

# Leading Trucking Company

## Streamlining Engagement with a Mobile Workforce

### Company 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.

**Industry:** Trucking/Logistics

**Employees:** 8,000+



## The Challenge

Communicating with a mobile workforce of over 8,000 employees, with different needs and health plans, was a time-consuming and cumbersome task. System limitations forced the company's HR team to send messages in batches through the email system, including different messages to different groups within the overall employee audience. The need for numerous messages increased the risk for message errors, including sending the wrong message to an audience. Of course, the sender's inbox would fill with frustrating amounts of out-of-office messages. Additionally, the team did not have a way of tracking the success of messages. Did employees receive or read the message? Did they heed the call to action? Nobody knew.

## The Solution

Selerix Engage was introduced to the 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 engage the way employees wish to engage – 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 Result

The company's HR department experienced an immediate reduction in the time required to create and deploy messages to its largely mobile workforce. The ability to target specific groups within the employee population allowed HR to tailor its 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.

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