

Industry: Aldi | No. of users: 50,000 | Area: UK & Ireland



Intranet Case Study

Oak Engage Proves to be invaluable for Aldi as a business.



The Challenge

Aldi's employees are spread across multiple stores and locations. Before Oak Engage, Aldi's employees were completely separated and disconnected from Head Office and it left people feeling like they weren't part of the same team. Access to important information was also an issue and key information such as rotas and payslips were paper based and only accessible in store.

Aldi's previous methods of communication were outdated and they relied heavily on cascading information through the company to the rest of the teams which led to dilution of comms and key information getting lost.

Many of Aldi's 40,000 workforce have little or no access to a desktop or company emails and Aldi needed a modern way to consistently communicate with all staff to give them a voice, encourage two-way communication and create a sense of community.



The Results



98%

MyALDI sign up rate



96%

monthly engagement



2 million

hits a week on the MyALDI homepage



2 week HR process

takes minutes with digital integration

The Solution

MyALDI has given Aldi a way to reach and engage every single employee wherever they are. It supports meaningful two-way conversations which invite feedback, creates a close sense of community and celebrates achievements whilst fostering a sense of belonging. MyALDI also gives employees a more secure way for employees to access key information such as rotas and payslips.

Harriet Jackson, Communications Manager also commented: “MyALDI through the Oak platform is really important in keeping employees updated with what’s going on. Oak is invaluable for getting information across the business.”

Comms made easy

Aldi is a fast paced and growing business so it’s key for them to be able to make changes quickly and get immediate updates out to their people. Oak’s adaptable platform makes this simple and MyALDI became a “central point of truth for everyone.”

Commenting on what stood out about Oak Gemma O’Neill, Communications Assistant said: “It’s just the ease with which we can change things on MyALDI. We can freshen it up all the time and it’s so easy to do that. We could change the colour themes everyday if we felt like it!”

“The opportunity is there to do so much without having to involve Oak but the relationship is there if we do need to change something. There’s always someone there who can jump on it for us. It’s rare now because we’ve learned so much from Oak, but it’s just so

intuitive that you really don't need to worry about changing things as it's just so easy."

MyALDI is crucial in communicating external events to their people and navigating them through it. Harriet Jackson, Communications Manager said: "It's a great tool for the store operations side of the business. We'd feel lost without it."

Giving employees a voice

MyALDI was a trusted source across the entire business and the comms team used Oak's process to build surveys in order to gain feedback from employees and raise any concerns they may have. Danielle Mullett, Communications Assistant added: "Because it was so easy for us to see the feedback in Oak and then make the changes, they were made quickly which then resulted in people seeing that they were listened to."

A key factor is to promote two-way communication and give employees a chance to voice their opinion that wasn't previously possible before Oak.

"All the comments our colleagues provide us with means we can create campaigns and develop an understanding on what our colleagues want in their working environment."

Five years ago, we would have primarily been focused on providing for our customers with super low prices. That is still important today however MyALDI has also developed that sense of colleagues and celebrating the successes of everyone who works for Aldi."

Harriet Jackson, Communications Manager

More than just employee engagement

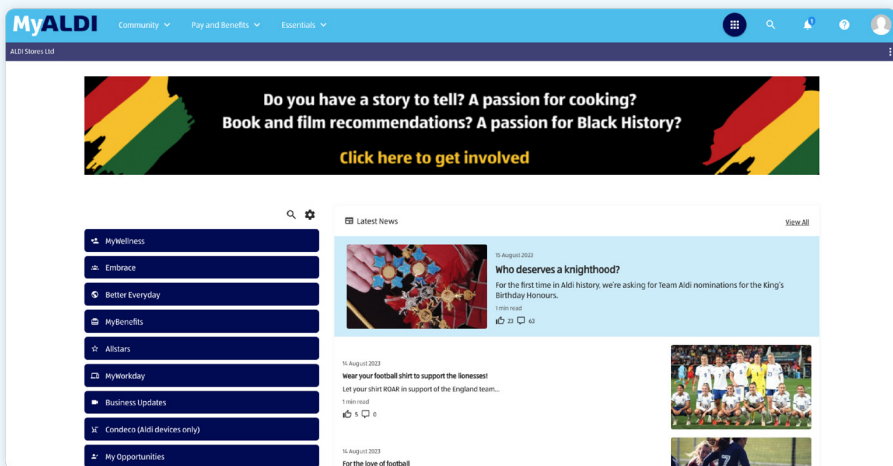
MyALDI launched back in 2017 to engage employees and make them feel more connected as a business. Fast forward 6 years and it's transformed how they operate as a business.

