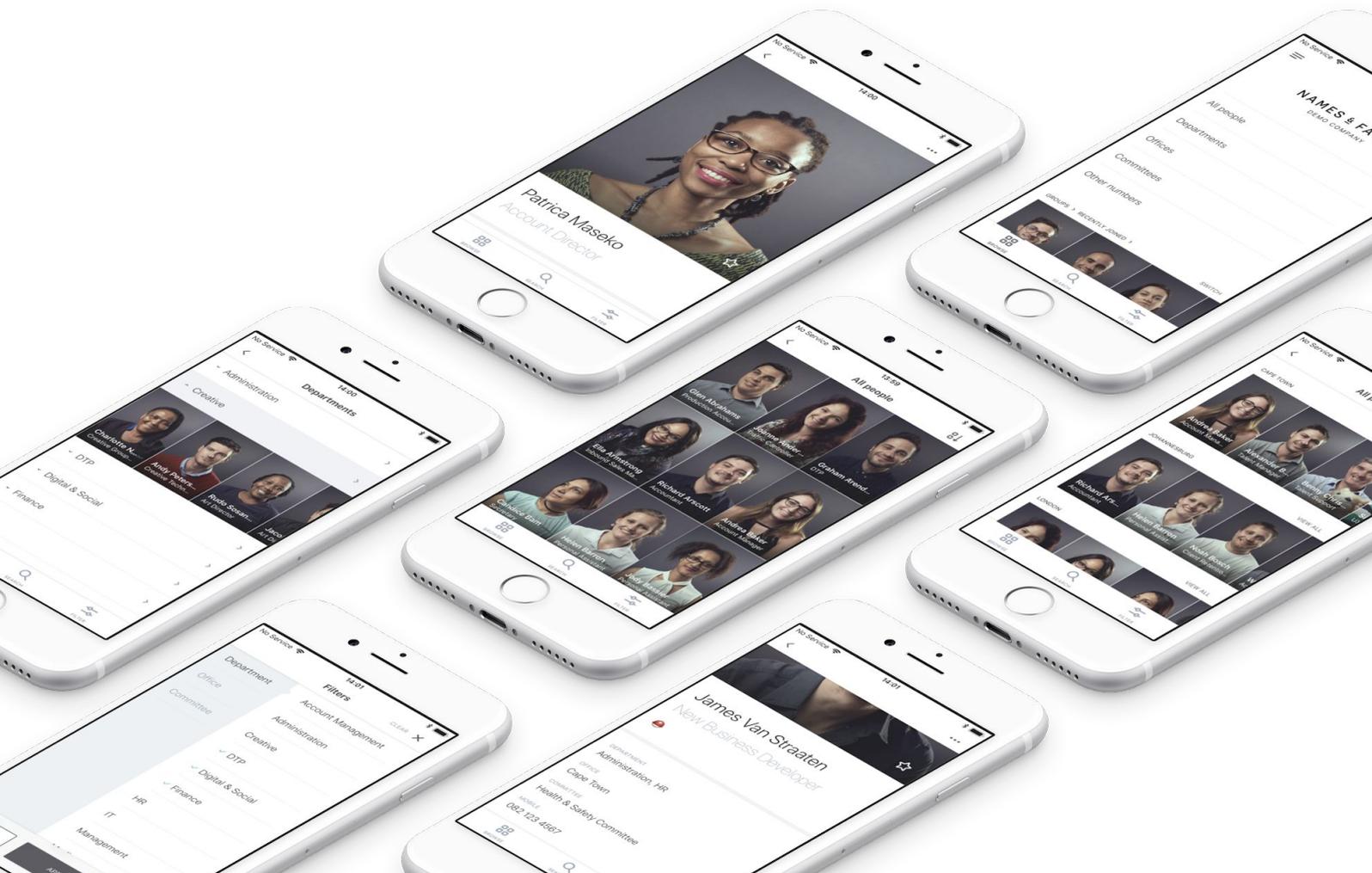


A Names & Faces Case Study with AMV BBDO

AMV BBDO



A better connected agency

AMV is the UK's largest ad agency creating strategic communications for blue chip brands like Mars, Pepsico and BT.

“Our agency is our people and Names & Faces helps us know and help one another better-those we work with, those we walk past every day and those we don't know but who hold the answer we need tomorrow”

- Kelly Knight, HR Director

AMV BBDO

LOCATION

London

EMPLOYEES

450

INDUSTRY

Advertising

HR SYSTEM

SAP

FAVOURITE FEATURE

Works offline

Helps build meaningful relationships quicker

AMV has consistently ranked in the Sunday Times Top 100 Place to Work in the UK. Their philosophy is based the belief that your people are your most important asset. But knowing 450 people can be hard and helping them know each other and work seamlessly together is harder still. Names & Faces is key to helping people feel known and valued and to engendering a culture of helpfulness.

Takes a load off HR and IT

“We have a hundred things to do everyday” says Kelly Knight, HR Director at AMV, “because Names & Faces integrates with our HR system we don't need to worry about updating another system or spread sheet”. We update our HR system and Names & Faces does the rest. It saves us valuable time and means everyone has the most up to date information we have”

Helps AMV adapt to the modern workplace

The nature of the workplace has changed. On any day almost half the agency can be working remotely - at clients or overseas, out producing content or working from home. In conjunction much of the agency benefit from flexible desking. In this environment Names & Faces plays a critical role in helping identify people, finding the best person to speak to and in reaching anyone instantly. This in turn keeps the agency running efficiently and ensures clients are serviced seamlessly.

The new joiners bible

Dropping a new joiner into a sea of 450 people can be intimidating. Names & Faces is a simple tool that shows what AMV value and that helps people become effective quicker. Our NPS from recent new joiners is 9.5.

Challenges & Results

CHALLENGES

Remote and flexible working makes knowing your colleagues harder and reaching them quickly imperative.

Hard for new staff to settle in and feel at home quickly in a big agency.

Cross selling services is critical to the business, knowing who can help facilitates this.

RESULTS

Unique visual browsing helps you identify and know people better and one touch contact allows frictionless communication.

"Hi, here are our people. We value them. We value you. And we value the relationships you'll build" says a lot on Day One.

Powerful filter and search functions allow you pinpoint the person you're looking for even if you don't know them.