



Intranet For Unique Needs



The
Wildlife
Trusts




COMPANY:

Wildlife Trusts

HEADQUARTERS:

Newark, United Kingdom

USERS:

Over 2,000 employees spread across the UK and a central team at the Newark headquarters.

OVERVIEW:

Wildlife Trusts is a non-profit organization with 46 branches throughout the UK. The charity provides information about wildlife and works to bring people closer to nature.

An Adaptable Experience

Wildlife Trusts needed a new, up-to-date intranet provider that could address the unique communication and collaboration needs of an independent charity.

MangoApps provided Wildlife Trusts with a communication focused intranet, designed around their pre-existing style, to help trusts collaborate and work better together both locally and across the UK.

As a non-profit organization, Wildlife Trusts faced unique intranet needs. And although they had invested in an intranet in the past, its rigid and unaccommodating style had quickly become out-of-date and widely ignored by employees. With their distinct communication and work requirements in mind, Wildlife Trusts set out to find a solution that allowed for both organic collaboration and traditional top-down contact.

It was MangoApp's flexibility and ability to adapt to uncommon needs that first caught the attention of Wildlife Trusts. "We actually looked at 12 different systems and what we found is there seemed to be two different approaches. There would be platforms that had very much a social focus, but there were also other platforms that had more of a traditional kind of top-down, dissemination of information focus," recalled Tim Middlecote, Wildlife Trusts' Head of ICT. "But what we found with our federated structure was that we required both of those use cases. So, we needed something that would enable local trusts to collaborate and work amongst themselves for stuff to happen more organically.

But we also had requirements to provide this sort of top-down level of information. What we found is that MangoApps was the best fit for us in terms of those platforms."

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- Andrew Rushton, Intranet & ICT Project Officer

Andrew Rushton, Wildlife Trusts' Intranet and ITC Project Officer, was impressed as well by MangoApps' care for its customer and dedication to their individual requirements. After experiencing personalized support in addition to already outstanding out of the box tools, choosing MangoApps was the only logical option. "The support we've received from MangoApps has been great," Ruston said. "It's always really responsive, always really helpful and friendly and it's been a pleasure to work with."



Increased Contact

For Rushton, it didn't take long to notice an improvement in effective communication. "MangoApps actually doubled the amount of communications that we've seen as a movement and it's put an awful lot of people in touch with each other who otherwise wouldn't have been," commented Rushton. "[Personally] I like the powerful search feature, combined with the newsfeed as well. It lets me keep in touch with everything that's going on throughout the movement."

“ I find it really intuitive because it's got a bit of a social media feel to it... It's easy to get used to it, even if you've never used a platform like that before. Our old intranet was quite difficult and not very user-friendly, so this has been a real shift for us, ”

- Leanne Manchester,
Senior Comms Officer



"I use it for everything from sharing ideas about how to educate children about the outdoors to signing up for seminars and sharing presentations," added Leanne Manchester, Wildlife Trusts' Senior Communications Officer. "I really like the file system. It's a great way of sharing things like presentations from our seminars... Not every staff member can come to them and we like to share them as widely as we can.... so it's just a really useful way to keep in touch."

Increased communication through MangoApps has helped Wildlife Trusts improve collaboration and team building as well, both within branches and across the organization. "We have people who are geographically distributed across the UK in different trusts coming together to work on collective initiatives," said Middlecote. "[We can] create these virtual teams where people wouldn't necessarily have much opportunity to meet up and collaborate or work together in person... we're sharing and having discussions on there, sharing documents and getting feedback."

MangoApps has also allowed Wildlife Trusts employees from around the UK to replicate best practices and tailor successful ideas to their own individual areas. "We really wanted to gather best practice examples of membership campaigns and

fundraising campaigns, [and understand] when a trust has done something really well or not so well," said Sam Gee, Wildlife Trusts' Individual Giving Support Officer. "We needed a platform to share it with everybody so that they didn't reinvent the wheel. [MangoApps is] perfect for that because we can share images of door drops and digital marketing campaigns and so on.... Overall it just makes our job so much easier because it helps us communicate with the other 46 trusts and more importantly, to then communicate with each other."

