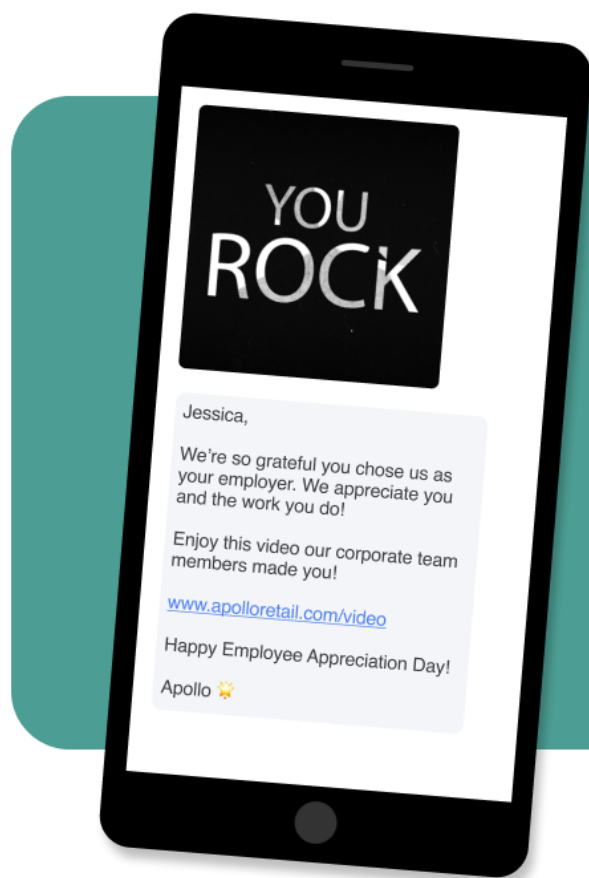




Apollo Retail sees marked increase in speed to cover shifts, increased show rates, benefits enrollment, and reduced expenses using goHappy.

Apollo Retail is a leading provider of full-service retail merchandising support for major retailers and brands in the United States. With a team of over 5,000 skilled technicians, located across the country, Apollo Retail faced a major challenge in effectively & efficiently communicating with this large, dispersed workforce at scale.

Apollo tried to reach their frontline workforce through an email system, but it presented many challenges. In addition to lacking capabilities such as sending images, links, videos, etc., employees simply weren't checking email. Therefore, the home office had to leverage the District Managers to communicate to their frontline teams, taking away from other critical tasks they had on their plate.



“ I get a TON of sales emails from other companies, but goHappy stood out to me right away because I knew direct text would work perfectly for connecting with our frontline, and not having to get employees to opt-in was key.”

Heather Petrone, Marketing Manager

Solution Searched & Discovered

Apollo needed the ability to reach all their employees directly and quickly and knew they wanted a simple solution that would meet them where they are - their phones. They didn't want to waste time trying to get employees to install an app and then enable notifications.

Enter goHappy - an app-free solution that allows employers to instantly connect with their entire workforce via text message. Apollo knew it was the solution they needed to quickly and easily communicate things like available shifts, benefits enrollment, policy updates, employee recognition & celebrations, and so much more. In less than 2 weeks, Apollo was live and sending messages to all of their frontline employees.

Apollo also needed to ensure they reached their active frontline population, as high turnover meant employees were coming and going daily, so having the most up to date employee file in goHappy was critical. goHappy easily set up a daily automated feed from their system of record, ensuring the Apollo team always has the most current employees at their fingertips.



“ I’m really going HAPPY for sure! I was very stressed out about filling shifts at 16 locations, but because of goHappy I was able to get them all filled, and in record time!”

Rebecca Spencer, *District Manager*

Apollo determined that the solution to better communication throughout the organization could be found in the pockets of employees—their mobile devices.

+5k

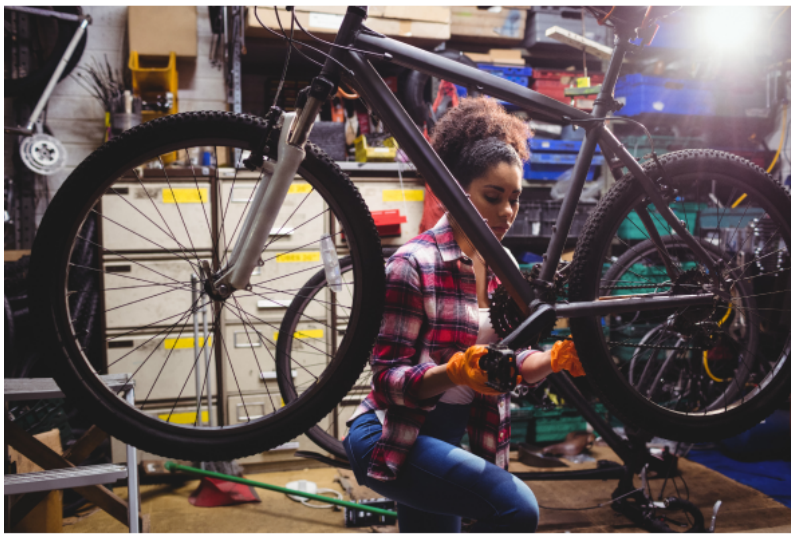
employees
nationwide

+90

national retail
brands supported

+180k

text messages
delivered



“ I sent out a text to 92 employees about our bike-building opportunities for spring, and in one day, I DOUBLED my number of bike techs, which is unheard of!”

Dustin Hall, *District Manager*

Communication Done Right

Since implementing goHappy, Apollo Retail has seen significant operational efficiencies, impacting multiple areas of the business. One of the most notable is the speed at which District Managers are able to get shifts filled, which has significantly reduced the amount of overtime pay, as well as the reliance on expensive outside staffing agencies.

For example, when Staples and Big Lots needed shifts filled, Apollo was able to reach all available employees in those specific areas immediately, resulting in a 98% booking rate in less than 8 hours. Similarly, all shifts at a Harris Teeter location were filled in less than 4 hours, a feat that would have been nearly impossible without goHappy's real-time communication capabilities.

Another key use case for Apollo has been leveraging goHappy's automation, which automates routine communications, such as welcoming new hires on day 1, benefits enrollment reminders, birthdays & anniversaries, etc.

One automated trigger in particular, has had a huge impact on employees showing up for their shifts. Employees receive automated text reminders about their upcoming shift the following day, which has resulted in a 35% increase in show rates for their Service & Assembly division.

Giving Apollo District Managers the ability to get instant, important communication to their frontline has impacted the speed and ease at which they work, enabling them to successfully execute critical projects by having better insight into staffing needs, and in one District Manager's case, finding employees interested in being trained on new opportunities.

The Happy Solution

Overall, goHappy has been instrumental in helping Apollo Retail communicate with its frontline workforce more efficiently. By providing Apollo with the tools they needed to communicate with their frontline quickly and easily, they've been able to fill shifts in a timely manner, reduce overtime expenses, improve overall employee satisfaction, and provide a significant boost to their employee engagement.