



# ANBL Captures Values In Action with **Porpoise**

**Key Outcomes :** Connected employees, celebrating success, achieving engagement



398

Posts



140

Users



2020

Volunteer  
Hours



64

Organizations  
Supported

## About ANBL

The New Brunswick Liquor Corporation is a Provincial Crown Corporation responsible for the purchase, importation, distribution, and retail activity for all beverage alcohol in the Province of New Brunswick. ANBL has a network of 41 corporate retail outlets and 85 private agency store outlets throughout the province. ANBL's culture is characterized as a fast paced and ever-changing work environment that's dynamic, collaborative and fun.

## Vision

To be an engaged team delivering the B.E.S.T. (Better. Every. Single. Time.) retail customer experience.

## Mission

To responsibly manage a successful business for the people of New Brunswick.

## Values

Wow Your Customers, Be Mindful, Celebrate Success, Dare to do Better, Have Fun!

## What problem does Porpoise solve for ANBL?

Before adopting Porpoise, ANBL wasn't collecting concrete data surrounding the amount of volunteering that was taking place by ANBL employees. Porpoise acts as a vehicle for engagement at ANBL, and after launching with their Retail Operations Center, they have recently expanded to connect their network of colleagues across 41 locations throughout the province of New Brunswick.

From using personal days to volunteer at flood relief efforts to coaching community sports teams, ANBL is recognizing how their employees are impacting the lives of fellow New Brunswickers every single day. With Porpoise, ANBL is able to capture, recognize, and celebrate these efforts as they occur.

In 2018, ANBL employees contributed over **2020 volunteer hours** in the community!

## Hear it First Hand

### Why do you partner with Porpoise?

It's a way for us to not only learn more about how our employees give back to their communities, but also recognize their contributions and have fun while doing so. Whether it's a volunteer or wellness challenge, it has added a friendly competitive spirit between teams, bringing us closer together as one company.

### Why do you like to do business with Porpoise?

We like to support NB businesses, especially when their values are in line with ours. Porpoise continuously dares to do better and wow me with their service. Their very talented and collaborative staff are mindful of our needs, excited to celebrate our teams' success and always fun to work with.

*Cindy Pope, Business Partner- Community.*

We love working with ANBL because they are using Porpoise to capture what it looks like when you put your values in action and connect people around positive change. We couldn't be more proud to be a partner in shaping their magnetic culture!

If you want to connect employees around impact and positive change,  
then let's get the conversation started today!

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