

Driving employee engagement with corporate brand merchandise

Challenge

A global retail giant was looking to curate and deliver customised reward hampers to boost employee engagement during the pandemic. **Eyeing to deliver online, yet meaningful experiences, the brand looked at a thoughtfully-curated “joy box” – a mix of hedonic customised rewards – to be delivered to at least 90% of the employees' doorstep within 30 days.** However, the pandemic-induced global and local supply chain disruptions posed several logistical obstacles, for a large workforce geographically dispersed across the country. The brand needed a reliable brand merchandise partner to ensure seamless and timely delivery of these hampers.



Solution

To implement the plan successfully, BI WORLDWIDE India deployed exclusive resources for sourcing, pre- and post-customisation quality control, packaging, and logistics. We partnered with around 20 sourcing and production organisations from across prime cities in India to accelerate sourcing and with 5 logistics service providers for seamless last-mile delivery of the essential products. Roadways, airways, and even last-mile hand delivery were adopted as primary modes of transport. Production and dispatches were carried out simultaneously in phases, and dispatches to the remotest and distant locations were prioritised. Similarly, easy tracking of the shipments was facilitated with the help of API integrations with logistics partners. This enabled real-time, end-to-end visibility of supply chain management through SMS notifications and automated delivery MIS.

Results

BI WORLDWIDE India's comprehensive approach that prioritised not only product quality but also seamless project execution with real-time tracking data on shipments, proved to be a hugely successful endeavour.

By the end of week 1

The first batch of “joy boxes” to the up-country distant locations, followed by other inter/intra state locations, were dispatched

By the end of week 2

98% of the shipments were delivered intact and on-time to 1000+ pin codes across India within 30 days

As a result, the brand achieved a remarkable uptick in employee engagement levels, leading to lasting emotional connection with the workforce. This was especially meaningful amid the volatile global scenario during the pandemic. Moreover, our exceptional conceptualisation and management won us the client's trust, resulting in a continued relationship, and new project wins for long-service awards.