

Problem

Internal auction site

The bank, Société Générale, ran staff Christmas auctions to help boost funds. In 2015, they needed to revamp their internal auction site to increase funds raised.

Solution

Customised & secure site

Société Générale asked GivGo, a specialist online fundraising tool to revamp their internal auction process. They selected GivGo for many reasons, such as the ability to fully customise the site to reflect their corporate image which far exceeded what they were previously using. Additionally, the security of GivGo's software was able to meet their strict internal requirements.

They had access to the back-end of the site which allowed them to make quick changes to the auction items and track bids.

Outcome

Employee engagement

Société Générale were able to monitor which areas of the business were most engaged with the auction and therefore were able to tailor their communication strategy accordingly, encouraging more traffic to the site and increasing the number of overall bids and funds raised.

"The site looked great and was incredibly user-friendly"

- Jenny Cowan, Head of CSR, Société Générale



**RAISED:
£4,770**