Oak Engage has allowed Aldi's employees to easily update their bank details digitally through seamless integration that was once a frustrating and long paper-based HR process. This is key for employees that don't have access to a work laptop or email.

"What started out as employee engagement is now also very practically useful to colleagues. We went completely digital in terms of HR last year. Previously, if I wanted to change my bank details as an employee, that might have been a two-week paper process which all had to be done by a certain date in the deadline, paper gets lost, whatever it might be."

"Now as a result of the integration that we can build into Oak, employees can now go onto MyALDI and change their bank details instantly. So in terms of ease that has given our colleagues who don't have access to work laptops or emails, the access they've now got to their personal information is much better as well."

Harriet Jackson, Communications Manager



Supporting better customer service

The comms team at Aldi say how much MyALDI affects how their people work, both operationally and motivationally which then helps with the customer experience.

Danielle Mullett, Communications Assistant commented: "We send out a lot of training tips and tricks and best practices. It definitely affects the way people work. It reminds them of the reasons why we do it. It gives people the motivation to work better and see the actual impact that they're having.

"If they see a piece of content on an award win because of all their hard work, it gives them the motivation to keep going and keep being a part of the family - #TeamAldi."

Gemma O'Neill, Communications Assistant added: "Team Aldi. It was all about bringing that togetherness and that sense of identity of who we are as a business, and what we're striving for and that we're all together in doing that."

"MyALDI definitely feeds into those kinds of behaviours that we want to foster with our colleagues which in turn will obviously improve the customer experience in store."

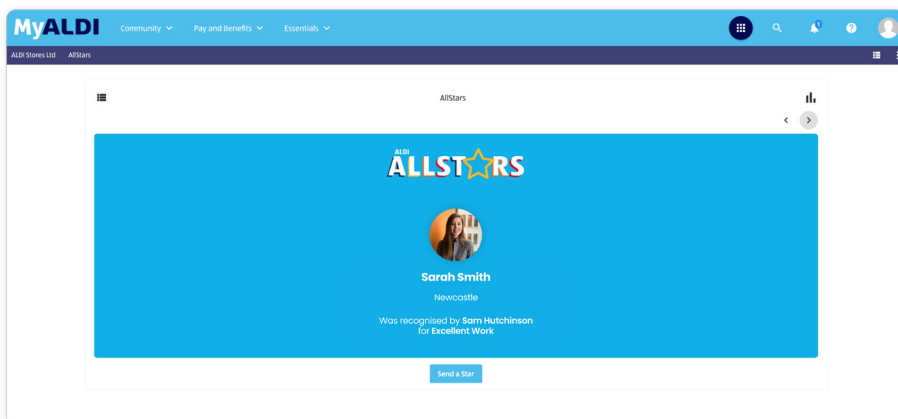
Recognition

MyALDI is also used to celebrate achievements and recognise people for their hard work using 'Aldi All Stars' which has been very well received by employees.

Gemma O'Neill commented: "It's nice that it's being adopted more widely across the business because I think that's what takes you to the next level of keeping people in a business if it fosters that community and that recognition."

Oak Engage now allows different departments to give direct feedback to individuals.

Danielle Mullett, Communications Assistant added: "It's just crept into articles as well. So content that we put out, we recognise people for promotions and other hard work that they've done. It's just really nice to read and to have an article to go out to your region and nationally about your promotion is something that I think a lot of people would like to read more of."



Proven value

Before Oak Engage, Aldi's Internal Comms team "didn't really exist." It was set up in 2016 and was a very new and small department with the main aim of implementing MyALDI. Now it is an essential part of the business.

Danielle explained that one of their senior leaders told them recently that "we're an integral part of the company and they don't think they can run Aldi without us."

The internal communications team has now evolved and Oak Engage has empowered Aldi to be more strategic in their approach. Harriet Jackson, Communications Manager commented: "Oak have definitely proved the point that an internal comms department was needed."

The rest of the business now also realise the value and impact that internal comms has. Harriet added: "I guess for Oak in terms of what they've done for IC has made the department a very busy one where everyone has cottoned onto the fact that IC is central to the business."

