#8 Challenges by Industry – Internal Communications in Retail with boohoo Transcript

Speaker 1 ([00:10](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=10.48)):

Welcome to Comms in a Nutshell, a podcast by Oak Engage. Comms In a Nutshell is the go-to place to listen to discussions with the Oak Engage team, industry experts and global brands about the world of work, internal comms, intranets, and how you can get the best out of your workforce. At the end of each episode, we wrap up all the tips and findings discussed in a nutshell so that you can start implementing them right away, enjoy this episode.

Speaker 2 ([00:43](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=43.43)):

Hello everybody and welcome to Comms in a Nutshell, in today's episode, we are hosting another challenge by industry discussion, where we chat to guests about the internal comms challenges faced in their industry. We've previously covered the construction industry, which you can check out on our Spotify and in today's episode, we are going to be exploring the retail landscape and we're going to be joined by online fashion giant, Boohoo. And we're going to be chatting to their internal comms manager, Maddi. So, Maddi, do you want to give everyone a little bit of an introduction to what you do and your role at Boohoo?

Speaker 3 ([01:13](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=73.89)):

Hello, I've worked at Boohoo for just over five years now. Um, I started in customer services. I moved to HR where I headed up employee engagement. And then in January, 2021, I moved to the corporate affairs team where my role as internal communications executive for the Boohoo group, and most recently was promoted to the internal communications manager where I now oversee all internal communications. Part of my role um, I lead on all intranet projects that can be for anything, creating news articles, integrating new pages and content creation. Um, and as I side note, I'm also completing my CIPR. Ooh,

Speaker 2 ([01:47](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=107.58)):

You've got a lot under your belt there and I guess we can delve into all the changes that you've seen over the time that you've been at Boohoo and all the challenges that have come with internal comms.

Speaker 3 ([01:57](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=117.99)):

<laugh>, It's never been easy, but, um, we get there.

Speaker 4 ([02:00](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=120.35)):

Do you want to tell us a little bit about your intranet to kick off with, so kind of what it's called, when did you implement it and how you guys’ Boohoo use it?

Speaker 3 ([02:09](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=129.31)):

Yeah, of course. So, um, our intranet is called Boohoo for you, and we launched that in November 2020. Uh, we actually implemented it within a six-week period with a team of two, which I guess in itself is pretty impressive as you can imagine COVID absolutely accelerated the demand of the internet. Um, and an Intranet was always something we spoke about in internal comms. However, it wasn't really deemed as I guess, necessity. However, when COVID hit, it was seen as a priority to get a comms platform up and running as soon as possible. And like I said, we launched it within a six-week timeframe. With just a team of two, obviously we had the great help from, um, the Oak guys, but essentially the platform's that easy that it was, it was that quickly that we could implement it within such short timeframe.

Speaker 2 ([02:53](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=173.18)):

Is the intranet... So I know Boohoo group, it's a lot of different fashion brands. So is the intranet just for those at Boohoo or does it spread across the whole group and different brands?

Speaker 3 ([03:05](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=185.139)):

So obviously Boohoo group is made up of 13 brands and each brand use the platform. Yeah, it's, it's around 6,000 colleagues in, in total use it and it spoke around to be like the one stop shop for pretty much everything. We've got seven UK locations and quite a lot of overseas offices too. And I guess the biggest percentage of our workforce are the DC'S. We've got three of those. So in terms of those colleagues, they are deskless. So it's really important to have an intranet that suited those colleagues too. And then for the other workforce, they, it is a hybrid workforce where we work three days and then two remote from home. And we needed an intranet at that time to suit every employee across the business, no matter what brand, no matter what location you worked in, it was, it was imperative that that happened.

Speaker 4 ([03:46](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=226.39)):

I guess the mobile app plays quite a large part for you guys?

Speaker 3 ([03:49](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=229.58)):

Oh yeah, absolutely in terms of the mobile app everybody in the business uses the app. However, we really drive it into the DC'S because essentially, it's got everything on the app for them. So whether that's HR policies, benefits, um, comms that go out to the business, it's quite difficult for a warehouse operative to receive that communication if it wasn't for the app. So again, like I said, it was so important that we had something that could really connect to those colleagues within the warehouse really easy. I think one thing that we did predominantly through COVID we still do it now to this day is we use like the push notifications. So anything that's really critical and we need to get meshed out to those guys. It's is we use that functionality quite often. Yeah.

