

Zembl builds a culture of recognition and engagement with Simpplr





THE CHALLENGE

Zembl needed to engage a growing workforce and foster a culture of recognition, but outdated tools led to fragmented communication and under-celebrated employee achievements.

THE SOLUTION

With the launch of Zentral, their Simpplr-powered intranet, Zembl implemented a centralized platform featuring real-time recognition, celebration tiles, and a robust Resource Hub to unify communication and improve collaboration.

THE RESULT

Zentral quickly became a vital part of Zembl's culture, driving a 93% adoption rate and facilitating over 150 employee searches each month—elevating visibility, recognition, and engagement across the organization.

Industry:

Energy

Use cases:

Reward & recognition

Employee engagement

Internal communications

Leadership visibility

Why simpplr:

Ease of use

Collaborative features

Engagement analytics

Flexibility by department

Modern UI



“At Zembl, we want to help people win, and Zentral is a key enabler in achieving just that. Zentral fosters a culture of recognition, collaboration, and support.”



Morgan Biggar,
Head of People & Culture,
Zembl

Outgrowing legacy systems

Zembl, a leading Australian energy comparison company, was on a mission to build a great company culture. But their outdated systems weren't keeping up. Internal communications were fragmented, recognition was sporadic, and it was difficult to celebrate employees who embodied the company's core values: *Give A Damn, Work as One, and Keep It Real*.

Without a central platform to spotlight contributions and connect a fast-scaling team, employee engagement and morale were at risk.

A new digital heartbeat

In July 2023, Zembl launched **Zentral**, their new all-in-one intranet powered by Simpplr. Designed to strengthen internal culture and streamline communication, Zentral quickly became the digital heartbeat of the organization.

Zembl chose Simpplr for its simple & intuitive UI, advanced search capabilities, integrations, and minimal IT dependency.

Key features of Zentral include:

Real-time recognition: Integrated shout-outs enable immediate acknowledgment of employees living company values.

Celebration tiles: Birthdays, anniversaries, and new hires are spotlighted on the homepage.

Resource hub: A centralized space where employees access critical tools, submit feedback, and make support requests.

Values awards & programs: Monthly award posts like Q&A Star and Sales Agent of the Month celebrate high performers.

Corporate volunteering site: The "Give A Damn" program page promotes upcoming events, shares photos, and encourages participation.

These tools are designed not only to inform, but to connect employees with each other and with Zembl's mission.



Driving culture

In its first six months, Zentral recorded over **144 recognitions** and has transformed how Zembl celebrates success. With more than 93% adoption and 150+ monthly searches, Zentral has:

Elevated employee visibility with regular recognition and celebrations.

Increased engagement through dynamic homepage tiles and department-owned award programs.

Boosted morale by reinforcing values in everyday workflows.

Enhanced collaboration and support across departments.

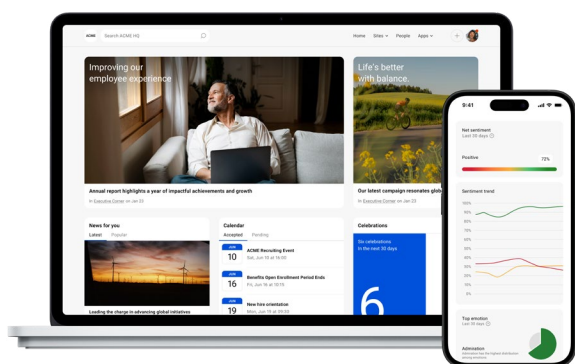
Zentral reflects Zembl's vibrant and human culture. With values-based programming, clear visibility into employee achievements, and a strong foundation for feedback and collaboration, the platform is a springboard for further innovation.



Zentral isn't just a place to get work done — it's where employees feel seen, celebrated, and connected.

About Zembl

Zembl is an Australian energy consultancy that helps businesses reduce their electricity and gas costs through free, obligation-free comparisons. With over 15 years of experience and a 96% positive customer feedback rating, Zembl has assisted more than 30,000 customers in securing competitive energy deals by partnering with a broad network of trusted Australian retailers.



About Simpplr

Simpplr transforms the employee experience to create a more connected, engaged and productive workforce. Harnessing AI, our Simpplr One™ platform provides employees with personalized single-point access to the people, information and resources they need to succeed and thrive. For over a decade, Simpplr has been a trusted partner to 1000+ leading brands, including AAA, Eurostar, Penske, Moderna, and Snowflake, creating transformative digital workplaces. Simpplr is headquartered in Silicon Valley, CA, with additional offices in the UK, Canada and India. We are backed by Norwest Venture Partners, Sapphire Ventures, Salesforce Ventures and Tola Capital. Learn more at simpplr.com.

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