THE happy CONSULTANCY GROUP

POS MALAYSIA

CASE STUDY

Best Onboarding Experience (GOLD)



CERTIFIED WIRA

POS MALAYSIA



HR Excellence Awards 2024

- Excellence in Business Transformation
- Excellence in Employee Engagement
- Employer of the Year

The Challenge

SOS Delivery



Team Happy,

POS Malaysia have been at the heart of Malaysia, connecting communities and customers for over 200 years. We are more than just a business – we are an essential part of everyday life, connecting Malaysia and beyond – today and tomorrow.

But the world is changing fast, customers' needs are constantly evolving, and the global pandemic has had a significant impact on our business performance.

We need you to get everyone aligned and behind the epic journey ahead, so together as one, we can achieve our purpose, strategy and goals.

Help us #bebetter than ever before.

Charles Brewer
CEO, Pos Malaysia

POS MALAYSIA

WE DELIVER PACKAGES OF Happiness

The Solution

Not All Heroes Wear Capes

Our journey to connect lives and businesses for a better tomorrow

Getting 15,500 colleagues on board the transformation...

The journey started here

Creation of a 3–5-year strategic programme where everybody in the business is connected to and developed to play their part!

Development of a visual identity and '**Certified Wira**' (everyday hero in Bahasa) creative theme



Creation of Pos Malaysia's **transformation story**

- **5** story mapping workshops
- **10** customer interviews
- **20** exec interviews
- **1500** years of colleague experience



> "Stories can conquer fear, you know. They can make the heart bigger."
> – Ben Okri

Bringing the transformation story to life through film



For more than 200 years, we've been connecting Malaysians



Endorsed and communicated by senior leaders

UPU UNIVERSAL POSTAL UNION · DRB-HICOM · URCW

Engaging unions and key stakeholders

Pre-launch story, invite and 'Pride & Passion' campaign



8-day F.I.T. to facilitate workshop





Over 140 Wira facilitators trained and developed

Certified Wira Foundation module

1.5-day module for all employees (The first one to the Board of Pos Malaysia parent company DRB-HiCom)



Board members dancing on stage!





And the Certified Wira journey continues with an ongoing 'Certified Wira' curriculum...

(watch this space!)

Results/impact

Smile in the Last Mile

How did we help Pos Malsyasia #Bebetter?

The feedback from participants and our client has been truly incredible!

4.9 out of 5 scores for the module

5* client review

"So much fun"

"I'm a Certified Wira. I'm so proud"

"Jom Jom!" (Let's go!)

"I've never done training like this before...ever. I want more!"

"I feel special and privileged to be trained in this unique way"

"It's the first time I have ever been certified in anything. I went home and showed my family!"

"Awesome!"

"Wira rock"

"We can do this!"

15,500 employees attended from all over Malaysia in 8 months



Feeling engaged

internal engagement scores rising from 84% to **91%**

96% of all employees are extremely excited about being part of the transformation (and 99% are excited, so that's good!)



Pos Malaysia made their first profit in **over 4 years** in the last quarter!

Delighting the customer

customer satisfaction has risen from 78% to **90%** in the last 6 months



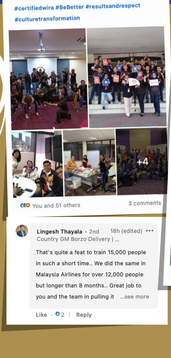
Dawn of a new cultural era

18 Wira recruited in new Culture Transformation team

Making a difference

Working with local universities and governing bodies to get accredit programme

Viral on social media in Malaysia!



Features

So, what's made the certified Wira Foundation so special?

Inspiring Positive Action

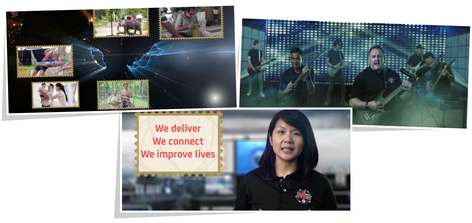
Inspiring creative theme, visual identity and internal brand



1.5 day immersive and interactive experience



Film – use of visual storytelling to bring the transformation story to life



Translated into Bahasa – over 100,000 thousand words



Fully branded and themed environment (and virtual HQ)





Opportunities to contact Senior Leadership with ideas



Assessed to ensure highest consistent standards met



Part of building a Wira-centric EVP!





In-depth facilitator guides and support materials

Gamified Certification - friendly competition and motivational nudges to keep people connected and engaged



We've been partnering with THCG for over a year now on our culture transformation and engagement programme, designed to getting Pos Malaysia back on track to be a great company for our employees and our customers.

By re-energising and engaging the more than 15,500 employees and leaders right across our business and equipping them with all the right knowledge, skills, behaviours and motivation, thanks to the support of Team Happy and their inspiration and innovation, we are already taking positive steps to #bebetter than ever before.

THCG are committed, passionate, creative and loyal - true partners that are now very much a part of our business. As we create even more pioneering engagement and learning programmes together, I can't wait to see what amazing results we achieve. Thank you for being WIRAs for Pos Malaysia!

Charles Brewer
CEO (Chief Energy Officer), Pos Malaysia

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