

CASE STUDY

Coates Hire Machine Success with Enablo

Overview

INDUSTRY	EMPLOYEES	USER ADOPTION
Industrial Services	2,000	80%

Coates Hire is a 130 year old organisation that employs over 2,000 employees across 180 branches across Australia, including remote areas. Coates Hire is Australia's largest equipment hire company supplying to a wide variety of markets, including Engineering & Building Construction, Maintenance, Mining & Resources, Manufacturing, Government, and Events.

The range of services include design & installation, water management, traffic management, equipment supply, engineering consulting, and more!



CHALLENGE

As Australia's largest equipment hire company, Coates Hire needed a solution to support their 2,000 employees across 180 branches in Australia, including branches based in remote areas. Coates Hire used email as its predominant channel of communication, and intranet that was used mainly for daily applications by branch staff and to support corporate staff. Employees did not have a voice in this top-down communication structure.

SOLUTION

Coates Hire had the aspiration of building a long-term employee value proposition that focused on employee engagement. They chose Workplace by Facebook as their collaboration tool of choice and selected Enablo as their partner to execute the platform.

RESULTS

The implementation of Workplace has enabled all employees to be more closely aligned. It's enabled employees to communicate rapidly and in real-time for health & safety initiatives, recognising employee performance, important company information, and social events.

Challenge

As Australia's largest equipment hire company, Coates Hire needed a solution to support their 2,000 employees across 180 branches in Australia, including branches based in remote areas. Coates Hire used email as its predominant channel of communication, and intranet that was used mainly for daily applications by branch staff and to support corporate staff. Employees did not have a voice in this top-down communication structure.

“When I started three years ago, we had a hard copy publication that came out 3 times per year.”

- Hugh Scott, Communications Manager, Coates Hire

With organisational roles ranging from branch manager, sales coordinator, fitter mechanics, yard persons, drivers, qualified engineers, sales managers and corporate support roles, Coates Hire needed a communication solution that could support and be utilised by all team members of their organisation.

Internal communications was a core priority, both enabling top-down communication, but also enabling employees themselves to have the ability to communicate. The platform enables not only greater communication, but collaboration and problem solving for branches and teams.

Coates Hire wanted to further promote its health & safety initiative 'The Big 5'; a program that keeps employees aware of the top five safety checks to be mindful of that will get them home safely each and every day.

99% of Coates Hire employees had access to a Smartphone device and it was important that the communication solution of choice would be accessible on mobile and desktop.



Solution

Coates Hire had the aspiration of building a long-term employee value proposition that focused on employee engagement. They chose [Workplace by Facebook](#) as their primary collaboration and communications tool of choice and selected [Enablo](#) as their partner to execute the platform.

“The Enablo team worked with us as a trusted partner. They were part of our communications team and I was able to rest easy at night knowing the detailed planning had been done... it was a great success!”

- Hugh Scott, Communications Manager, Coates Hire

Coates Hire began implementation in April, 2018 by conducting an [Enablo Blueprint Sprint](#); the Enablo program that assists organisations to plan, workshop, implement, and adopt Workplace by Facebook. Coates Hire wanted to ensure by implementing Workplace by Facebook, it would further enable the organisation to:

- Communication, collaborate, and connect
- Give employees a valuable voice in the organisation
- Be expressive and engage with the crowd (employees)
- Assist the organisation to build a more communications-focused culture

Coates Hire wanted greater business agility in response to shifting market demands, customer and workforce needs, and knew Workplace by Facebook could provide support toward these endeavours. In one month, Coates Hire implemented Workplace by Facebook with the help of Enablo.

Results

“What I love about Workplace is the instantaneous ability to communicate with people. Workplace makes everyone in the organisation a storyteller.”

- Hugh Scott, Communications Manager, Coates Hire

With Workplace by Facebook, Coates Hire now have:



An enhanced culture through connectivity



Ability to stay on top of conversations and company sentiment



Effective employee communication organisation-wide



Ability to solve business problems faster than ever before



Easy integrations with existing and future applications

“What Workplace has enabled us to do is for those people in branches to tell us what they think about the organisation but also initiatives and streamlining ways to do things.”

- Hugh Scott, Communications Manager, Coates Hire



About Enablo

At Enablo, we are constantly exploring ways to apply modern digital solutions to drive essential breakthroughs in organizational culture and business value. We believe that the future of work requires networking, mobility, and collaboration. This is why we have partnered with Workplace by Facebook. Workplace is a familiar, business ready communications and collaboration platform powered by Facebook. Create your future workplace, today.

For more information, visit our website www.enablo.com