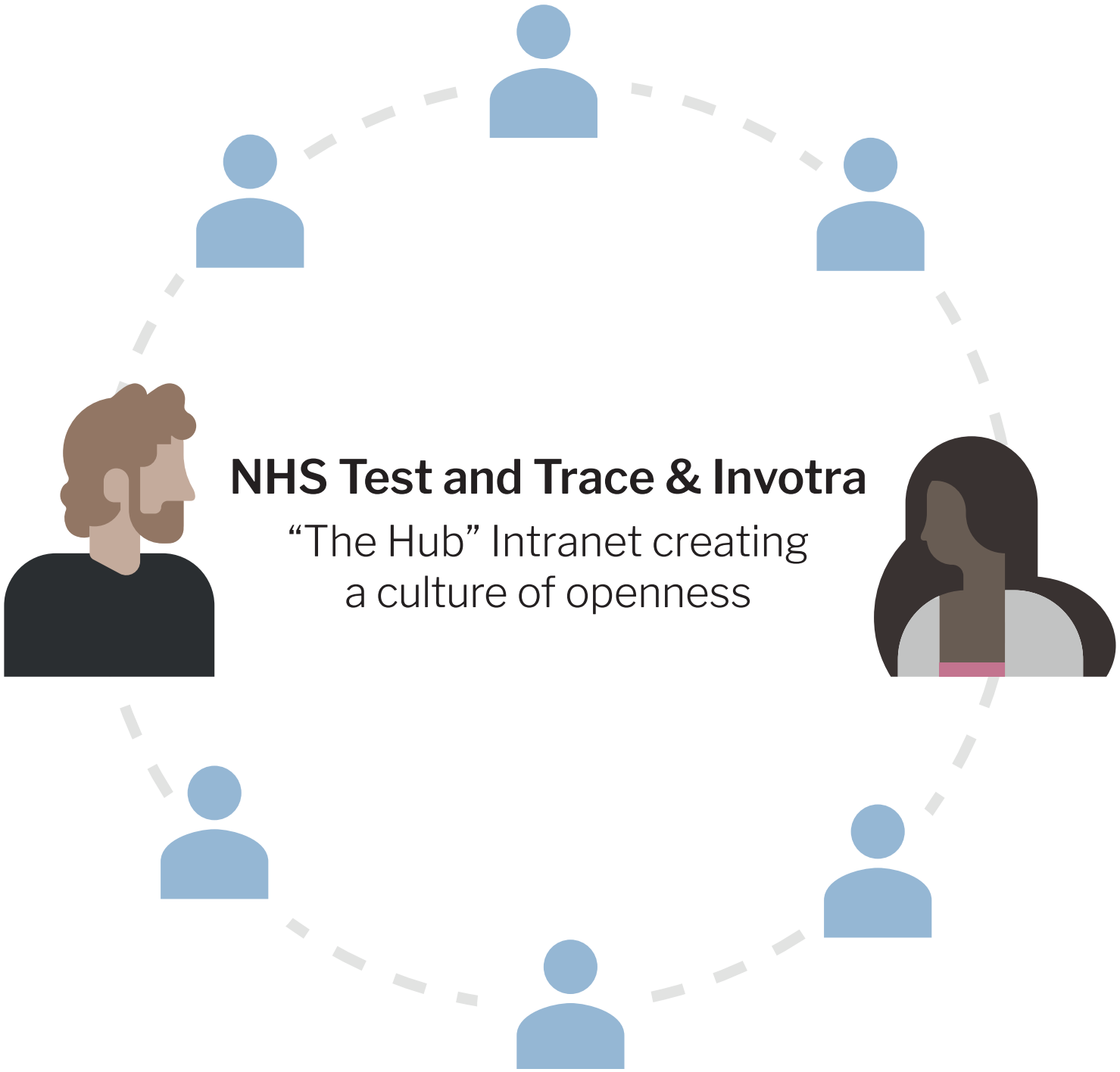


# Test and Trace



## “The Hub” Intranet creating a culture of openness

NHS Test and Trace was set up in May 2020 by the government in the fight against COVID-19. Invotra was selected to power The Hub, an internal communications platform designed to support communication and collaboration for 40,000 staff, partners and stakeholders.

### » CHALLENGES

- NHS Test and Trace was a new, evolving organisation. Many users had only recently joined the organisation and there was a need to get to know each user, their needs and the demands of their roles.
- The intranet had to unite and connect existing employees and new recruits, in a rapidly evolving and expanding organisation.
- There was a need to engage all users with a customisable site. Content needed to be relevant and at times targeted to specific roles, reaching busy people facing challenges for their time and attention.
- The Hub needed to be continually maintained and updated, to continue its role as a trusted source of information.
- In order to connect a rapidly expanding and changing workforce, there needed to be a centralised directory. The workforce needed to have access to each others' contact details, but there was also a need to find areas of expertise, skills and resources in specific locations and areas.
- The Hub needed to reach out to a workforce facing difficult circumstances and challenges. It had to offer support but also enable two-way communication so that individual voices could be heard and difficulties acted on.