Speaker 2 ([04:30](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=270.76)):

Yeah. It's definitely a lot better than email.

Speaker 3 ([04:33](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=273.29)):

Oh, absolutely. Yeah, definitely. <laugh> nice. I think over COVID like the amount of emails that we're now and, and probably on that, I think we wanted, well, at the time we really wanted an intranet to, to really separate the change communication, as you can imagine through COVID there was so many emails that went out to the business. We wanted a platform where we could still send those emails and we could still stress the importance of them, but then still do all the fun and engagement and, and the nice to have some channel got through the, through the internet as well. So it, it was a bit of both.

Speaker 2 ([05:01](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=301.46)):

Yeah, definitely. And I kind of wanted to ask since Boohoo started, and since you've been at your role, how has the internal communication strategy evolved? So obviously it was implemented like just before the pandemic, what did you use before? Was it just email and how has that kind of strategy changed? So,

Speaker 3 ([05:20](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=320.89)):

Um, it makes me laugh because before COVID there wasn't really an internal communications team within Boohoo. Of course we absolutely communicated to colleagues. That's that's a given. However, like I said, there wasn't really anyone in the business that managed internal communication. So I guess when I started a team, it was in my gift to really work on the internal comms strategy. And I've been doing that for the last two years in terms of the strategy itself, absolutely informed by our colleagues. I guess what they've told us within the two years that I've been here is that we want greater involvement, to have better visibility of the group's aims, achievements and learn more about what other departments are doing. And I guess probably relating that to Boohoo for you is we do use Bohoo for you to, to push projects, to, to highlight key things that happened across the business.

Speaker 3 ([06:03](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=363.02)):

So a great example would be when we, um, launched our sustainability strategy, all the information around that was on Boohoo for you. We did videos, we did polls. We, we really pushed content through there because we did it on email. Absolutely. But it was a little bit easier to do through Boohoo for you it was more acceptable to, for everybody over the business, it was visual, it was fun. Um, so that was a great way to embed that kind of change, I guess. And then throughout 2021, um, we draw communication through the business in a way that were probably never done before we identified that we needed to probably do things a little bit different because we had a lot hybrid workers, we had people that were furloughed, it was a different business at that time. So due to that shift, we introduced videos, town halls, and podcasts to our strategy. Ultimately we wanted to reduce all of that email traffic that was going through the business.

Speaker 2 ([06:53](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=413.48)):

What do you think has been the biggest like internal comms change or challenge, I guess?

Speaker 3 ([06:58](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=418.44)):

From my point of view, you can't please everyone. Um, and I think I do struggle with that sometimes and I probably, shouldn't not everyone is gonna enjoy reading what you put out. Like everyone's gonna have different opinions about the amount they wanna read or how in depth that they want to, for us to go into it. And I think that's always been a challenge that you need to be really mindful of. You don't wanna overboard people with content or you don't wanna overboard people with information, but at the same time, like you do need to communicate to these people. <laugh> yeah. I think that's probably one challenge. Maybe another challenge probably personally, I think in terms of internal communication in general, like there's such tight deadlines. You could be asked to do something on a Monday morning saying this needs to out by Tuesday, Tuesday night, like, and you've gotta write full comms plan. You've gotta write the content. You've gotta choose which channels relevant for it. You've gotta make sure that then colleagues understand what what's being written. It's just, that's probably a little bit of a challrnge. You've always gotta be reactive in, in making those quick decisions, listening to feedback, taking it on board. Um, and then probably just learning from it as well.

Speaker 2 ([08:02](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=482.28)):

Do you use the feedbacks, like the pulse surveys and things like that? Do you find them useful?

Speaker 3 ([08:06](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=486.44)):

Yeah, definitely. So every time that say we do, um, a campaign launch though, say if we've done a launch with Megan Fox, for instance, we'll use the homepage to use polls and say what do think of the collection? Any feedback or leave like feedback form for people to give their suggestions and ideas on what we could do better. We've used the feedback form as well as polls. I wanna say I'm probably about maybe 70% of the pages and the engagement on them pages are really high and people are engaging with, with that content and leaving feedback and responding to polls. And I think that's a really important and a key way to get employees to interact with it. Otherwise it just becomes a bit like a stagnant page in my opinion.

