Driving employee engagement through event promotions

Planning a company-wide event to celebrate employees can be an overwhelming task. Here's how one major retailer drove employee engagement, as well as revenue, by putting on The Super Bowl of employee events.

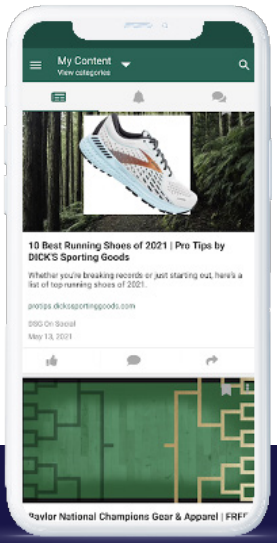
THE CHALLENGE: ENGAGING 56K EMPLOYEES

DICK'S Sporting Goods was searching for a way to engage with and deliver real-time, targeted information to all of its employees across its more than 850 locations.

The company found its solution with DSG Connect, its branded employee communication platform powered by Firstup.

By utilizing the app to generate excitement about its big event, deliver employee discounts and coupon codes, schedule sessions and shuttle rides, as well as provide information about its ever-elusive samples sale, DICK'S communicators quickly drove adoption of the platform, seeing a 90% increase in downloads in the first week alone.

The 4-day event was attended in person by nearly 1,200 employees, with more participating virtually. The jump in app downloads resulted in an initial 80% monthly increase in registered users, and due to the popularity of the discounts, DICK'S was also able to generate an extra $145K+ in revenue directly after launch.



"Making teammates feel like they belong and are included translates into happier teammates who grow with the company, are enthusiastic on the sales floor, which then increases sales."



Amanda Peck,
Manager of Field Communications,
DICK'S Sporting Goods

142%

monthly increase in active app users

Founded in 1948 in Pittsburgh, the leading retailer serves athletes and outdoor enthusiasts in more than 850 DICK'S Sporting Goods, Golf Galaxy, Field & Stream, Public Lands, Going Going Gone! and Warehouse Sale stores and online.