**NHS**

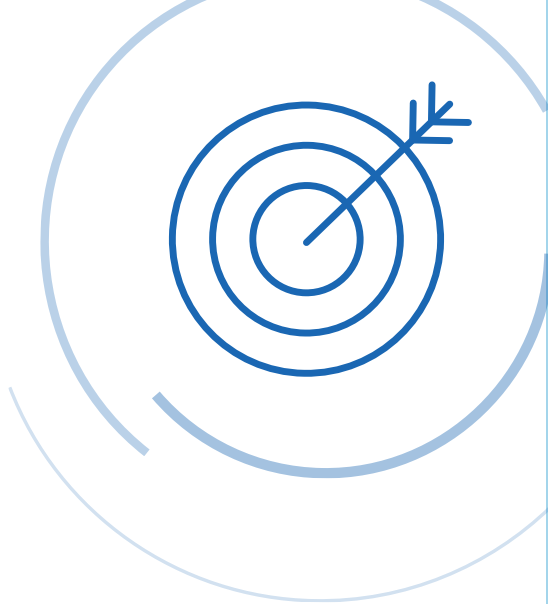
**Test and Trace**

#### About NHS Test and Trace

- **40,000+** employees
- **NHS Test and Trace** is a British government organisation responsible for tracing the spread of coronavirus and isolating new infections. It plays a vital role in providing early warning of local and national increases in virus cases
- An Invotra customer since **2020**

## GOALS

- To create a strong, positive morale across the whole NHS Test and Trace workforce, even in times of challenge, by connecting them with each other and with the organisation as a whole.
- To motivate the programme with strong messaging and a clear understanding of the NHS Test and Trace's values, spread through easy to access content.
- To ensure the wellbeing of staff was protected, creating a means of communication for the workforce to share any problems they were facing.
- To connect a disparate and newly employed workforce in meaningful ways, creating a sense of connection between staff who may never have a face to face interaction.
- To contribute towards improving efficiency by creating a trusted source of information, which users could rely upon to keep all parts of the organisation updated with the latest information and answers to the questions the public asked.



## SOLUTION

Invotra designed, implemented and launched a secure and collaborative employee hub that supported the needs of both NHS Test and Trace senior management and front-end agents, in only 8 days. From this point, Invotra worked with NHS Test and Trace to support the onboarding and evolution of the service as a trusted source of information, collaboration and communication.

- The Hub was auto-populated with user profiles, providing a people directory for the programme, easily accessed with a filtered search. The additional benefits of personalisation of profiles with professional and personal skills allowed for the sharing and identification of vital resources, such as well being, mental health and engagement ambassadors.
- Badges could be assigned to relevant users which could be branded and personalised with an image. This offered NHS Test and Trace the ability to highlight important roles in the business, such as fire wardens or first aiders, or to reward and recognise people who have gone over and above within their role.
- Personalised news and content allowed the creation of a strong sense of values and identification with the culture of NHS Test and Trace, showing everyone was listened to and provided for. News and content could be targeted to users on team or location landing pages, or displayed under a user's feed using the save and follow features.
- A strong culture of collaboration evolved using Invotra Groups. Teams who may never meet in person could work together through the application, communicating and sharing resources. Furthermore, having these communications within Invotra Groups meant users got notifications as soon as new posts were created, reducing the risk of something being missed.



## WHAT DOES INVOTRA OFFER NHS TEST AND TRACE?

- Invotra is a trusted public sector supplier providing services to over **47% of UK Civil Servants**.
- **Government grade security** and a proven infrastructure.
- The SaaS nature of the product is futureproof, keeping up to date with **innovative technologies**.
- A **dedicated service team** available to support multiple stakeholders.
- Invotra are experts in creating experiences that support organisational culture, whilst improving **employee engagement** and enabling staff to self serve.
- The product is an enterprise-ready intranet that provides **control and flexibility in a highly secure and accessible way**.



**Natalie Proffitt**  
Internal Digital Channels Lead  
NHS Test and Trace

“ The Hub is the critical communications channel between our workforce because they are so separate and come from so many different places. It is the one way we can get those messages out. ”

## RESULTS

**17,000+**

Unique external views on The Hub demonstrating the use of Invotra Portal to connect extranet users with the internal user base

Users have engaged with The Hub applications, such as Invotra Groups

**340,000+ times**

Partners, stakeholders, tracers and other employees all **united in one trusted source of information**



**Test and Trace**

 **invotra**<sup>®</sup>  
enterprise intranets & portals