

Customer Spotlight:



“Enboarder is the only platform I have found that is absolutely about engagement and connecting with your employees before they start in your business.”



Alana Bennet, Head of Talent
oOh! Media



THE RESULT



92 / 100

Near perfect company eNPS from new hires



Approval

Great manager participation and response



Culture

New company insights and social activities

oOh! media's re-engineered onboarding process achieves a near perfect eNPS score with new hires. Managers are empowered to put new employees through an engaging onboarding experience unlike any other.

THE CHALLENGE

Keeping the culture alive in a growing business.

Brendon Cook, the CEO, started the company as family business and he was incredibly committed to ensuring he kept the family feel/ vibe alive day-to-day. But as the company grew, we had to ask ourselves 'how do we ensure that we keep this culture thriving? The obvious area of focus showed, it needed to start from the beginning of someone starting at oOh! hence onboarding came to the forefront.'

When Alana first started at oOh!media, the onboarding process was essentially a blank piece of paper. While the culture itself was strong, there was a lack of consistency and engagement around onboarding. Alana designed an onboarding process which commences 30 days before start date and goes all the way up to end of the first year of employment. However she still needed a solution which would help create a seamless experience and ensure consistency. "I needed a tool that I could set up and it would run itself. We're a small business and a lean team, so once it was set up, it would only require monitoring."

THE SOLUTION

A platform that entices, excites, and engages oOh!'s new hires and guides managers to put their best foot forward during onboarding.

Alana wanted all new hires to have the oOh! experience before they even stepped foot into the office on day one. Onboarding didn't have to be a one way street. The experience became a beneficial partnership to oOh! getting to know the new hire, as well as allowing them to get an understanding of the business.

Our candidates had a great experience during the recruitment process and we wanted to retain this level of engagement right up until they started. So fundamentally, this was the reason we had to change - we were committed to ensuring our people were connected with our brand, our business and our story from the word go. "Enboarder delivers, without an immense amount of effort in terms of setup. It means that everyone regardless of your role in our business, experiences the same great onboarding experience."