



Case Study Retail

One of the world's largest apparel retailers wanted to engage its workforce of young adults in stores. Connecting with the employees would strengthen the relationship between the workforce and the brand, improve the customer experience and impact business for the better.

Challenge

Improve the employee qualities needed to service customers, reinforce the brand and marketing messages and promote teamwork and collaboration within the company.

Solution

BI WORLDWIDE brought in its mobile technology platform RAVE®— to connect with employees. Also available online, employees had access to give and receive recognition whenever and wherever it was deserved. Managers could access cards and points instantly to recognize their staff. Shopping for thousands of rewards could be done right from an employee's mobile device. Learning units also available to help employees better understand the brand and customers, and streaming communications helped reinforce key brand messaging.



Results

Managers and employees achieved an engagement rate of 86% within 12 months, vastly outdoing the Web-based platforms that only reached 32%-40%. Manager engagement and utilization of four programs—designed to recognize standout qualities—exceeded Web-based platforms by an average of 13.5%. In October 2011, RAVE was named a Top HR Product of the Year.



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