



SELERIX ENGAGE CLIENT SUCCESS STORY



STREAMLINED ENGAGEMENT FOR A MOBILE WORKFORCE

CLIENT OVERVIEW

This industry-leading trucking company is widely recognized as one of the most reliable refrigerated carriers in the nation. The organization is dedicated to providing a comprehensive range of transportation solutions to meet the requirements of a rapidly evolving customer base, and holds its leadership role through time-tested services, technology, and processes.



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THE CHALLENGE

Communicating to a mobile workforce of over 8,000 employees with different needs and health plans was a time-consuming and cumbersome exercise. Often due to system limitations, the trucking company's HR team would need to send messages in batches. This necessitated the need to create numerous messages with the potential for errors in messaging. Additionally, the sender's inbox would often fill with out-of-office messages necessitating time to clean the inbox. The problem became more complex when the need to send messages to separate groups within the overall employee audience. The risk for error also increased. The HR team did not have a way of tracking the success of deployed engagements. Did employees receive the message? Did employees read the message? Did employees heed the call to action? The answers to these questions remained unknown.

THE SOLUTION

Selerix Engage was introduced to the industry-leading trucking company as an integrated engagement solution to address the organization's current communication challenges.

The Solution included:

- The ability to target multiple audiences in one simple step, from one platform.
- The ability to send engagements the way employees wish to receive them – app notifications, text messages or emails, including automated reminders.
- A mobile app that allowed the client to communicate wherever the employee is located
- Metrics that allow the client to measure the effectiveness of messages in addition to viewing which employees are reading messages and taking action.

THE RESULTS

The industry-leading trucking company's HR department experienced an immediate reduction in the time required to create and deploy messages to their largely mobile workforce. The ability to target specific groups within the employee population allowed HR to tailor their messaging and move away from the traditional one-size-fits-all approach to communication. As a result, the organization gained the ability to send more messages in much less time, freeing up resource hours to focus on strategic initiatives in the department. The ability to view who received and opened messages in real-time has been an absolute game-changer for the HR department and its employees. Interested in learning how Selerix Engage can conquer the chaos of workforce communication for your organization? Click [HERE](#) to schedule your personalized demo today!