"Now it's gone the other way where we're so busy and so many people want to take up time and space on MyALDI. People don't realise what they've got in MyALDI. If we took it away from colleagues, they'd very quickly be lost without it."

Constantly evolving

MyALDI has completely changed since it first launched in 2017. Gemma said: "It's a totally different beast."

On Oak's upcoming roadmap, Gemma added: "We're so excited. I've been working on MyALDI for about 4 or 5 years now and I'm genuinely really excited about what this year will bring. This just shows you that Oak are continually improving and developing, they're always listening and it's taking it to that next level from any ideas that we have."

Gemma explains some exciting developments for MyALDI to help store colleagues learn codes: "At the minute, we're working on a gamification for the app, it's a fruit machine. Oak are always really helpful and always improving the offering that we've got."

Speaking more on Aldi and Oak's relationship, Gemma added: "Oak are just as eager to get everything done as we were as a business. It was very clear from the beginning that they would go the extra mile."


Oak could not have been more supportive in achieving our internal comms objectives. MyALDI is so ingrained in us, it touches everything we do.

Harriet Jackson, Communications Manager

MyALDI Community Pay and Benefits Essentials

ALDI Stores Ltd MyWellness Social Wellness



Social Wellness



Social wellbeing is not just about having a packed social calendar. It's about having a sense of belonging and feeling valued as a person. It encompasses our lifestyles, values and beliefs. Our state of social wellbeing can impact our overall sense of wellbeing and how we feel about our interactions with other people and the wider world. Most of us will experience loneliness at some point in our lives, and almost all of us could be better connected with our community. We're all part of one big, important, team - TeamALDI - so let's work together to make everyone feel included.

Online learning

Below are links to two free online learning hubs that provide online learning across a number of different areas. A great way to continue to develop yourself as an individual in areas you are interested in.


 

Recent articles

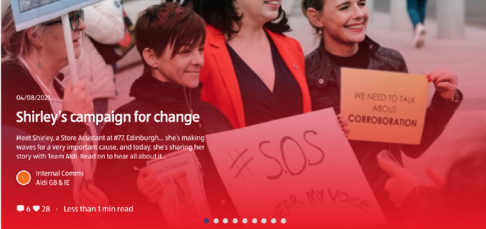
04/08/2023

Shirley's campaign for change

Meet Shirley a Store Assistant at #71 Edinburgh... she's making waves for a very important cause, and today she's sharing her story with Team ALDI. Read on to hear all about it.

 Internal Commms
Not for B.C.E.

6 28 Less than 1 min read




MyALDI Community Pay and Benefits Essentials

ALDI Stores Ltd MyWellness

You currently have drafts available for homepage in this area. [Manage drafts](#)

Welcome to MyWellness



Here, you can find information and useful links on each of the five areas of wellness, with tips from our key partners.


At ALDI, we're committed to supporting the health and wellbeing of our colleagues. The focus of our company is our people - that's why we place great importance on maintaining and improving the wellbeing of our colleagues.

Wellbeing is a state of health and happiness. We all feel differently about our wellbeing. However, to achieve a good level of wellbeing, we need to have balance across a range of areas.

The ALDI Wellness Programme is designed to support five key areas of wellness. Click on the relevant wellness area for information and useful links and tips from our key partners on these areas of wellness.

We are working closely with our wellbeing partners who are all providing exclusive content for us. Click on the below for the latest tips and advice.


Mental Wellness



Mental wellbeing describes your mental state - how you are feeling and how well you can cope with day-to-day life.

[Learn more](#)


Nutritional Wellness



Nutrition can have a big impact on how you feel - both physically and emotionally.

[Learn more](#)


Financial Wellness



Financial wellness is about feeling that you're in control of your money and have the freedom to make your own financial choices.

[Learn more](#)

Physical Wellness



Physical wellness encourages us to take care of our bodies through being active, proper nutrition, and a strong mind.

[Learn more](#)



A better way to
**mobilise, motivate
& engage your people.**

An award-winning employee engagement
and intranet solution.

What we do

Oak Engage delivers next generation curated content across a modern intranet and employee engagement app. We empower internal comms teams to surface relevant content, to the right people, at the right time.

Our mission

We're here to make communication simple.

We believe there is a better way to use technology to engage employees, cut through the noise, and inspire action that puts people at the heart of organisations.

oak
engage



✉ hello@oak.com

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