Speaker 2 ([08:45](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=525.3)):

Yeah. And then that's really nice as well because you've got all the employees in the workforce kind of there having a say in how everything's being done as well, which is great.

Speaker 3 ([08:54](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=534.74)):

Yeah. That's, that's part of the Boohoo culture, I guess like it's all around that two way conversation. It's not, it's not just tell, tell, tell it's like we wanna hear from you, you tell us what you think and we absolutely embed that. And, and we enforce that people do come forward and do let us know how they feel or what they think of a certain project, or I think that's really important, not necessarily within internal communications, but within the business in general.

Speaker 4 ([09:17](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=557.01)):

So it sounds like you do a lot to engage the workforce. Um, and has this always been the case or has, you know, there been a turning point to kind of make sure that you can reach as many employees as possible and get them involved in whatever you do at Boohoo?

Speaker 3 ([09:29](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=569.79)):

So I guess the main aim for me when working in internal communications is to engage, inspire and inform. I think employee engagement is really important in the business. I think if you were to ask anyone they'd agree in saying it's pretty critical to a company's success. Engaged, enthusiastic and happy colleagues definitely equals a thriving business. And I guess for Boohoo its always been at the forefront. We absolutely have a work hard, play hard ethos as cliche as it sounds, but, um, it's so important that colleagues connects the business values names and the positive culture environment is key. And whether that's us talking about diversity and inclusion, health, and wellbeing, or even the Fundation the calendar, we absolutely promote and engage with our colleagues as much as possible and a great way for us to do that is to use Boohoo for you. Because like I mentioned earlier, the amount of emails that have been going out, God, how many is it's really important that there's another channel to be able to, to host that information.

Speaker 3 ([10:26](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=626.08)):

And I think as well, like not, everyone's gonna have time to read their emails there and then I think it's really important for the business to have a platform that they can dip into. Like say, if you finish work at six o'clock, I'm not saying that that this is for everybody, but, and they wanna have a read on, on, on the app and they wanna see, um, what's happened that week or what's happened today. What can they engage? What can they learn? They wanna read more about the benefits then the, there needs to be a platform for all that. And I think another thing it's, it was really important at the time is our HR team was like undated with queries. So there'd be like snowed under with, can you let me know about my benefits or how do I raise an it ticket or it could be, how do I log onto like the, the HR platform to book holidays?

Speaker 3 ([11:10](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=670.37)):

Like there was so many questions. It, it just became a mountain of work. So what we needed was a platform to answer those questions, a bit like a self serve document for them, so to speak. So that was really important when, um, going out to tender, to looking for an internet supplier that we needed to, to tick that box really. So then colleagues didn't have to go to management or they didn't have to go to HR. They didn't have to prolong that response time. They just had it at the touch of the Phoenix, I guess you just

Speaker 2 ([11:36](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=696.52)):

Streamlines everything. Doesn't it? Cause obviously we, we have it within ours as well. And it's just so nice being able to log on and just... right, I need to do this, this, and everything's just there.

Speaker 3 ([11:45](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=705.78)):

Yeah. And I like, I like how, like we sometimes do like competitions, um, to get people to view the intranet. So we'll do a news article saying like comment, um, a heart emoji and we're gonna choose five people at random to win 50 pounds. So just getting people on the intranet reading the content, driving those viewing figures because yeah, they're gonna look at that post and they're gonna be commenting an emoji your heart. Absolutely. But who knows whilst they're in there, they might dip into the speaker hub, which is a compliance hub that we've created, which houses, um, like data protection, compliance, all the, the necessities within the business for colleagues to, to read up on and become aware of like the opportunities are endless.

Speaker 2 ([12:30](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=750.71)):

I like that, it's interesting you mentioned competitions because the next question that I wanna ask is kind of like about your engagement rates on the intranet, what are the biggest drivers of engagement and what content kind of works best? And I think when we did our interview with five guys, well, they said that they had competitions as well. So that must definitely be a big driver, but are there any others that kind of work well?

