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## Learn why over 47% of Civil Servants use Invotra

West Midlands Combined Authority (WMCA) have seen a 515% increase in intranet usage. Utilising the available functionality of their Invotra intranet, WMCA is keeping employees safe, informed and connected during lockdown.

### CHALLENGES

- Understanding the different reasons users were, or were not, engaging with the intranet
- Research showed employees didn't feel connected to senior leadership
- Bringing teams across the combined authority up to speed on making the most out of the new intranet that is 'light years ahead of the old one'. Functionality that could support organisational goals were not yet in use.

### GOALS

- To utilise all of the available functionality on the intranet to increase engagement
- To break down barriers between senior management and employees
- To encourage the intranet to be used as an easily accessible 'one-stop shop' for all the content and information
- To use the intranet as a tool for valuable data collection



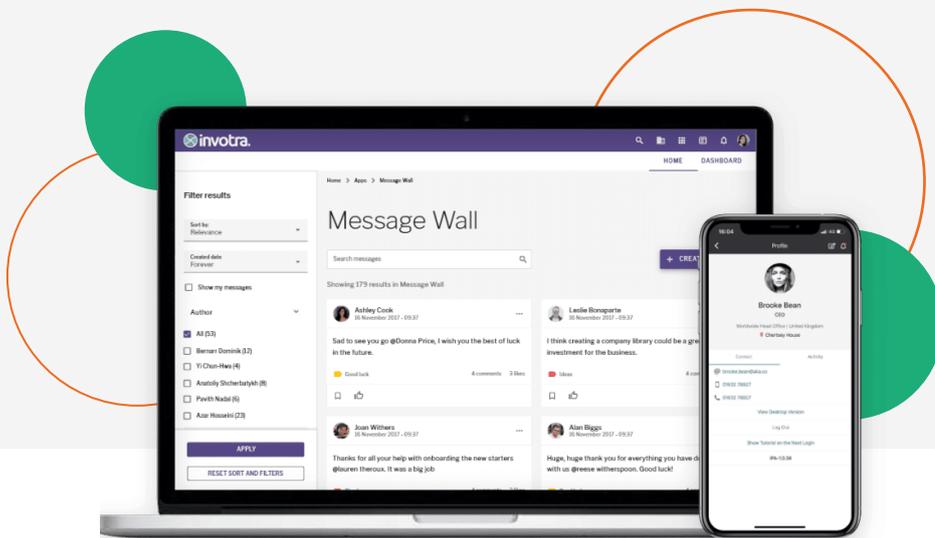
**Manjinder Kang**  
Senior Communications Officer

“ I now believe that the intranet is the centre of our internal communications galaxy and our other channels rotate, revolve and orbit around it. We are physically distant, but we're not socially distant - and the intranet means that we can still be socially connected. The intranet has really helped support our goals in terms of communications, data collecting and connecting our people together. ”

## SOLUTION

A number of actions were taken by WMCA to support its users throughout COVID-19 and meet its organisational goals:

- Creating a COVID 19 tool kit on the intranet which is directly accessible on the home page
- Turning on commenting to allow people to share, communicate and collaborate
- Utilising polls to understand employee opinion and morale - particularly on initiatives, campaigns and well being
- Regularly sharing video content on the intranet, increasing visibility with senior leadership and encouraging an open culture
- A large increase in hosting guides, resources and information on the intranet that support staff in being able to self serve
- Collaborating with government departments and other authorities on GOV.invotra (Invotra's exclusive customer portal) to share best practice



## RESULT

Utilising Invotra's functionality to drive the message of the intranet being the place to go for support, communication and information, WMCA have seen a 515% increase in intranet usage with page views increasing from 652 – 4015 over the last few months.

Employee feedback gained through channels such as polls has shown a surge in positive morale with staff expressing the barriers with senior leadership are now dissolving.

WMCA are fully utilising Invotra's functionality to ensure employees now have access to all of the information, resources and collaborative channels they need in a single, easily accessible location.

