How Southeastern Railway Used Socialtext to Achieve Gold in Performance

As thousands of people flocked to London for the 2012 Olympic and Paralympic Games, Socialtext and Southeastern Railway teamed up and put *Workmate* (Southeastern's social collaboration platform) to work, 24-hours a day. As a result, the company delivered a fully efficient and convenient transportation system, servicing 7.7 million people over 16 days.

Ramping Up for a Global Event

After more than three years of preparation for the biggest event Southeastern had ever supported, Workmate was inserted as the central information hub for its employees to manage and service all Olympic bound passengers and athletes. Use of *Workmate* enabled Southeastern to provide a seamless, resourceful service for roughly 25% more passengers than a normal day. Southeastern leveraged Workmate to ensure its success through thorough preparation in a number of ways:

- Every employee was provided with a daily factsheet during the Games that helped keep them informed about daily expectations.
- Pre-Olympic training manuals were housed in *Workmate* preparing employees for all potential events ahead of time.
- Travel coordinators used it as a tool to locate and help passengers that required assistance.
- Daily signals in *Workmate's* activity stream were a heavily used to communicate in real-time.
- Integration that leveraged Socialtext Connect to provide its employees visibility of up-to-the-minute train schedules.

Working... Together

Southeastern's use of Socialtext Connect, a flexible and robust developer toolset built on our REST API, enables employees to access any existing systems of record or content management systems. Socialtext Connect was integrated in order to monitor train information in real-time, which then could be shared with passengers. *Workmate* additionally acts as Southeastern's main communication channel, where encouraging and important news is shared and signals are regularly updated throughout the day. This resulted in a drastic reduction in email traffic, while *Workmate* traffic increased significantly. Just during the first week alone, 10,156 logins were recorded, which was a 10% increase from the week prior to the Games starting. The amount of signals sent were doubled and page views had a 700% increase, all due to Olympic-related information on the site.

Southeastern Railway's Managing Director, Charles Horton explains:

> The service during the Olympics was the culmination of three years of meticulous planning, working with other industry partners, to deliver the best possible service during the Games. We're really proud of our employees' efforts as they've pulled out all the stops, and worked around the clock, to ensure spectators could get to and from events and our customers able to make their journey. I'd also like to thank our regular commuters for planning ahead and heeding the advice to avoid busy times and stations, where they could.

Integration on All Levels

During the Games, workers were consistently faced with the need to access updated information, such as ticketing, alternate route options, venue information, travel hot spots or event times. The Southeastern Railway team used *Workmate* to post frequently asked questions, answers, and communicate to their workforce to ensure smooth operations. Southeastern had two members of the communications team live onsite 16 hours a day. Overall, 96% of Southeastern's services during the Games (more than 30,000 trains) ran on time, but when things went wrong, teams were able to communicate with the coordination center and share information on service updates via Workmate.

Real Time Communication

Utilizing the signal function with *Workmate* provided Southeastern employees the ability to communicate in real-time with company-wide visibility, enabling the fastest possible response time. These signals enabled an effective way to share knowledge, expertise, ideas and information that provided employees the capability to recognize updates and service patrons in the most efficient manner. Customer information at each station and on trains were supported by *Workmate*, from up-to-the-minute information shared over the Customer Information System (CIS), on trains via the automatic Passenger Information System (PIS), or by manual staff announcements, in which updates were accessible through *Workmate* mobile on smartphones.

"Sharing knowledge and information quickly and accurately was vital for the successful delivery of transport services during the Games," said Rupert Atterbury Thomas, Communications Manager at Southeastern Railway. "The *Workmate* platform allowed this to happen far more effectively than email or our previous static intranet."

Gold-Metal Results

In addition to *Workmate* providing immediate updates for passengers, it also enabled a smooth overall transportation system that allowed for timely travel to and from Olympic events. Southeastern passengers were able to enjoy their time in London and travel assured that any of the 2,200 employees at Southeastern could answer any question immediately. Largely due to the use of *Workmate*, the real-time visibility and flow of information was the backbone to solid operations and timeliness, which was crucial during such an honorable and exciting occasion.

About Socialtext

Established in 2002, Socialtext, a Bedford Funding Portfolio Co., was the first company to deliver social software to businesses. By unlocking knowledge, expertise, ideas and data, Socialtext eliminates information silos across the enterprise to drive superior business performance. Socialtext's enterprise social networking products — including microblogging, blogs, wikis, profiles and social spreadsheets — provide simpler ways for employees to share vital information and work together in real-time. Delivered in a variety of hosted cloud services, as well as on-site appliances, enterprise customers are provided with flexible deployment options that meet their security requirements. Built on a flexible, web-oriented architecture, Socialtext integrates with virtually any traditional system of record, such as CRM and ERP, enabling companies to discuss, collaborate, and take action on key business processes. More than 6,500 businesses worldwide have accelerated their business performance with Socialtext, including Egon Zehnder, Getty Images, Symantec, Meredith Corporation, NYU Stern, OSIsoft, and Epitaph Records.

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