Tractivity Case Study:

Supporting Community Engagement in the Mineral Extraction Industry

Tractivity®

In summary...

With an expected lifespan of over 20 years, a mining company has projects to explore a variety of minerals, creating a positive impact on the greater area and local community in terms of economy and employment.

Generating thousands of direct and indirect jobs, they're working with a multitude of stakeholders, from landowners, residents, businesses, suppliers and contractors to local councils, voluntary organisations and politicians of all levels.

They strive to develop good relationships with the local communities and work with several governmental departments, and therefore it's key that they're able to effectively manage thousands of engagements with their stakeholders.

The requirements

1. A fit-for-purpose solution, tailored to their needs.

2. Allow to easily add data and link it across organisations and individuals.

3. Include a variety of activities including events, phone calls, surveys, emails.

4. Record data remotely using a phone or laptop.

5. Safe data storage with GDPR compliance.

6. Report with detail on all the engagement activities created.

The results

✓ A custom-tailored system that attends to their unique specifications.

✓ Activities properly recorded and linked with contacts

✓ All engagements added to the database remotely with ease.

✓ Clear reporting of all engagement information.

✓ The number of activities recorded increased by almost a third.

The situation

Community engagement and direct contact with stakeholders are essential to get people involved and show them the organisation's plans, where they are going and how those will affect them. A lot of the engagement is done face-to-face in the local areas through community events, especially with the residents, landowners, local businesses and partners.
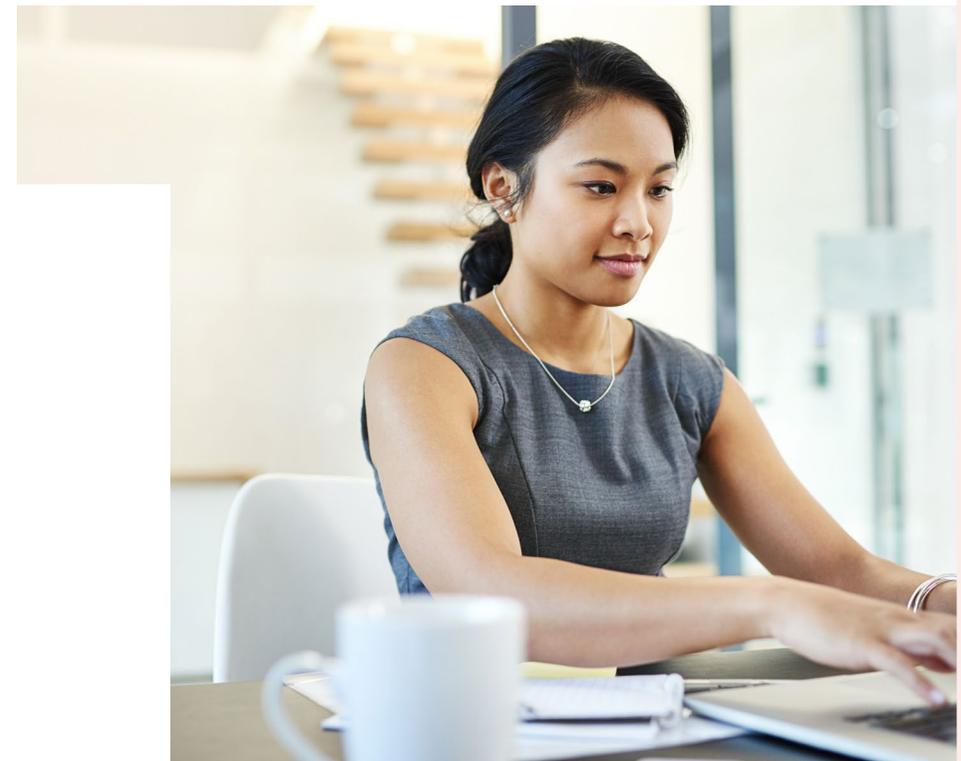
To store all the information gathered from the events and communications, they were using their own kind of stakeholder management system, developed by their IT team.

The internal system was good at the time, however, it started to become quite limited in terms of the amount and type of information that it could store. Also, there were the GDPR and security issues to consider. Their community relations officer stated:

Previously, having to go through all of that was very cumbersome, and without a proper system, relevant information could simply slip through the net. We needed an easy to navigate and operate, secure solution.

As we progressed through the development of the company, we realised the need for something more advanced. A system that could safely carry more data and would allow us to incorporate a lot more details about the nature of the activities of our contact, the places, the event details; link emails and documents to organisations and easily find all the activities related to a stakeholder.

They identified the need for a live system where you can hone and drill down to companies, individuals and sectors and quickly visualise all the activities that were happening there, all the material sent and received, the feedback, the engagement, and the outcomes.

The action taken

Once the decision was made to outsource the stakeholder management system, they decided to look for a company that was an expert in this type of solution. The team researched the market to find a system that could be personalised and came back with three or four different options.

Tractivity was the one who saw the requirements and embraced the opportunity to build a bespoke system. In the words of the community relations officer overseeing the development:

I think the development and customer success teams from Tractivity enjoyed the challenge of tailoring the system, especially as our specifications were very unique. They removed bits they would normally keep in and added other things that they wouldn't usually include.

And that made the system very much bespoke, a stakeholder management system made for us. Of all the benefits, though, the ability to access and update remotely has been the most noticeable.

As much of our work is done 'on the road' we often returned to the office at the end of the day with an additional few hours' worth of data to be input which was both frustrating and time-consuming, especially as so much can get lost from conversations over even just a short amount of time unless recorded there and then.

Remote access by phone was a game-changer for us in the immediate upload of detailed and quality information. The Tractivity system ticks all the right boxes, so it's easy for us to access and use it.

With the decision made, the implementation of Tractivity went smoothly, with the support of the customer success team and training.

The initial inception of the system was pretty much flawless and seamless. A lot of training was given, and it is pitched at a level where people who aren't overly technologically gifted can learn it and apply it fairly quickly.

Tractivity's team made sure to provide the support necessary for the system to work.

The support team are very professional and would understand and accept our requests. If they couldn't fix something they would advise us of potential fixes, and if something was going to take a bit longer, they always kept us advised and updated. Having a customer success executive assigned as a go-to point of contact and who would also proactively engage with us, made the implementation, operation, and development much smoother also.

The results

Using Tractivity, the community relations team are being able to carry out their daily work a lot more efficiently.

Every piece of engagement done is added with ease into the system from wherever they are, safely recording all information obtained from stakeholders that could be otherwise forgotten by the time they returned to their workplace.

They are seeing great improvement in the number of activities tracked, with a total of stakeholder engagement activities being around a third higher than what they had previously.

In addition, Tractivity provides clarity regarding their work. With the reports and dashboards, they have a clear picture of all the engagement done.

They can have a clear picture of all the engagement they've done with reports – the number of emails they send and receive, meetings they have, phone calls, visits, presentations, etc.

The system enables us to give other teams a much clearer perception of the amount of work we do: the number of emails we send and get, the number of meetings we hold, the miles we cover, the phone calls, visits and presentations.

We can now easily show all the kinds of activities we do which we weren't getting credit for before.

Tractivity is helping them not only manage their stakeholder relationships in a better way but also provide reliable information for their internal stakeholders and promote trust in the work they do.

Get in touch

Discover the benefits Tractivity can bring to your organisation and daily activities. Contact us for a free, personalised demo:

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