

The Schwan Food Company Expands Employee Communication, Consolidates Data, Saves Costs

Using Varolii Automated Employee Communications, Schwan reaches more remote employees, consolidating contact data and increasing efficiency.

Keeping Employees Focused on their Customers

Gregg Marquardt, Communications Manager for Schwan's Consumer Brands North America, Inc. (a business unit of Schwan Food Company), knew that Schwan employees best serve customers when they're out in the field. For that reason, he looked for the most effective way to deliver important company information to them without disrupting their work to check email or log on to their network every time an important message is sent.

"We want them out in the field," says Marquardt. "We want them to be talking to their customers. We don't want them to have to spend the time to manage email nor take time away from the customer to come back and check urgent emails that may have an impact on what they do with that customer."

Marquardt's job is to manage and funnel communications throughout the organization, making sure that the sales force and other stakeholders get the often critical messages they need, when they need them, and that the messages are sent correctly on the first attempt.

With a national field force of 1,500, this was not a simple task. Employees differed in their roles and responsibilities and in their preferred channel, and this required unique messaging to multiple groups.

Increased Speed and Flexibility with Voice Messaging

Prior to implementing Varolii, Schwan limited its communication with remote staff to email. Messages were sent but it often took up to a week for employees to get their mail, by which time, the important message was no longer current. Not getting the results it sought from this strategy, Schwan looked to Varolii to incorporate a robust, multi-channel solution into their employee communications.

No longer forced to seek network access, Schwan's field sales get the messages they need over their mobile phones in a fraction of the time before. Marquardt was also able to manage communication without relying on internal resources or technical support.

"I'm able to craft a message, record it, deliver it, and track it with a minimum amount of time and a minimum amount of IT involvement," says Marquardt. "That saves me time and IT expenses, and it also allows me to control and manipulate exactly what the message is and how it's delivered."

CLIENT



CHALLENGES

- Reaching remote workforce quickly
- Enabling field staff to receive messages without disrupting their work schedules
- Limited IT resources to manage communications

SOLUTION

Automating the communication process with Varolii Employee Communications.

RESULTS

- Immediate message delivery over multiple channels
- Lower cost per message delivery
- Less time spent crafting and deploying company information
- Accurate and efficient employee data management

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800.206.2979
info@Varolii.com

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Gregg Marquardt, Communications Manager
Schwan’s Consumer Brands North America, Inc.

Lower Costs Per Message, Greater Efficiency with Multi-Channel Strategy

Marquardt further benefited from Varolii’s multi-channel capabilities. No longer relying solely on email, they could utilize every device available in order to get their messages through on a moment’s notice. This was especially important for urgent messages.

Varolii enables Schwan to send messages to thousands of devices on demand from any location, and based on the recipient’s status, cascade each message so that if a device is unavailable or doesn’t reach their cell phone, it automatically transfers to their desk phone. If it doesn’t reach or isn’t deliverable at their desk phone, then it can go straight to email.

“That takes away a tremendous amount of manual labor,” says Marquardt. “If I were to follow up on all the employees who didn’t get the cell phone message, try calling them on a desk phone, and then create an email and an email list of those who didn’t answer their desk phone, I’d lose lots of valuable time. Having the system cascade my message saves me a lot of work.”

This greater efficiency, according to Marquardt, helped Schwan reduce the cost per delivery of each message and increase the efficiency of their communications.

“I can better utilize [Varolii’s] sorting capability, the ability to tailor a message for a very specific audience or for a large audience without having to do a tremendous amount of work in selecting that audience...And I can deliver the message and have most of the recipients, or at least most of the devices that are involved, receive that message within, usually, around 30 minutes.”

Accurate Employee Data

Soon after implementation, Schwan discovered a side benefit to incorporating Varolii: accurate and efficient data management.

“What we discovered by taking on the system is that we had an opportunity to clean up our data, to test the system more often, to find ways to more regularly update our phone numbers, more regularly update our titles of our employees, and more regularly update the customers that they served,” says Marquardt.

In doing so, Schwan can better tailor messages to specific audiences without spending valuable time sorting through the employee database making ad-hoc corrections and segmenting lists to receive unique messages. This capability, Marquardt believes, greatly reduces the time spent on message management.

ABOUT VAROLII

Varolii® provides on-demand communication software and services that enable organizations to more effectively reach and interact with their customers and employees, getting the best result from every interaction.

www.Varolii.com

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Gregg Marquardt
Communications Manager - Sales Planning & Process
Schwan's Consumer Brands