Speaker 3 ([12:52](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=772.89)):

Yeah, of course. So since January, 2022, we've had over 350K page views across the site and that's just on the home page itself. So it's not including all the, the different pages that, that go around the site, which to my point of view, I think that's great. In terms of keeping engagement high, we're really disciplined in that we use Boohoo for you for as the first method of communication, so no matter what them comms are to the business as the first point of call, we will absolutely write a news article on Boohoo for you. And then we send the email, it's just getting colleagues into that mind frame that like, this is where I need go for information. And then typically in terms of like the best rated pages, you it's always gonna be the people pages probably cuz benefits is on there. Um, everyone wants to know, um, what they getting for the bucket, I guess.

Speaker 3 ([13:41](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=821.3)):

So to keeping content engaging as a side post, we do use polls. Like I mentioned earlier, I think it's really important for Boohoo with it being such a visual creative business that we use imagery, videos, um, just to keep them connected to the brand. So it doesn't look like a ... not too corporate, I guess. And then we also like to speak to them, um, like they're the bestie. So it's not like good afternoon colleagues. It's more like, Hey, are you okay? Like it's a lot more relaxed. And I think people relate to that a little bit more and they feel like they are talking to their friend as opposed to it being so corporate and that's not what our business is. And I think it's really important to get that balance.

Speaker 4 ([14:22](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=862.45)):

I think there's a lot of scope kind of within the product to kind of make it a bit more, you know, soft and engaging as well.

Speaker 3 ([14:29](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=869.31)):

Oh yeah, of course like the amount of times that I've like I've used the, the personalization tool and people be like, oh, how does it know my name? I'm like, it's a system it's clever <laugh> but I use that all the time. And I think one of the great things that I like to use on Boohoo for you predominantly is when you create a form you can use a tool that automatically knows who that person is or what department they're working. It just removes a lot of the, the stress and the type or whatevers that sometimes happen when you're trying to gain feedback or trying to do some training, it just becomes a little bit easier. Um, and then you can just pull Excel spreadsheets. It's just the best <laugh>

Speaker 2 ([15:12](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=912.11)):

Adaptive <laugh>.

Speaker 3 ([15:13](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=913.83)):

Yeah, absolutely.

Speaker 4 ([15:14](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=914.64)):

Would you say that's your favorite feature or is there something else that,

Speaker 3 ([15:17](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=917.78)):

Gosh, my favorite feature, what a question? I think what I love the most about Oak, is how easy it is to you for the whole two years, just over two years that I've had to, um, deal with Boohoo for you and Oak, like I think I've had to contact the team maybe three times, cause I didn't know how to do something, it's it, it is simple as editing a homepage, adding content, keeping it relevant. Like it's, it's really not that difficult. And I think that that was so important when we went out to tend to look for an intranet supplier that we needed something that didn't involve a lot of training. It was really easy to maintain and the team are really great <laugh> so that was always a positive. We went, um, into that process. We just needed something that was really easy to implement within the business within such a short timeframe. And I guess Oak ticks all those boxes at the time and still do.

Speaker 2 ([16:05](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=965.78)):

Because I think when you initially think intranet, you think complicated, but it's nice that you can control it easily. And other team members and members of the business can do it as well.

Speaker 3 ([16:18](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=978.26)):

Yeah, definitely. And what I like around, um, Oak probably in comparison to maybe some other suppliers that we, that we looked at is that it is all, all automated. As long as you have a great HR system where you put all your data in, it pulls it from, from that system essentially. So if someone leaves the business that same day, they get, they remove their access from Boohoo for you. If someone joins the business that same day, they get automatic access to Boohoo for you. Like I am so hands off when it comes to data and I am not a numbers person, I work in internal communications. I am letters, letters, letters. So that's a massive, um, positive for me that I didn't have to look at that side of things.

Speaker 4 ([16:57](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1017.88)):

What do you, your employees say about it? Do you get much feedback from them?

Speaker 3 ([17:01](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1021.26)):

On the whole and they say it's a great platform. Um, it absolutely works for our people across all locations.

