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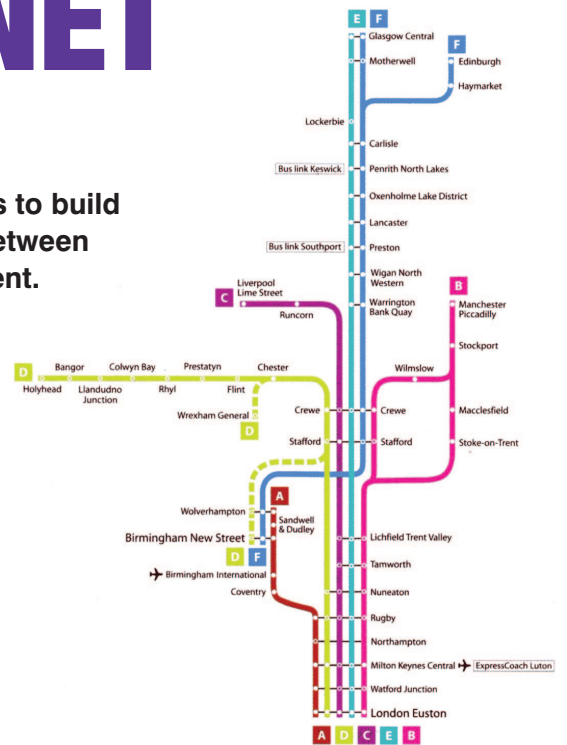


# VIRGIN TRAINS RECEIVES PRAISE FOR EMPLOYEE CENTRIC INTRANET

**E**ngaging employees from the start has helped Virgin Trains to build an intranet that delivers easy, two-way communications between staff and management and actively encourages user engagement.

“ It’s vital that we invest time, effort and resources to develop and support our employees. They provide great feedback and ideas for improving the business and it is crucial that we listen and that we help them to take those ideas forward. ”

Tony Collins, Chief Executive, Virgin Trains



## A train operator that loves every second

Employing around 3,300 staff, Virgin Trains runs services across most of England, from London Euston to Liverpool Lime Street. Its modern fleet of Pendolino and Super Voyager trains are built with customers in mind, aiming to take the stress out of travel.

Virgin Trains is also deeply committed to its employees. In 2011 it won the Investors in People (IIP) Gold award, with its Learning and Development team gaining a National Training Award for Coaching Culture in the same year. The company's intranet was recognised as "excellent" by IIP in 2010.

### The challenge

Virgin is one of the most successful, well-known brands in the UK, with a reputation built on attention to detail and outstanding customer focus. It was important to Virgin Trains that these values were also reflected internally to staff, through the intranet.

A legacy, Lotus Notes-based system was preventing it from achieving this goal, by only allowing for one-way communication. Recognising that the intranet had to be more than just a platform for announcing company updates, Virgin Trains sought a solution geared to the social, mobile age.

### The solution

- ▶ Selected GOSS iCM as the web content management system for the new Virgin Trains intranet, based on its flexibility, rich feature set and value for money
- ▶ Launched the site in a live test environment during the design process, so that staff were able to give comments and feedback, enabling user-centric design from the get-go
- ▶ Enabled non-office-based users to submit content to the intranet via email or text
- ▶ Delivered GOSS iCM widgets, enabling users to create their own individual look and feel for the intranet's interface
- ▶ Created themed portals, such as 'Station Guides', where staff can share useful and important information about areas around stations

### The results

- ▶ Improved two-way communications between managers and employees
- ▶ Vastly increased employee engagement by making it easy to create and submit content
- ▶ Saved time and money by automating processes such as annual leave requests
- ▶ Reduced paper use and postage costs by making company information accessible online
- ▶ Enabled staff to access the intranet outside of work from home PCs
- ▶ Gained recognition from Investors in People for the intranet's accessibility and usability



“ When we looked at GOSS iCM, we realised just how simple it is to upload content on to a page. If people see something when they're out on the road, they can write an article and upload it via email or text. This way, things they think will be useful to other staff get disseminated quickly, which meets one of the project's key objectives. ”

Philippa Richardson, Communications Manager, Virgin Trains

## Why GOSS Interactive?

Leading edge web technology from GOSS Interactive powers some of the UK's leading websites, including the Met Office, Brittany Ferries, BBC, Berkeley Group, Virgin Trains and over 70 public sector organisations. Built around the multi-award-winning GOSS iCM content management system, our customer experience management tools and consultancy empower you to deliver web strategies that provide enhanced revenues and superior customer service.

## Get started today

Find out how GOSS can help you get the best possible results from your web strategy.

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