

# UhUb creates positive impact with SME's

*At UhUb we love what we do, but we understand that it's what the customer thinks, feels, and is happy to say that really matters when talking about how well we are doing. So, we want to share the experience of SME's with UhUb, why they choose it and the changes it has made within their teams, business and client experience.*

**S**o here we spoke to Iain Frazer-Jones MD of Greenzest about their UhUb experience and encouraged him (as always) to share warts and all. Here's what Iain had to say.

### Why choose mobile learning, and in particular UhUb?

When we first heard about UhUb's innovative training platform we immediately recognised the benefits of having a mobile learning tool accessible anytime, anywhere and delivering clear, concise training with a traceable history of activity and achievement from individual, to company-wide. The training and real time reports, alongside a rewards programme seemed a brilliant way of encouraging engagement at all levels.

We definitely saw the advantages of capturing a fun competitive approach amongst our staff and teams, which combined with the ability to progress the "Productivity" element of Greenzest's five core business principals, our 5 P's, (Productivity, Planet, People, Partnerships and Purpose) seemed an obvious step forward.

It was immediately obvious that UhUb would provide a clear competitive advantage (which it has).

We were also keen to partner with the UhUb team and support their commitment to Social Impact via donations to Centrepont thus further supporting our "Purpose" element within our 5 P's.

### What challenges did UhUb bring, and how did you solve them?

Initially the biggest challenge was the perception that our staff (at all levels) may not buy into the culture shift, as well as the usual; Would our staff be willing to use their own phones? What about the language issues for those whose first language was not English?

However, as an 'early adopter' Greenzest viewed UhUb as a game changer for the sector, and UhUb's pre-



launch process of communication created immediate impact. It showed managers that UhUb would be delivered effectively, allowing them to embrace the technology at an early stage, and, along with UhUb's constant development model, solutions soon arrived.

**'UhUb really is making a difference to the way we think and work as a sustainable cleaning business.'**

Our early communications around staff rewards, were well received and supported by our Regional and Site-based management team, so by launch-time expectations had been set, concerns allayed, and enthusiasm generated in the workforce.

After launch, UhUb's weekly updates, plus our own daily updates with managers, highlighted team and individual success, whilst also 'needs profiling' those that hadn't embraced the training platform so readily. This maintained management focus, and even today we still communicate weekly, ensuring that focus remains. Also, a planned approach to harnessing the competition element of UhUb saw a dramatic uptake in engagement.



### Was it easy? Actually, it was much easier than we thought, especially with UhUb's 'relationship' approach.

Did it take a determined effort to get everyone on board? Absolutely... yes! But, as a result Greenzest achieved a number of firsts with UhUb, including being the first to earn UhUb's 'Gold Engaged Accreditation'. Even now we are now working towards achieving a newly defined 'Platinum Engaged Accreditation'.

### What do you think of UhUb overall, its Social Enterprise and Client Community approach?

UhUb shares our eagerness to be a "business for good", working in a genuine partnership to deliver meaningful social impact initiatives, and we enjoy engaging and collaborating with the wider UhUb Client Community to further enhance UhUb's impact in the sector, and socially.

UhUb is so much more than a training tool, we use it to engage with our staff in many ways, enhancing communications, providing H&S information on a site or customer level, publishing newsletters and generally communicating to our staff about business wins, job vacancies, promotions etc...

Our customers think it's a brilliant operational advancement and UhUb really is making a difference to the way we think and work as a sustainable cleaning business.

So there you go, you heard it from the client himself what the impact of UhUb has been on their businesses, staff, and clients. The question is what would your UhUb story be?

Why not get in touch? In 20 minutes, we could change the way you think about Training & Engagement forever!

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