in every aspect of their operations, and this includes life outside of the workplace. They needed a way to cut through the noise and deliver that message directly to employees.



Providing an Excellent Digital Employee Experience for Frontline Workers

ALDI Australia's workforce is largely frontline workers who don't sit at a desk. Messages were being relayed to entire store teams by one dedicated store manager, and this was proving to be an ineffective way to communicate. With such large teams and administrative tasks handled on a case-by-case basis, the workload was piling up. They needed to provide their frontline workers with access to self-services to offset that workload. A change was needed to ensure the **right message was getting to the right people at the right time**. Additionally, they needed a way to not only connect and engage with their employees, but for their employees to connect and engage with each other. They needed to create a dialogue.

Shouting from the top down was no longer an acceptable way of leading a large dispersed workforce. They needed to create a dialogue with their employees.



Empowering Frontline Managers

Another challenge common to most retail organizations is the ability to empower the hundreds of different managers running their store locations. “You want your store managers to take pride and ownership in their store, as they act as the CEO of that organization,” says Adrian. The way they engage with their teams and some of the unique ways that they drive performance can and should differ, in order to empower individuals and make the most of their leadership styles. But they also need to be consistent in the messaging that they’re sharing. But with a network so broad, with little or no computer access, and with so many different voices trying to share a consistent message, there needs to be an umbrella that sits over the top of it. ALDI Australia needed an employee app to communicate a consistent narrative across the organization.

“*What’s great about Staffbase is that you can have one voice to many, but it’s different when you start segmenting to different people within your organization – for us that might be a message to our store managers and their store assistants or to their respective managers.*”

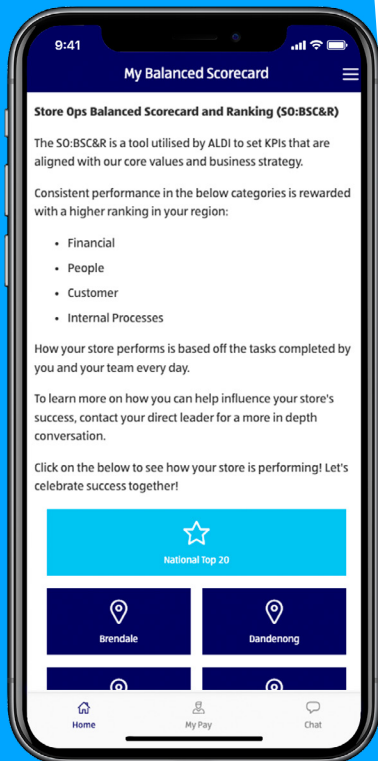
The Solution

Their employees had a need and desire to hear directly from their employer, rather than through other external channels such as social media or the mainstream news. Adrian and his team knew that a change was needed and they began sourcing a solution. In their search for a communications platform, several factors made it clear that Staffbase was the ideal solution for them.

“*Staffbase, as an employee app, was a really simple, cost-effective way of reaching every individual within the organization.*”



“Shaping the narrative with our employees and driving productivity through shared purpose has been at the heart of why we’re moving to an app. And the benefits you get from the HR systems that can be plugged into it lead to cost efficiencies and a better employee experience.”



They launched their branded app, *MyALDI*, in October 2021. Since then, *MyALDI* has allowed them to segment messages and deliver them in real time. More importantly, it has allowed them to measure the impact of the content that’s been shared. According to Adrian, “Moving to an employee app was an obvious step forward. It doesn’t discount other channels that exist, but it’s a channel that reaches our employees on their terms.” *MyALDI* now serves **as a one-stop-shop for everything their employees need**, including payroll, rostering, benefits, feedback, training, and more.

They have structured their app and intranet in a way that not only encourages employees to utilize it, but it’s so beneficial that employees want to use it. *MyALDI* is a one-stop-shop for anything and everything they need. “When it comes to utilization of the platform, you need to approach it from what will make it sticky,” says Adrian.

“Features that are useful and important to individual employees are what makes MyALDI sticky.”

Shift Management

With *MyALDI*, this includes such features as “MyRoster” — where employees can quickly and easily check when they’re on shift. Providing employees with instant access to their upcoming schedules sets the whole team up for success. This reduces the confusion that leads to no-shows and enables management to track and optimize labor costs in real time.

Access to Payslips

Employees can also access their pay information, as well as make updates such as a change in address or banking information. No need for employees to submit requests and create administrative work — which is both timely and costly.

Benefits and Policy Overviews

Reaching out to management to request information about benefits can be uncomfortable in some scenarios. With MyALDI, employees have quick access any time to review the benefits available to them.

Engagement

After employees have registered and are using the app, how do you keep them engaged? Adrian and his team take advantage of the analytics available and regularly review usage metrics.

“*The figures we look at the most are our daily, fortnightly, and monthly active users. Because we need them coming back and coming back multiple times.*”

They use this information to gauge the type of content they put out as well as the timing and frequency of said content. This enables them to make the right decisions about when to share more lighthearted content, and when important and urgent messaging is best suited.

