



Mobile App Powers Rapid Response to Hurricane Harvey Relief

How Aggreko used Guidebook to quickly mobilize employee volunteers



CHALLENGE

Company Seeking Efficient Relief Effort Tool

After Hurricane Harvey, Aggreko needed a way to mobilize their employee volunteers and track relief efforts. They also needed a solution that could be turned around within a few days as it was critical for rapid response.



SOLUTION

Get Creative on Mobile with Guidebook's App Platform

Aggreko was already in the process of rolling out Guidebook for another program and decided to get creative with an app that helped centralize logistics for volunteer opportunities and enable social sharing via Interact.



RESULTS

Mobile App Increases Connectivity and Communication

Aggreko's mobile app made it easy for employees to help and connect with each other, as well as engage in a brand new way -- the tool was leveraged to support employees and for employees to support each other.



"We were there for our people and our people were there for each other."

Hurricane Harvey brought widespread flooding and devastation to Houston last year, and Aggreko's employees based in the city were impacted too.

Aggreko's services were in high demand, busy with disaster recovery efforts not only for the greater Houston area, but also for their colleagues in need. Volunteer offers from both the operational and office-based workforce were abundant; but it was becoming overwhelming to track, manage, and communicate what was needed and who was available.

The company was already in the process of rolling out Guidebook for its global learning program, and got creative: Could it use its existing mobile app platform to quickly mobilize employees' relief efforts?

Yes, it could, and the "Be Together Houston" app was born.

Rapid innovation & rapid response

There was plenty to consider to make sure Aggreko could optimize its relief efforts. How many employees were affected? Who was available to volunteer? What kind of help is needed?

The "Eureka!" moment came when Aggreko's Global Learning & Talent Technologies Manager, Walter Davis, was speaking with a colleague about how to volunteer. Since both were already familiar with the Guidebook

platform and how useful it is for learning, they realized it would be easy to create a new app for disaster relief.

In just three days, they were off and running with a live app. After the company sent out an internal email communication with steps to download the app and the password, the Be Together Houston app started to populate employee phones.

"One of the key advantages was speed [so] building the app could be done simply and rapidly," said Davis. "We had an extremely quick turnaround time from the initial idea to actually publishing it, which was critical for a rapid response and making it easy for employees to help and connect with each other."

Mobilizing volunteers

Guidebook allowed Aggreko to keep all logistics in a single app: dates and times for volunteer activities, volunteer sign-up, transportation logistics to different locations, and more. At a glance, people could see volunteer opportunities and what to bring, along with time and place, like meeting at an employee's home to remove drywall.

According to Greg Mitchell, Aggreko's Technician Programs Manager, who led the relief and recovery efforts for Aggreko employees: "The Be Together Houston app created an easy to use platform that allowed me to organize the volunteers in a very efficient way."

Aggreko's employees created a "web view" in the app from the existing web page form, and enabled donations to those affected directly from the app.

The company moved past outdated mass email communication, and started to engage in a brand new way. Interact, Guidebook's in-app social feed, was full of pictures, as the company's employees shared their experiences helping each other.

"Teams really came together," said Davis. "Even though it was a difficult state to be in, we were heartened by the positive messages in the Interact feed and could see all the good coming out of it."

Extending app content to global communications

One outcome of the app was capturing such a wealth of eyewitness stories and images, which was used to promote the great work to the 200 offices and nearly 100 countries that Aggreko operate in, and what was being done to help people in the aftermath of the storm.

The app helped everyone find out how those affected were faring and how to help and donate, all in keeping with Aggreko's true spirit of "Be Together."

Tapping into training

By combining their disaster recovery skills with the Learning Team's familiarity with Guidebook, Davis and his colleagues added a unique training element to their relief efforts. Within the Be Together Houston app, they offered courses on how to make repairs.

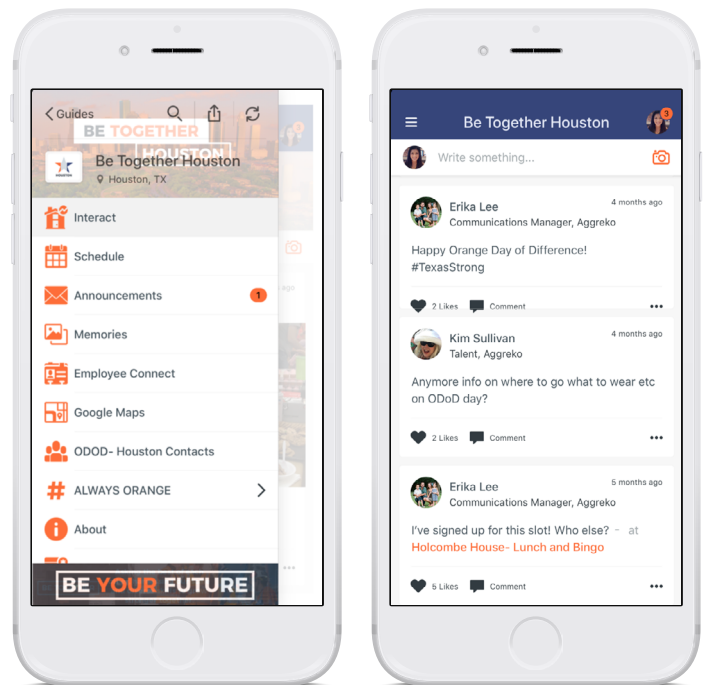
When a colleague hosted a course for a specific skill, like how to remove or hang dry wall, details (e.g. when and where) were shared via Guidebook. Schedules could be viewed and signed up for directly in the app, and friends and family could be signed up too.

Aggreko's Learning Center became the emergency response headquarters during the relief efforts and the mobile app the center of it all – a powerful tool to help everyone unite and learn while helping the community recover.

Using mobile tech to live our values

One of Aggreko's core values is to "Be Together," asking the best of each other, harnessing its scale and diverse skills to grow stronger together. Thanks to Guidebook, the company was able to quickly react and innovate, and most importantly, show that its values really are part of what it does.

"It's reassuring to know we have a great mobile tool available to help us 'Be Together' in these situations," said Davis.





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