Speaker 4 ([17:11](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1031.96)):

When we look at kind of, you know, challenges by industry and, and every industry faces different challenges. What does the day to day life as an internal comms professional, look like for you at Boohoo. <laugh> for you.

Speaker 3 ([17:24](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1044.73)):

I hate saying this. It sounds so cliche, but like no two days are the same and I'm, I can only speak for me and internal comms in Boohoo world, but I'd like to think it was the same for, for a lot of, IC professionals, but I guess my role ranges from anything from planning internal engagement, looking really closely at like the diversity inclusion dates in the calendar, health and wellbeing calendar, planning engagement to suit the business in all locations. And then in the afternoon I could be drafting corporate communications to come down from our CEO or I could be writing some communication around a project or something that's changing in the business. And then the next day I could be posting our town hall and we've got a big media outlet coming to, to help us broadcast that. So it is so different there isn't like a day where I'm not doing something crazy, I guess, busy,

Speaker 2 ([18:19](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1099.81)):

Busy, busy,

Speaker 3 ([18:20](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1100.53)):

<laugh> busy, always. I love it.

Speaker 2 ([18:23](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1103.03)):

So obviously you're an IC manager. What are the issues that you, what issues and challenges that you're kind of are facing within retail at the moment? Obviously retails are crazy industry Boohoo's like one of the biggest online fashion retailers. So it must come with some challenges?

Speaker 3 ([18:43](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1123.63)):

I think one important things when it comes to internal communication is, is driving like a really positive culture, which we absolutely do have at Boohoo. I think keeping in mind like the business, the business values, um, and its aims and working towards communications that fit with our business. So I mentioned earlier when we communicate to colleagues, yes, in some instances we need to be corporate, we need to, we need to tell them the bread and the butter, but we also need to turn it on its head and, and think about how can we soften this and how can we really engage with our employees? How can we, we call it a Boohoo family, Um, because obviously we're made with 13 brands, we want that culture to really live and breathe within the group. So I think having that balance between the corporate and the need to know, and this is serious business and then, okay, this is fun. Now we can have, we can have a bit of a chill. We can, we can have a party, we can do this. We can do that. I think having, having that, that balance is really important. So

Speaker 2 ([19:39](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1179.8)):

Like, what do you think are the best ways to keep people engaged coming back for more? So it's not just something that they're logging onto as, and when they're coming back every day and it's kind of part of their daily routine as an employee, I guess.

Speaker 3 ([19:52](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1192.67)):

Yeah, of course. So I definitely think less is more so, as easy as it could be to write war and peace and put it into a news article colleagues don't have A, the time sometimes they don't want to read all that information. So I definitely think, keep it top line, keep it engaging, use imagery where you can, videos that's, that's definitely how I get people that engage in the internet. Definitely. I think keeping on track on what's working well is really important as well. So if things aren't gaining a lot of views, then you need to be asking yourself why, like, what is it? Is it because there is too much content on there? Um, is it because we're not using polls? It's because we're not asking for feedback, like what has top views and what can we doing more of it? And then on that is, is getting feedback yeah it's ok...

Speaker 3 ([20:42](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1242.109)):

Okay using Boohoo for you and the feedback form, but it needs to be that two way conversation. So to go and say, oh, did you look at the intranet yesterday? Like what did you think about what you think of that news article. Ask your peers, ask your colleagues? Like what, what could we do better or what you, what you enjoying. And I definitely think aside from that is keeping it visual. So I know I mentioned earlier around keeping it in line with, um, the business assets, I guess mm-hmm, <affirmative> just keeping it relatable. So try not move it too far away from how the business runs operationally and then keeping it updated. <laugh> basically like there's no point having stagnant posts on there. Like for me, updating it with blogs, updating it with, with news articles refreshing the page if something's changed. Like that is something that's really important to really drive engagement because the last thing that you want is an employee going on it on Monday, reading the content, really engaged with it. And then it comes to Thursday, they go back on it and then nothing's changed. Like watch's driving them to go back it back on it next Monday. Like they're automatically thinking what's the point kind of thing. So I think it's keeping it updated, keeping it current less is more and really looking at what works well and getting feedback. I think that's, that's so important.

