

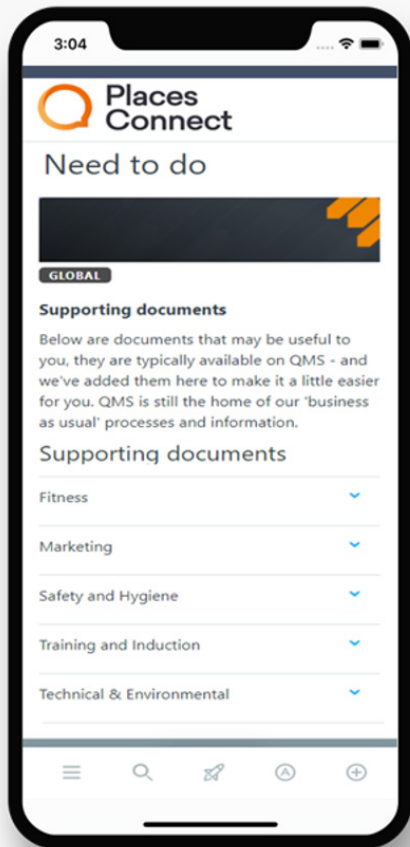


Atlas kickstarts digital transformation at Places for People Leisure

 **Size**
6,000+ people

 **Vertical**
Social enterprise & leisure

Places for People (PfP) Leisure is part of Places for People group, one of the largest property management companies in the UK. PfP Leisure is a social enterprise that manages 100 leisure facilities with local authority partners – getting more people more active and healthier.



Project goal

To enhance the organization's broader digital transformation strategy by including every employee and enabling the successful adoption of Microsoft 365.

The project

By simplifying knowledge sharing, collaboration and communication, Atlas created a sense of community and enabled a culture of empowered employees who are engaged in the business' success.

The results

An accessible primary source of COVID safety information, Atlas successfully supported 6,000+ furloughed frontline workers' return to work.

Challenge

PfP Leisure required a communications platform for everyone to connect as well as share information, knowledge and internal information regardless of their working patterns or roles. From their lifeguards and personal trainers to their finance, marketing teams and CEO, PfP needed a place where collaborative working flourished and essential information could be shared – enabling colleagues to work more effectively on doing what they love.

A common challenge with larger organizations – and particularly the leisure sector, given the mix between full, casual and part-time non desk-based workers – is being able to empower disconnected colleagues, sharing the wider vision and making them feel part of a team.

Instead of one-way communication, Places for Leisure wanted to provide their employees with a voice and ensure they felt listened to – especially as they are the experts and the ears on the ground within their communities. Having a platform accessible to all means their people can be more responsive to customers' needs, getting more people more active more often.

★ Solution

To support PfP Leisure’s objectives, ClearPeople offered a solution to consolidate multiple business information sources and collaboration platforms.

Atlas offers PfP Leisure’s employees a space to easily share, search for and update crucial information, FAQs, documents and policies as they work on the frontline in leisure and health centers. This enables them to deliver best-in-class customer service.

🌐 Implementation

The original vision was to start migrating to Microsoft 365 by March 2020 and then launch Atlas as the primary communication platform. But no sooner was the migration completed than the COVID pandemic hit. PfP Leisure was forced to close their leisure centers and subsequently furlough 90% of its workforce.

As the lockdown measures eased, up-to-date information for the return of staff and reopening the facilities became a necessity.

One of the platform's biggest benefits is that critical information is distributed quickly and targeted to the right people. Prior to Atlas, the only place employees could get essential information was on noticeboards or via their manager.

For lifeguards and fitness instructors, receiving information digitally is an essential benefit. With Atlas, important health and safety alerts, for example, can be delivered and made mandatory to read.

During the pandemic, this new communications capability was invaluable for relaying COVID safety measures quickly and easily to PfP's teams, which, in turn, allowed them to communicate these measures to customers, giving them the confidence to return to the leisure centers.



Results

Smooth digital transformation

- Enables successful adoption of Microsoft 365.
- Supports new ways of working.

Creating a culture of empowered employees

- Immediate access to critical information on any device.
- Enables and empowers people to make decisions and respond quickly.

Improves employee experience

- 2,400 regular users - 40% of total users who visit more than 15 times in a 30-day period.
- Motivates and engages employees.

Looking ahead

Atlas is the starting point of PfP Leisure being able to offer new and modern ways for employees to stay connected.

As Atlas continuously evolves, it brings more benefits to every user and the organization as a whole. New features within Atlas help to further digitize frontline worker scenarios – removing repetitive tasks, saving time and enhancing the experience for all users.

PfP's ambition now is to increase the self-service capabilities for their digital workplace platform further. They believe this will empower their employees to know and achieve more.



- Employee engagement and empowerment.
- Successful adoption of new technology.
- Decreased costs by consolidating technology.



“We firmly believe that staff have been more engaged through Atlas, they are also better equipped and able to deal with any and all challenges.”

Phil White

Head of IT
Places for People Leisure

