



High-end retailer partners with Speakap to reach, inform, engage and integrate their employee touch points

• Customer profile

High-end retailer with multiple branches throughout the Netherlands.

More than **5,000 employees**. Only 350 employees based in head office.

Privately held company with \$ 4.8 billion revenue.

• The goal

Internal communication team had highlighted **issues with in-store comms**.

Sizeable groups were **unaware** of what was happening within the wider company, creating frustration.

Whatsapp groups materialized - initially seen by HQ as a positive step but later it emerged that they were a **potential security risk**.

• The results

Speakap has been received enthusiastically by in-store teams, with all employees **connected** through their private email addresses or personal phone numbers.

90% Speakap adoption throughout in-store teams.

Sharepoint has now been decommissioned.

Planning to stay with Speakap for "the foreseeable future."

The internal communications team had highlighted issues with in-store communications, and large in-store groups were unaware of what was happening within the wider company. This was creating frustration and a lacking sense of belonging.

The retailer started by looking at Yammer, but was unconvinced of the functionality, which would have required all in-store employees to become active Microsoft directory users (not an option) in addition to a high price point.

The retailer looked at Speakap and liked the functionality that reflected the retailer's own HR structure when setting up the platform, the automatic link with their existing HR system (Raet) and they also found the platform to be intuitive and usable for store personnel.

The retailer's biggest concerns that were addressed by Speakap were:



Security

- They are in control of data and access rights, which was an important factor
- Data is stored in The Netherlands



Price

- Much lower than expected
- Affordable option to brand it as their own app

The retailer trialed Speakap in one store as a proof-of-concept before rolling it out nationally. Due to the integrations with the retailer's HR systems, deployment was "fast and non-technical", and users become updated automatically on a daily basis. The retailer has since built out its own store scheduling and vacation approval processing on the Speakap platform.

• Quotes & Statistics

"The low price helped us over the decision hurdle but the value it creates is a multiple. If it were six times the price, we would probably still do it."

"The stratification of Speakap is fantastic; it is important for your store staff to have own environment tailored."

"We don't see Speakap as a decreased cost driver but as an enabler for a better in-store experience."

90%

usage throughout in-store employees.

2,600

reads on recent news items.

• Speakap

Speakap is a secure and private platform that enables organisations of all sizes to reach and engage with their highly-valued frontline employees in order to deliver greater customer experience and business value.

Speakap is currently used by more than 300 companies in 27 countries around the world. Market leaders such as MediaMarkt, Rituals, McDonald's and Hudson's Bay all engage smarter through Speakap.

Request a live demo of the platform

<https://speakap.com/en/demo-request>