Speaker 2 ([21:56](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1316.29)):

I think like visuals, isa big one as well. I know like video and like you said, you're doing a podcast as well, an an internal podcast. I think I've just been writing an article about like different types of content you can do. And I think podcast is like a big one that people are doing in internal comms now.

Speaker 3 ([22:12](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1332.2)):

Right. Um, so we actually launched our first podcast. I wanna say may. Yeah, we did for May for mental health awareness month. Um, and the great thing that we did is we cut it down into bitesize chunks. So the podcast itself was pretty long. Um, we, we were talking for ages. So what we did is we cut it down, hosted the content onto Boohoo for you, and then people going to certain topics of certain areas that was like bespoke to them that they really wanted to, to know more about as opposed to listening to the whole audio clip, they could find the relevant content. And without Boohoo for you, there wouldn't be a place to host that, like we would do the podcast, send it out here its, we may have hosted it on, on YouTube or something like that, but there isn't any anywhere for colleagues to, or there wasn't anywhere.

Speaker 3 ([22:57](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1377.73)):

Should I say for colleagues to, to go in there and, and basically look at the hub and, and keep updated in that sense and think what we really like around Boohoo for you is we use it as a bit of an onboarding tool as well. So say if a new starter joins the business, um, we do town halls every month where we talk around certain projects or launches or anything exciting, essentially that's happening across the business. We do the town halls and we record them and then we put them into the town hall gallery on Boohoo for you. So when a new starter joins the business, obviously they still have their induction, but then they can also go into Boohoo for you and, and watch all these videos back to get a bit of the feel about the business, about how it's been going on, the culture, all that kind of great stuff that happened before Boohoo for you or Oak there wasn't anywhere for that to, to really live. So it it's great that we have a platform for that reason.

Speaker 4 ([23:48](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1428.8)):

Did you sayyou just got the Boohoo for you came into use before the pandemic?

Speaker 3 ([23:54](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1434.24)):

No, so we launched November, 2020, so god I cast my mind back to the pandemic feels like years ago, but it was years ago. It feels like years and years ago, but it was around that time. So I think it's when we all went into, um, into lockdown, there was a lot of people that being asked to, to work from home. It was yeah. It, it is around that time from what I remember anyway.

Speaker 4 ([24:17](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1457.63)):

So do you think the platform really helped around that time when kind of even people who were usually in the office were then suddenly disconnected and working from home?

Speaker 3 ([24:28](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1468.42)):

Oh yeah, definitely. And I think obviously we, we pushed out some really positive news to try and like simmer the negative news around COVID, but there was like a cry out for it for an intranet for quite a long time within, within the business. Colleageus were like oh we'd really like an internet. I really want this X, Y, and Z. And I think getting the news to say, look, we've launched this it's Boohoo for you. You gonna get this, that and the other one there. I think that was a real like turning point and maybe a positive piece of comms they really, really needed. And I think when we launched it, obviously we did, um, a huge launch comms plan where we did competitions. We, we did balloons, we did all that kind of great stuff. But I think at the time it was, it was a relief that we had something that connected employees and we were able to push out great news and it was visual. It felt relatable. It, it really embedded the culture within the business. I think personally it came at a great time. I think our business is super quick and super agile as it is, but to be able to launch an intranet within a six week time frame, starting from absolute scratch, I think it wouldn't, if COVID wasn't the accelerator, then I don't think Boohoo would have been a great success as it is now.

Speaker 4 ([25:45](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1545.81)):

When you say you didn't have an intranet kind of before, Oak, do you, did you have nothing at all?

Speaker 3 ([25:50](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1550.58)):

So we, we did. We had a placeholder, um, I guess, but it wasn't so much an intranet. It was more of like a, a rewards platform. So you go on there, you can get like 20% off like, O2 or you could get 10% off Pizza Express. And we used that as best as we could to, I guess, place hold an intranet for the interim. But it, it was never gonna be what we needed to be like. You had to go back to the supplier to, to make any amends, say if we had 40 new starters during the business, you have to send over a spreadsheet, they don't fit the system. Like it was such a laborious process. Whereas Boohoo for you, it's just like clicking your fingers and it's done.

