YMCA Greater Charlotte selected StaffConnect’s mobile app platform to build levels of engagement with their dispersed network of 4,500 employees.
The importance of engaging with all employees

YMCA Greater Charlotte need to keep their vast network of employees informed and engaged to drive loyalty, retention and support.

YMCA Greater Charlotte’s goals

Create an open communication channel to connect all part-time and full-time employees; giving them a voice and keeping them updated with the latest fundraising initiatives and organizational goals.

StaffConnect domain expertise

StaffConnect offered a sophisticated mobile platform which supported their business goals, combined with domain expertise from our communications professionals to help them define a winning communication strategy.
YMCA Greater Charlotte were looking for more than just a solution capable of reaching all of their employees out in the field, as well as in the office environment. They wanted to partner with a provider who had the communications expertise to support and guide them on best-practice content strategy, from launch and into ongoing usage. StaffConnect offers a unique AppSuccess program to every customer, to help them create winning communication strategies which, combined with powerful mobile technology, creates an energised, more connected workforce.

Working closely with Molly Thompson at YMCA Greater Charlotte, StaffConnect provided guidance and expertise to jointly deliver a content strategy which has already generated very positive results in the levels of user engagement demonstrated to date.
Roughly 4,500 people work for the YMCA of Greater Charlotte, but you’ll find very few sitting at a computer. Our employees are engaging kids in camp activities, teaching swim lessons, assisting seniors in health and wellness classes and delivering countless programs that strengthen individuals and our community. One of our greatest challenges as an organization has been internal communication and staff engagement. Staff surveys indicate that our teams often feel disconnected and uninformed.

The StaffConnect app has quickly become our employees’ primary resource for information and connection to our cause. StaffConnect allows our headquarters to share important news and information with our staff teams and allows employees to ask questions or make comments. Within the comfort and safety of an internal environment, our employees post both personal and professional content that makes them feel like their thoughts and ideas have value. On StaffConnect, our employees highlight teammate behavior worth replicating, they recognize milestones and celebrate achievements. StaffConnect is so much more than a communication tool, it is a pathway to the kind of culture in which our people want to live, work and stay.
Users’ favorite features are communities & news

Average user session time is 5 minutes

Users are viewing on average six screens per session

Users have generated 28 posts in a week
Transform the way you reach, communicate and engage with your employees and volunteers

StaffConnect App

The StaffConnect app has a range of features designed to build an emotional connection with your people. Where each and every person feels part of something greater than themselves, are proud to be part of it and actively connect, engage and promote the positive qualities of the organization.
Management Console

The management console is a powerful, browser-based portal for sophisticated user, content and notification management. It also provides analytics to deliver insights into how the app is performing against engagement goals.

AppSuccess Program

Our unique AppSuccess program is designed by internal communication professionals to ensure the quick and ongoing success of implementing StaffConnect. It provides customers with guidance on best-practice content strategy, training for the admin console and a library of resources to support a successful launch and ongoing use.