

CASE STUDY: MPA

MINERAL PRODUCTS ASSOCIATION

When the Mineral Products Association was looking for a way to connect their team of 60 colleagues, they chose Igloo to bring their intranet, Bedrock, to life. The MPA workforce needed to feel united regardless of their location, making communication and collaboration easier and more effective.

AT A GLANCE




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CUSTOMER: MINERAL PRODUCTS ASSOCIATION


INDUSTRY: PROFESSIONAL TRADE ASSOCIATION

SIZE: 60 EMPLOYEES






CHALLENGES

-  A workforce geographically dispersed across the UK
-  Members outside of the core company
-  The requirement for a "one-stop shop" for all staff matters

THE SOLUTION

-  An intuitive, responsive, company-wide Igloo digital workplace solution.

RESULTS

-  **EMPLOYEE CORNER**
-  **GOVERNANCE HUB**
-  **COMPANY DIRECTORY**
-  **LOCATION SPECIFIC SPACES**
-  **NEWS**



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THE COMPANY

Mineral Products Association (MPA) is the industry trade association for the aggregates, asphalt, cement, concrete, dimension stone, lime, mortar and silica sand industries. Since its formation in 2009, MPA has grown significantly and now represents the vast majority of UK mineral products operating companies across its 14 product groups. These include most of the independent SME quarrying companies throughout the UK, as well as the 9 major international and global companies. They cover 100% of UK cement and lime production, 90% of GB aggregates production, 95% of asphalt and over 70% of ready-mixed concrete and precast concrete production.



THE CHALLENGE

MPA had no intranet before and was heavily reliant on emails. The project manager, Fran, was tasked with finding a user-friendly and interoperable Intranet that could connect employees and all tools they use. Through a sales process that included an extensive demo and security review Igloo was selected as the software for their new Intranet and Mosaïque as the implementation partners.



THE SOLUTION

We built an intuitive, responsive, company-wide Igloo digital workplace, featuring the following:

- + A news area, showcasing the latest company and industry news. This also utilised an embedded Twitter feed, featuring relevant accounts alongside that of the MPA.
- + Location information pages for MPA's two offices. These pages allowed employees to access important information, news and policies that were specific to each site.
- + Rooms for individual projects and teams, allowing for collaboration and discussion.
- + An employee corner containing new starter information, health & safety guidance, various handbooks.

Mosaïque also created a bespoke integration with the holiday management tool, Timetastic. This meant that Bedrock users could book leave and check their remaining days left to take through their intranet.

As a result of the pandemic, MPA has also integrated Skedda into Bedrock, enabling employees to book a desk at their offices.





THE RESULTS

The development and implementation of Bedrock with focus on five key areas:

- + Employee Corner
 - + Governance Hub
 - + Company Directory
 - + Location specific spaces
 - + News
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- Sharing and collaboration across the whole business, creating a closer working relationship across the entire team
 - Improved communication between all levels of Staff

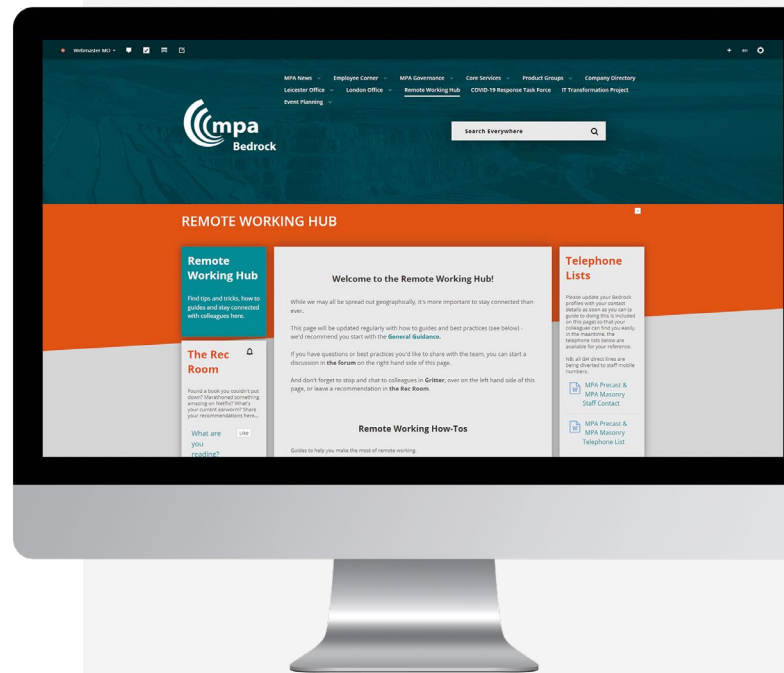
SITE OVERVIEW

Bedrock was designed to have a visually-appealing and user-friendly UI to make sure it was attractive and easy to use. MPA have made use of a range of Igloo widgets to personalise Bedrock and create an engaging space for employees. Horizontal tabs on the homepage surface blog channels that include important news and information for users. This is supported by the Content Slideshow widget which also showcases important blog articles and site content. The microblog is also featured, allowing users to post questions and engage with colleagues. Another handy addition for users includes the Links widget which surfaces frequently used links to keep access simple.

The top level menu uses categories to ensure the site is simple to navigate, ensuring pages and content are clearly labelled to create a sense of flow across the whole site. MPA have also used this feature to add a Covid specific area to educate and ensure the safety of staff.

Bedrock has become a core feature of MPA employee's working life, with excellent uptake and high levels of engagement on a daily basis. The multitude of features on the staff encourage staff to engage for a variety of reasons; from booking annual leave through TimeTastic, viewing the latest company news, or simply to catch up with their coworkers.

Bedrock continues to thrive and develop and is now an essential tool in the day to day working lives of all MPA staff.



WE'VE CALLED OUR IGLOO 'BEDROCK', AND THAT'S WHAT IT HAS BECOME FOR US – A BASE FOR EVERYTHING WE DO. WE NOW HAVE CLEAR, EASY TO ACCESS HOMES FOR ALL OF OUR POLICIES AND GUIDANCE DOCUMENTS, SPACES FOR THE TEAM TO CHAT, AND BLOG CHANNELS TO HELP KEEP EVERYONE UP TO DATE. IT WAS A VITAL LINE OF COMMUNICATION DURING THE PANDEMIC, WHEN THERE WAS OFTEN A LOT OF FAST-CHANGING UPDATES TO RELAY TO COLLEAGUES, AND WE DEVELOPED A 'REMOTE WORKING HUB' WHEN WE SHUT DOWN OUR OFFICES. NOW WE'RE PLANNING TO DEVELOP THE SITE EVEN FURTHER, AND ARE LOOKING FORWARD TO THE NEXT EVOLUTION.

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MANAGER



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