









Innovative Approach Streamlines International Apparel Order

Challenge

The HR team of a global leader in energy projects wanted to place a custom, branded apparel order for 450 employees as a gift. However, gathering the employees' item preferences, sizes and shipping information in a tight time frame posed a unique challenge. The employees were dispersed in 14 different countries around the world and many worked in production environments, which meant that they did not actively monitor their company email accounts.

Solution

Taylor used an innovative hybrid approach to gather the necessary employee information, mixing elements of digital technology and traditional printed communications to more effectively reach the audience.

- Taylor created a promotional flyer describing the apparel gift offer that customer could easily print and display in prominent locations at each work site.
- The flyer included a QR code that an employee could scan with a mobile device, which then linked the employee to a short survey that captured their item preference, size and shipping information. Employees were able to choose from eight different apparel items in multiple sizes.
- The flyer provided easy, step-by-step instructions and enabled the apparel order to be quickly finalized without relying on employee email accounts.



EMPLOYEE ENGAGEMENT

Employees around the globe were able to select branded gifts they would be proud to wear.



PROCESS EFFICIENCY

Bypassing email accounts ensured that the gifts were made available to employees not easily reached electronically.



SPEED TO MARKET

The innovative flyer/QR code/ online survey approach enabled fast, accurate gathering of order details on a large scale.