Speaker 2 ([26:34](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1594.66)):

Nice. Obviously Boohoo, it's got its desk based employees. We wanted to ask about deskless workers as well. So how is Oak kind of helping to bridge that gap between the desk deskless workers and how does it kind of help connect the almost workers that would be deemed disconnected?

Speaker 3 ([26:52](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1612.95)):

Yeah, I think I mentioned something earlier around, um, previously if a deskless worker needed information, whether that be a policy or the handbook, it wasn't like available wasn't available on the fingertips for them. If that makes sense. Like they wouldn't be able to access it the same as I would be able to if I hadn't, if I had a PC. So I think being able to give them a platform where if they wanted to read a policy, they absolutely could. And I feel they at the time felt a little bit more connected to the wider business in that sense as they had the same access as everybody else mm-hmm <affirmative> um, they saw the same things to everybody else. Like they didn't feel like there was a divide because we was all all on the same platform. We all have the same access. We could all see the same things. Yes. It may have been tailored more towards the warehouse colleagues so they would see warehouse related content, but essentially they still had all the same policies or be able to view all the same policy should I say, they'd be able to view all the town halls that they all have the same rights and access as to everyone else in the business. So I think that was like a huge way in driving in that culture, I guess that, yeah, we are, we are all together. Like we are with one.

Speaker 2 ([28:10](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1690.869)):

Yeah. Is that sense of unity? Isn't it? Yeah,

Speaker 3 ([28:13](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1693.2)):

Definitely

Speaker 4 ([28:13](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1693.91)):

Very insightful for us to, uh, mm-hmm <affirmative> into, into the inner workings of Boohoo. Um, and as we are on Comms In A Nutshell we like to finish up with, in a nutshell, what are some of your top tips for making the most of your intranet?

Speaker 3 ([28:29](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1709.43)):

I guess my top tips would be less, is more, um, keep the content super relatable. Um, condense it down into all the information that the colleague needs to read. Don't overcomplicate it. I think that's something that internal comms professionals sometimes get into, but I definitely think keeping those news articles short, sweet, engaging is key. Um, I also think using videos where appropriate across the site is, is really interesting. So in terms of my work on Boohoo for you, the pages with the videos get the most views, um, people are probably sick of reading. <laugh> So definitely use videos where necessary, I guess, gifs are always a good one. So if you've got any, any interactive gifs, um, definitely, um, explore that one. And then probably in terms of having the system itself, I guess is keep on track on what's working well, like review what you have done. Um, what has got the top use? What's not working great. Um, how can we be better? How can we write better content, get feedback from your peers? Like I said earlier, definitely. Don't, don't like stop, like just keep thinking how you can do better and have a better intranet in general.

Speaker 2 ([29:46](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1786.28)):

Data is everything.

Speaker 3 ([29:48](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1788.12)):

Data is king.<Laugh>. Absolutely.

Speaker 2 ([29:52](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1792.88)):

Well, thank you so much for coming on the podcast today. It's been really interesting to learn about your role and get a little peek inside what happens at internal comms at Boohoo. It's been lovely having you on.

Speaker 3 ([30:05](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1805.37)):

Thank you for having me. It's been great. I really enjoyed it.

Speaker 2 ([30:08](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1808.17)):

Thank you to all the listeners at home, and we will see you for our next episode next month. Bye

Speaker 3 ([30:13](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1813.32)):

Bye.

Speaker 5 ([30:16](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1816.46)):

We hope you enjoyed this episode. Make sure you subscribe to us on YouTube, our social media channels and your favorite podcast player to get all the latest comms in nutshell content.

Speaker 1 ([30:25](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1825.53)):

If you want to learn more about how an intranet can transform employee engagement and streamline your communications, why not head to our website and book a demo with one of our experts.

Speaker 5 ([30:35](https://www.temi.com/editor/t/o1LoEewChuR4aw-MSbNO9rTwO6pNbNNGkG992xnfhnYtkJO60Pe7dWqfmBu5WjB3fDmX2NMR1hCp1kzto_q2WElc45M?loadFrom=DocumentDeeplink&ts=1835.13)):

So go ahead, give us a follow and we'll see you for our next episode.