

# OITAF Vancouver 2024

## Employees become ambassadors

The owners and managing directors of lift companies held a strategic meeting in Salzburg in 2021, organized by the Austrian Chamber of Transport.

The Austrian Chamber of Transport represents and supports Austrian lift companies concerning labour law, tax relief, subsidies, etc., and contributes to improving the companies' competitiveness through its educational institutions.

In the meeting, it was agreed that we need to closely examine the issue of employee shortages.

A group was formed consisting of managing directors, three HR representatives from the lift companies, one representative from the chamber, and one external specialist regarding employee requirements.

## Shortage of employees

**A vision was created:**

**The vision was to support the lift companies in Austria in creating a modern, competitive, innovative and highly attractive workplace to be ready for future challenges!**

**The 4 main reasons were:**

- Shortage of employees
- Lack of knowledge about the variety of jobs we offer, especially for apprentices
- Not every lift company has a HR department
- To improve the image

**The mission was:**

- Help increase the attractiveness of the workplace – make every place a great place to work.
- Support lift companies in better understanding the needs of their staff – employer branding.
- Offer companies tools so that not everyone has to create and develop their own.
- Help develop standards to improve reputation.
- Offer the best possible education programs.
- Allow our employees to become ambassadors.

### **The first step was to analyse the status.**

- We ran an Austrian wide questionnaire for employees
- We reviewed the variety of jobs we offer and identified the fields in which we could provide apprenticeship positions.
- We examined the education program

### **For the first time the chamber of transport ran the questionnaire for all Austrian lift companies for free.**

About 40 companies participated in the first year. This level of participation allowed the companies to benchmark their results. To succeed and address employee shortages, it is crucial to recognize the needs of existing staff members. When employees are happy in their workplace, they are more likely to recommend and encourage others to join the company.

### **The most positive outcome was that 75% of all employees would return to the same workplace and the recommendation rate is around 70%.**

#### **Other positives were:**

- Love to work in the mountains, landscape - scenery
- Accessibility to Winter and Summer sports
- Varied work
- Engaging work
- Atmosphere and team spirit

#### **Room for improvement:**

- Communication - Information - Involvement
- Appreciation/payment/benefits – sharing the financial success
- Education and training programs - in particular for leadership and social competence

#### **Learnings are:**

- Internal information and communication are key satisfaction factors.
- Communication culture is crucial for building trust (company management is often viewed critically).
- Appreciation and team spirit are decisive for satisfaction, loyalty and recommendation.
- Training opportunities and further education are imperative for the satisfaction factor
- Onboarding with potential for improvement - welcome feeling - general support - stronger communication of company values.
- Image as a recommendation effect – important companies in the regions with a highly respected reputation have a greater recommendation effect.

**Summary: It's a combination of many factors for re-election, recommendation and loyalty!  
The longer the employees work for a company, the greater is their loyalty!**

## Variety of Jobs

The variety of jobs available in different lift companies across Austria were reviewed.

The outcome was that we offer nearly 30 different jobs, and we can provide apprenticeship positions for 9 of them.

**Summary: It is essential to communicate job opportunities to the public and also internal to the employees!**

## Not every lift company has a HR Department

One of the suggestions from the employees was to improve communication. Strategies, structures, and communication tools are the basis for success by meeting the needs of the employees.

**The chamber redesigned the website which covers two areas in particular:**

The one for employees – Karriere am Berg – covers all the information regarding education.

The second one for the managing directors, HR employees or leading staff supports everyone in their daily work with a toolbox, which includes pre-designed forms, checklists, contracts and contents for manuals. The next step will be to provide videos on the website to support the inhouse trainings.

In order to ensure more attention and better communication 3 social media channels have been established and are also managed by the people of the chamber of transport.

**Education program organised by the Austrian chamber of transport:**

In order to cover the broad education wishes and needs for the employees of the Austrian lift companies, the chamber with their partners offer a lot of programs.

In the process of learning about the needs, it was understood that the operations manager, in particular, requires support in improving their leadership skills to become more comfortable in dealing with their staff and customers.

**An additional week was added to the operations manager's course, allowing them to cover essential topics such as leadership skills, communication, and social aspects. Furthermore, several other actions were implemented to enhance the education program organized by the chamber.**

## Appreciation and benefits

The salary scheme and benefits were analysed and recommendations were forwarded to the lift companies.

**Summary: Appreciation rapidly increases the recommendation rate!**

## **Image**

- **A modern, competitive, innovative and highly attractive workplace inspires our employees to becoming ambassadors!**
- **Great ambassadors are exclusively found among highly engaged employees.**
- **Surprising measurable actions, positive messages, great ambassadors - will create an outstanding image!**