

A SINGLE CLICK TO REPLACE THE FLOOD OF COMPANY INFORMATION HIDING BEHIND ADS

Introducing a digitalized internal communication tool at Ruag Aerostructures Hungary Zrt.

How can work-related announcements compete with classified ads on lawn movers and new mobile devices on sale? How can an app cheer up your employees when everything seems so uncertain? How can newcomers be involved in the company's life even before they start working?



80%

LESS PAPER-BASED COMMUNICATION



88%

BLUE-COLLAR WORKERS



85%

INSTALLATION RATE

ABOUT THE COMPANY

Ruag Aerostructures Hungary Zrt is an aerospace manufacturer company, uniquely working in this field in Hungary. On their production site, they assemble aerospace structures of passenger aircrafts. They mainly employ men, and out of their 239 employees, only 29 are white-collar workers. The average age is between 20 and 50 years.



239

EMPLOYEES



210

BLUE-COLLAR WORKERS



20-50

YEARS OF AGE ON AVERAGE

MAIN INTERNAL COMMUNICATIONS CHALLENGES

- ▶ Significant amount of paper-based communication, content is not segmented properly.
- ▶ Blue-collar workers without computers or company email addresses.
- ▶ Information flows indirectly through group managers, leading to gossip, missing or erroneous information.
- ▶ Employees uses social media channels and uncontrollable group chats as a workaround for lack of available information.

When I started to work at Ruag last year September, I could look at the organization with a fresh eye. I figured out that communication would definitely need a facelift. The only channel we used to distribute information was a simple magnetic board, where not only company announcements were shared, but also ads, posted by employees (such as 'my phone is on sale'). When we put out a piece of information, it was not noticeable at all.



NIKOLETTA GYURGYIK
HR GENERALIST
RUAG AEROSTRUCTURES HUNGARY ZRT.

SOLUTION

As the above-mentioned challenges caused more and more problems to the company, they have found the Blue Colibri internal communication App. Ruag's and Blue Colibri's representatives worked closely during the implementation phase to have a solution for all the challenges the client faced, and they prepared a communication plan to make sure the users will be informed of the new tool as soon as possible. Due to the Covid-19 situation, the introduction phase had to be very fast and effective, which was received positively by the employees as well.

„All of our colleagues mentioned that using the platform was completely obvious and self-explanatory. Even the ones without e-mail addresses and a high level of digital understanding were able to use the app quickly”



NIKOLETTA GYURGYIK
HR GENERALIST
RUAG AEROSTRUCTURES HUNGARY ZRT.

The platform also provides an opportunity to actively involve colleagues in shaping our internal communication.

„During the first week, we asked for the feedback of the employees on what type of content they would like to have in the app. This action had an immediate positive effect, because they saw that their opinion matters. We received many insights, and since then, these information are available to them.”



NIKOLETTA GYURGYIK
HR GENERALIST
RUAG AEROSTRUCTURES HUNGARY ZRT.

The App's success is also shown by the fact that more than half of the employees already installed it in the first week, and we had 202 active users out of our 239 colleagues in less than 3 months, who were following company news on a daily basis. Employees who did not download it yet do not have a proper device to use the platform. However, when we share a new content, colleagues willingly show it to each other, so the information reaches everyone without exception.

ABOUT THE APP

The Blue Colibri internal communication App is a huge support in reaching and instantly notifying the company's whole workforce. Important announcements are managed through the platform, weekly managerial briefings are shared, and all updates and HR-related information are communicated within the tool.

These contents have a very high view ratio, and some of the employees are watching them multiple times. Besides the news, notifications are sent out in those cases, where the goal is to share information as quickly as possible.

„If we were distributing payment documents, up until we started using the app, the employees found out through word of mouth that they could come. Now we send a notification 15 minutes before we head out, and by the time we arrive, employees are there and ready to pick up their papers. The whole process takes maximum 20 minutes.”



NIKOLETTA GYURGYIK
HR GENERALIST
RUAG AEROSTRUCTURES HUNGARY ZRT.



Blue Colibri App has become the primary communication channel at Ruag Aerostructures Hungary Zrt. Communication related administrative tasks shortened, and the tool improved some of our HR procedures as well.

„When we had to reduce the working hours because of the pandemic, the app came in handy. The process involved a lot of paperwork, and we had to manage to sign everything within 3 days. Thanks to the app, everyone completed the task on time, even those 93 employees, who were on holiday or sick leave.”



NIKOLETTA GYURGYIK
HR GENERALIST
RUAG AEROSTRUCTURES HUNGARY ZRT.

Beyond mandatory administrative tasks, the app supports our community-building activities as well.

„Uncertainty and depressed mood due to COVID-19 crept into our daily life, so we came up with a game. We shared different plane-related tasks and quizzes through the app, which was such a huge success, that we decided to organize similar games quarterly.”



NIKOLETTA GYURGYIK
HR GENERALIST
RUAG AEROSTRUCTURES HUNGARY ZRT.

Besides managing the current workforce, onboarding newcomers is also easier with Blue Colibri. They begin their journey on the app, so candidates feel that they are part of the company without being in contract with us, but right after their first interview. Thereby they can come to work on their first day with already having an insight into the company's life.

RESULTS AND ACHIEVEMENTS:

- ▶ **Working hours dedicated to internal communication have decreased, related administration processes has become more manageable**
- ▶ **Paper usage has dropped significantly. Instead of having 20–25 announcements on the messaging board, only 4–5 piece of information are hanging there**
- ▶ **The responsibility of sharing information has been completely removed from the team leaders. Communication has become more direct**
- ▶ **The Ruag workplace community has strengthened, everyone has insight into the life of the organization**
- ▶ **Our employer brand has become more positive. Having a personalized modern app and emphasizing that informing our employees is one of the most important business goals is a competitive advantage on the market.**

Communication paths have been shortened, our working hours have been reduced. Now we do not have to spread the news in 5-6 different locations in the factory, because we reach approximately 240 people with a single click. The group leadership forum has also been completely eliminated, and now everyone is looking for the most important news in the app. If people have any questions, they know that they have the answer in their pockets.



NIKOLETTA GYURGYIK
HR GENERALIST
RUAG AEROSTRUCTURES HUNGARY ZRT.