

# Supercharging employee engagement to spread awareness

Changing business initiatives, especially when not expected, can prove to be a struggle when trying to communicate those changes to your customers. And during the COVID outbreak, it took on an even bigger sense of urgency.

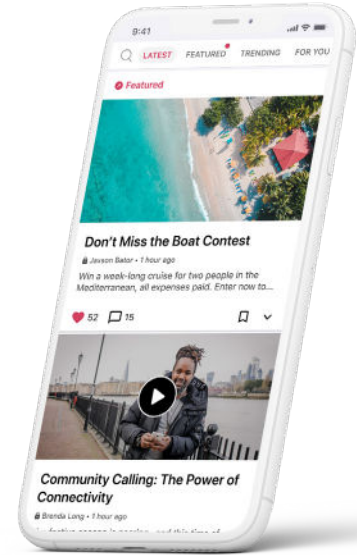
## THE CHALLENGE: CRUISING AND ENTHUSING

During the pandemic, Virgin Media O2 decided not to reintroduce daily rate roaming charges for travelers in the EU—but they had an internal challenge in spreading awareness, educating on the new rules, and leveraging employees as advocates.

To overcome this challenge, the company needed to seize the moment. Whatever concept they developed, it needed to adapt to a sudden influx of new users while maintaining the company's core brand messages and communication.

The solution was an internal competition, offering a week-long cruise for two! To enter, employees posted on social media and uploaded it to their Firststep platform—used by Virgin Media O2 for their entire employee base.

The Firststep platform delivered. In the two days the competition ran, 750 new users registered on Firststep to post their screenshots, taking the platform's user count to nearly 4,000. This volume of new users was incredible, especially considering the limited-timeframe organic campaign.



*"The competition was simple, but it gave employees a boost to rally around the campaign."*



**ABS KAKKAR**  
Head of Channels  
Virgin Media O2

# 25%

increase in new users  
in just two days



**Virgin Media O2** is a mobile network operator, with 46 million+ broadband, mobile, phone, and home subscribers, and 18,700 employees.