



Village Entertainment Case Study:

# Bringing the Village Together

How Village Entertainment Uses WorkJam to Rise to the COVID-19 Challenge.

AXSIUM



Highly dependent upon the presence of large crowds, the entertainment industry has faced unique challenges during the coronavirus pandemic. As such, industry leaders have been tasked with managing an unprecedented challenge: keeping employees—and by extension, the public—informed, engaged, and safe amidst a maelstrom of regulatory changes and shutdowns.

Fortunately, Village Entertainment already had a few strong allies on their side: WorkJam, the frontline digital workplace as well as Axsium Group, a Global Workforce Management Consulting Firm and trusted WorkJam implementation partner.

## A Plot Twist

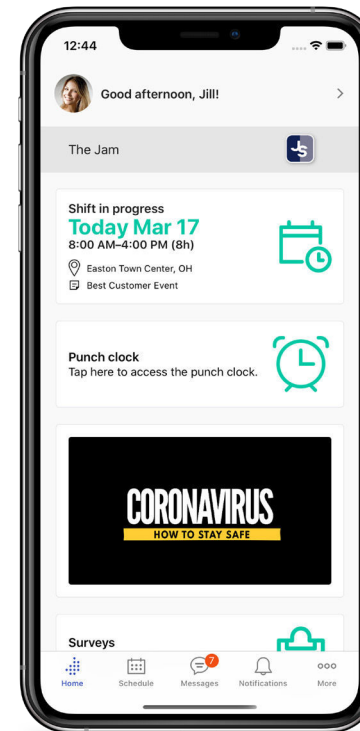
### Facing the Challenge

As coronavirus began threatening Australia, the nation was glued to the news, hoping to find out what was going on and how their lives would be affected.

The employees of Village Entertainment were no different. As rules and regulations changed and evolved over time, Village Entertainment leadership understood how important it was to quickly and decisively communicate to staff exactly how any new changes would impact their work lives. There was no time for carefully crafted communications plans or for sending internal memos

down the chain of command—at the risk of being compromised by a game of telephone.

Not only did employees need to know exactly what was going on, they needed to know what they were expected to do. Cleaning standards had changed. Customer operations had changed. Customer expectations had changed.

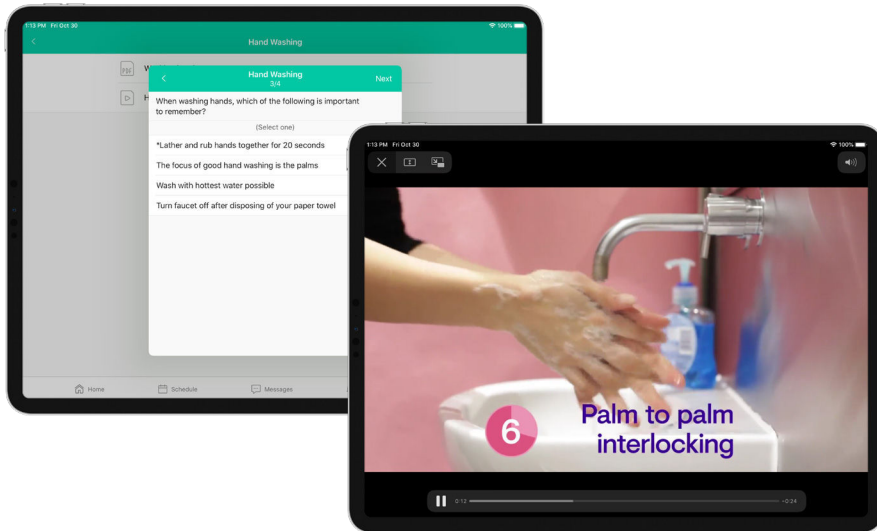


The need for lightning-fast frontline communication had never been greater. Any discontinuity or breaks in the communication chain could have led to massive confusion and a lack of regulatory compliance.

## Changing Direction

### Applying the Solution

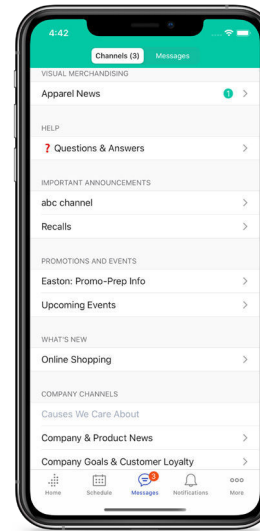
Village Entertainment had been using WorkJam for a few years already and knew that this pandemic would put its functionality to the ultimate test. They quickly sprang into action. Trainings and surveys made it



easy to ensure every employee knew precisely what they needed to do and how to do it. These surveys, along with the open communication facilitated by WorkJam, also allowed Village Entertainment leadership to receive clear, unvarnished feedback from frontline employees around what was working, what wasn't, and what information and resources they needed to succeed.

And then in March, word came down from Prime Minister Scott Morrison: All cinemas in the country were to close. And nobody was certain when they'd be able to reopen.

Communication took on a new sense of urgency. Every employee was wondering, "What's going to happen to me?"



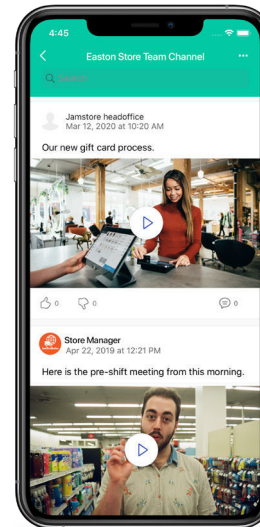
Leadership had a new priority: Keep in touch with team members, make sure they're aware of all new developments and decisions, and make sure they can ask questions, provide feedback, and feel involved.

The CEO and other members of the leadership team began posting videos to WorkJam communication channels, explaining exactly what was going on with the business, what the context was, and what the plans were to get everybody back to work safely and as soon as possible. Soon, other employees were making videos as well, simply to touch base with each other, share their concerns, and keep each other's spirits up.

Even though they weren't together, the sense of togetherness grew.

## An Engaged Audience

### Loving the Results



Village Entertainment hoped using WorkJam would help them keep their

employees engaged and informed during the shutdown, but the results went well beyond their expectations.

Employees have drawn strength and support from being able to communicate so easily with their coworkers. From sending supportive messages to any staffer struggling with isolation and stress, to sharing fun photos of their furry



*"As we start to engage customers again and bring them back, we want to make sure our employees are providing a great experience that makes customers feel welcome, safe, and positive. Even beyond COVID, we want employees to be able to quickly and easily know exactly how to pass on the right information, the right promotions, the right answers, and the right experience to our customers. Having a digital workplace will become even more important for us, not just this year, but every year."*

- Gerard Turner, Head of Operations  
Village Entertainment

friends, the team has used WorkJam as a foundation upon which they've built a strong, close-knit, engaged community.

This open communication has also resulted in the breaking down of communication silos, which turned out to be of critical importance during the pandemic. Different departments in different locations know what's going on with each other and with the front line, bringing everyone together as a business and allowing them to understand each other much better, resulting in smarter, more informed decisions.

Having a digital workplace will become even more important as cinemas open back up and begin to engage customers again, and as Village Entertainment adapts to yet another set of constantly shifting regulatory requirements. But, they're looking well beyond the "new normal".

If you are interested in hearing everything Jared Turner had to say about the benefits of using WorkJam in 2020, along with a few other Digital Workplace leaders, you can hear the [full webinar here](#).

For more information on WorkJam and how we can help you unleash the potential of your workforce, contact us today at [sales@workjam.com](mailto:sales@workjam.com)

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