

Working with internalDesk – a UK partner perspective

The Challenge

Woodreed is the UK's specialist in applying the insights, methodologies and creativity consumer marketers use to engage external audiences, and using them inside to engage employees.

Their client at DS Automobiles had a challenge – help us deliver a premium experience to retail customers by fully engaging our network with the brand.

Understanding how brands are increasingly using digital media and analytics to form deeper, more meaningful relationships with customers, Woodreed were looking for a partner to help engage their clients' internal audience. They were looking to use digital to drive this engagement, as well as provide their client with valuable key insights to help them better understand their audience. For their client to invest, they needed the emphasis on business, not social chit chat.

The Solution

The unique combination of social and business offered by internalDesk made it the platform partner of choice for Woodreed. Built on the proven gamification, recognition and culture change techniques that make internalDesk stand out from the competition, it truly delivers business results.

internalDesk allowed the DS Automobiles brand to communicate directly with specialist network employees, sharing new content and brand information as well as business critical information directly and immediately. It also encouraged peer to peer communication and networking among the dealership community, as well as recognition and reward - peer to peer, top down, bottom up.

internalDesk was fast: from sign off to launch in just 4 weeks. Fully customisable, it allowed Woodreed to adapt it to meet the client brand's own needs. Accessible on PC, mobile and tablet, it allowed them to tap into one of 2016's key trends of meeting employees wherever they are – using their devices to create communities, communicate and recognise and reward.

All this supported by a back end brimming with a wealth of data insights to allow their client to modify, plan and execute based on insight.

The Results

Benchmark smashing levels of engagement, adoption and participation levels exceeding accepted industry metrics by a large margin with 92% penetration of users in just 3 weeks from launch.

The outstanding KPIs and accelerated business results prompted the roll-out of a German version of the platform.

The proven results strengthened both Woodreed and internalDesk's business relationship with the PSA Group resulting in the launch of a platform for the entire Citroën network and head office plus a separate version for Peugeot.

Immediate increase in levels of productivity, improvements in collaboration and levels of innovation, relationships between network, field teams and head office, knowledge sharing and professional development.

Users love it



“It is really good to see answers to questions and I feel really ‘involved’ with the brand now!”

The client loves it



“The productivity gains are already evident as we have literally flattened our entire organisation in a matter of days. The distance between, for example, a sales executive in Aberdeen and our quality team here in Coventry is now just one click. Not only that, we are seeing great ideas and a lot of real innovation surfacing from all over the country. It’s proving to be a cost effective way of communicating with our dealer teams.”

- *Bek Hassan, Managing Director at Citroën and DS Automobiles UK*



“internalDesk has been an important tool for us to ensure that as a brand we’re connected to our network of DS Champions. Thanks to its clever blend of business and social usage, we’re able to distil important information rapidly to our community and crucially interact directly with these key people. The platform has increased engagement and pride in the brand and given rise to a success-driven culture”

- *Mark Blundell, Marketing Director, DS Automobiles*

Woodreed loves it



“internalDesk never stand still. With their proactive approach they are constantly developing, always looking for new ways to improve the user/client experience. Their innovation is balanced with a flexible, responsive, real world pragmatism. Unlike many software vendors, who see the sale as the end of the relationship, with internalDesk it’s just the start. They make it their mission to find ways to continually improve the platform and user experience.”

- *Jo Moffatt, MD Woodreed*