Added Flexibility

As an independent charity, Wildlife Trusts has unique needs not found within the typical business setting. The diversity and organization capabilities in MangoApps, allowed the charity to create and structure groups and teams specific to their needs. "We have a lot of groups for all the different types of work that goes on in the Wildlife Trusts movement," Rushton said. "Some [are] more discussion led for people to coordinate things like campaigns. Others store lots of key files and guidelines and branding information. So quite a variety of situations."

Middlecote considers the platform's flexibility and accommodations an essential element in the software's success. "I think it has been key," he remarked. "We've been able to use all the tools in there to meet the slightly unusual kind of federated structure of our organization and it [has] worked out really well."

"It's very diverse. I can see it working for a lot of different charities and the support was really good when it was needed," Gee agreed. "We use [MangoApps] obviously for communicating with over 46 different wildlife trusts, but we use it internally here for just the colleagues in this office as well. We've used it to set up social groups like a gardening club and a book club and it's been really handy for that, setting up meetings, sharing photos and stuff like that. So we've used it as a bit of a social tool as well."

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- Sam Gee, Individual Giving Support Officer

Easy Administration

MangoApps has given Manchester peace of mind through its easy to use set up and administrative process. "I find it really intuitive because it's got a bit of a social media feel to it... It's easy to get used to it, even if you've never used a platform like that before. Our old intranet was quite difficult and not very user-friendly, so this has been a real shift for us," Manchester said. "I was involved in building a lot of the groups at the start for the comms team, so I got a hands-on [experience] really early on in the process building the pages and setting up discussions. I [found] it really easy and then I trained the rest of the comms team in it as well."

Gee has seen MangoApps administration improve his workload as well. "It's really easy to set it up in the way it needs to be," Gee said. " [I can] share it with colleagues and make sure they know how to use it too. So yeah, it has made my job a lot easier."

While Middlecote has also appreciated the straight-forward admin process, he is more interested in MangoApp's commitment to continual growth. "The other thing is that it's constantly being developed, so we've seen a lot of new features and new functionality added to the system since we initially implemented," Middlecote commented. "Seeing that kind of constant development and evolution gives us some assurances that we're not going to be in the same position we were with the old platform where it got outdated and our users lost interest and started moving to other systems. We've got confidence it's going to be there for a good period."

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Improved Action

For Middlecote, however, the biggest benefit of MangoApps has been in the software's ability to improve and enhance what the organization already does well. "We use it for ... people to just kind of ask questions, look for information and expertise," Middlecote noted. "[It acts as] an unofficial support. People go in there and ask questions of colleagues who are also using the system to get advice and best practice."

Middlecote has also seen improvements in Wildlife Trusts as the intranet has naturally started to replace company emails. "Email inboxes get pretty messy you know? You can lose the thread of discussions [when] other conversations come up... information is lost, stuff is stored in attachments, it's all in a silo in your individual inbox. It's not easy to share that information," Middlecote said. "I think the intranet is great for us in surfacing that information to our end users and making sure that they can access the information that they need. The openness of the communication just really helps. Particularly in a federated structure where lots of stuff can be happening. If it's happening in someone's inbox, colleagues in over the UK won't have that knowledge. In the intranet, it's out there for everyone to see."

Exceptional Outcomes

MangoApps has been without a doubt the flexible, easy to use, and communication focused software Wildlife Trusts needed to further channel their own success. "I would certainly recommend any organization in a similar position or a similar structure to ourselves [to] have a close look at MangoApps," said Middlecote. "It's a good solid platform. There are a lot of tools in there and a lot of flexibility. The usability is really good."

"I [use MangoApps] to share what I need to share and encourage the other people [who] are using it as well," agreed Gee. "It's an essential part of my job."

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