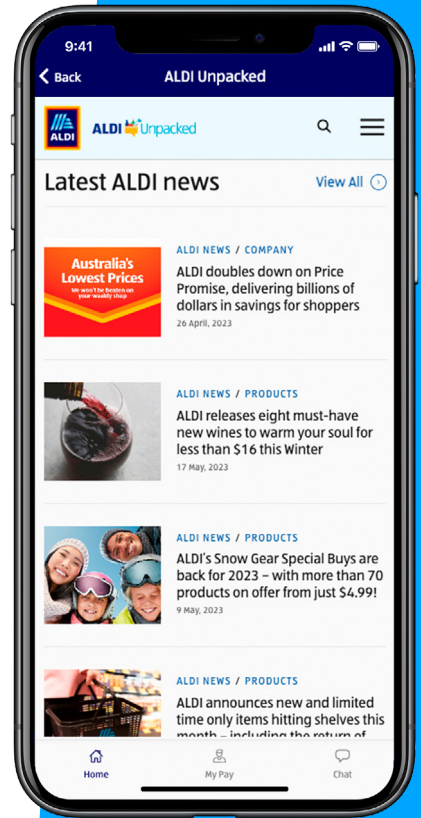
ALDI Australia has achieved amazing results when it comes to employee registration and engagement. With a 99% adoption rate, practically their entire workforce has registered for MyALDI. That's over 16,000 individuals. **They maintain an average monthly active user rate of 94%**, as well as a weekly average rate of 84%. Adrian and his team have utilized the analytics available through MyALDI to better understand their workforce.



Cost Savings

The ability to provide employees with one place to access relevant, trusted information provides immeasurable cost savings for the business. With multiple integrations available for employee self-services, employees have the power to make updates to their account entirely on their own. This saves both time and money by **reducing the workload for their HR team** and streamlining processes through the power of automation.

“The integration of the HR systems into Staffbase is where the real benefit comes to the bottom line of the business. It equally benefits the employees, as they can facilitate things that should be simple in real time through one interface.”

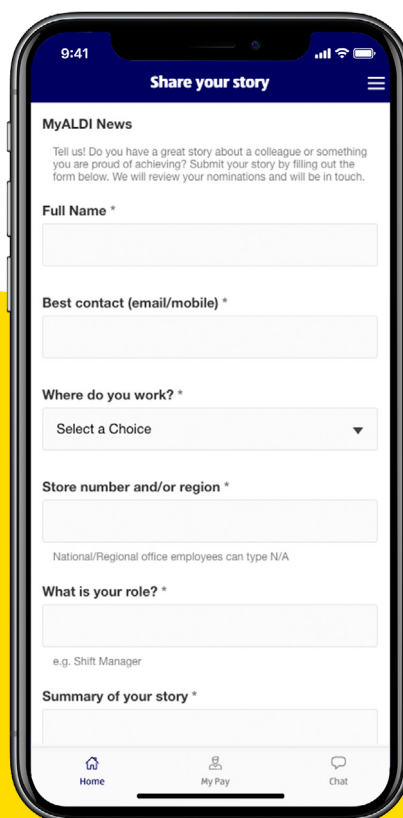


Employee Feedback & Retention

A recent US study has revealed that failure to act on employee feedback might be driving employee flight. In this study conducted with 2,000+ full-time and part-time workers, nearly half (41%) said they don't believe their feedback leads to meaningful organizational change and more than half (53%) reported they're looking for new jobs. **Organizations that understand their people are much more likely to keep them informed, engaged, and ultimately retained.**

By utilizing feedback forms and surveys, ALDI Australia is able to take the pulse of their frontline workers. They receive insights about everything from the products they source to the setup within individual stores, and they even have a direct line to the feedback shared by customers to the frontline employees.

“To be able to listen and hear feedback about the impact of those decisions from the people who are facing customers every day is one of the greatest business benefits of the app.”





99%

Registered Users

84%

Active Weekly Users

94%

Active Monthly Users

Conclusion

Research shows that improved internal communication alleviates numerous business problems and supports employee performance. Companies like ALDI Australia are saving time and money with an internal comms solution that makes sending and receiving comms easy and efficient. ALDI Australia is committed to providing its customers with the highest quality groceries at the lowest possible prices. **The increased productivity and the saving of both time and money resulting from their Staffbase branded app is proof that the company is equally committed to improving the work lives of their employees.**

Insights into the effect of internal communication on business outcomes — and subsequently the impact of a mobile employee app on internal communication — point to a concrete and calculable return on investment.

Article: What makes us different, is what makes us good

My News
My Pay
My Chat
My Chat FAQ
MyALDI Wellbeing
My Performance
My Balanced Scorecard
The ALDI Podcast

My News > Your inclusion

What makes us different, is what makes us good

We're celebrating Harmony Week!

This week is Harmony Week, which is all about inclusiveness, respect, and a sense of belonging for everyone.

Australia is one of the most multiculturally diverse countries in the world. According to the Australian Bureau of Statistics 2021 Census, 27.5% of people living in Australia were born overseas and 75% of Australians identify with ancestry other than Australian.

That is why it's important that we come together to share and celebrate our diversity and cultures and recognise the beauty and wonder of the many cultures of our people.

We encourage you to embrace Harmony Week by sharing your culture with your team members and friends.

Here are some things you could do:

- Bring in a dish from your culture to share with your team
- Share some interesting cultural traditions you do with your family



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internal communicators

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