

Harris Farm Supports Australian Community with Enablo

Overview

Industry

Retail

Employees

2000+

Location

Sydney, Australia

HARRIS FARM MARKETS

Harris Farm is a family owned and run leading fresh produce and grocery retailing.

Established in 1971, the company was formed as a single shop in Villawood and has grown to 26 stores and counting. The founder, David Harris is still in the Sydney Markets buying to this day.

Challenge

- Limited channels of communication
- Needed to strengthen communication during COVID-19
- Labeled an 'essential' service by the Government and were immediately in high demand

Solution

- Harris Farm wanted a tool that was intuitive and quick to deploy
- Deployed Workplace from Facebook within five business days using Enablo
- Had 57% of the organisation on Workplace within two days

Challenge

Before launching Workplace, Harris Farm had limited channels to communicate with employees. Instead staff would use personal tools like Facebook and WhatsApp to communicate and connect. Harris Farm wanted to bring everyone together and create one space for all employees to connect, communicate and collaborate. This became even more important during the recent bushfires followed by the COVID-19 outbreak. The urgent need to ensure all staff were kept updated of business-critical communications prompted Harris Farm to make an executive and prompt decision. This decision was Workplace.

Harris Farm were deemed under the Government decision to be an 'essential service' meaning employees had to keep working during the pandemic in order to serve the community and keep shelves stocked. Having an effective method to communicate with everyone was critical to their health, safety and wellbeing.

According to Government enforcement during the outbreak, Harris Farm employees were listed under 'essential' services', meaning they had to keep working during the pandemic in order to serve the community and keep shelves stocked.

“Communication became a priority to reach ALL Harris Farmers, with team members feeling anxious about job security and exposure to COVID-19. Workplace is a platform designed to bring culture and communication together, connecting organisations through mobile and desktop devices to collaborate, especially during business-critical times.”

- Nichol Trueman, Head of Safety, People & Culture, Harris Farm

Solution

“Our store workers were top of mind for the implementation of Workplace. Employees were dealing with customers all day, everyday, under increased pressure from the community to provide essential items and remain open.”

- Nichol Trueman, Head of Safety, People & Culture, Harris Farm

Harris Farm needed a platform that was:

- Incredibly simple and quick to deploy
- Accessible without a corporate email address
- Mobile first (for store team members)
- Capable of company wide communication
- Able to amplify culture and create a sense of connection

Harris Farm specifically liked the ability to video call and stream live video for their store workers to consume. Enablo supported Harris Farm to deploy Workplace in only 5 days, from project kick-off right through to launch. Every employee at Harris Farm was invited to begin communicating on Workplace, with 57% of the organisation creating an account in just two business days, and 80% adoption within the first week.

Enablo offers a five business day virtual deployment that focuses on connecting your community and preparing your key leaders to deliver business critical communications. Stay tuned to hear how Harris Farm continues to utilise Workplace during COVID-19 and beyond.

“The team at Enablo rose to the challenge and worked with us day and night to implement the platform in a very very short timeframe. Dave, Jonathan, Zarese, Alex and Lotte were patient, flexible, adaptable and supportive. They acted as a great implementation partner, helping us to implement Workplace rapidly. Thank you!”

- Nichol Trueman, Head of Safety, People & Culture, Harris Farm

Learn more at www.enablo.com