

Retail

With the constant stream of new products, daily promotions, and coupons, retailers need stronger lines of communication and a way to get employees excited about the brand and connected to their work. With SocialChorus, retail communicators have one place to plan, create, and publish content to support their retail and warehouse locations anywhere in the world. Our platform allows you to push content out from one source, reaching all your employees wherever they are.

Keep store managers in the loop and employees connected to corporate.

Common Challenges

Difficult to train on new products quickly

Reaching frontline employees is complex

Employees frequently churn

SocialChorus Solutions

KEEP YOUR FRONTLINE TEAMS INFORMED

Local managers can train teams and send updates via video, text posts, and links. Reach employees through a branded mobile app, email, the intranet, and more.

THE RIGHT MESSAGE TO THE RIGHT EMPLOYEES

Targeting functionality gives communicators the ability to send location- or store-specific promotions to regional managers and frontline workers.

MEASURE THE IMPACT

Track communication efficacy and reach, all in a simple dashboard. Learn what types of content are the most engaging to each group—and optimize for more.



A REAL-WORLD EXAMPLE

SocialChorus Drives In-Store Alignment and Engagement with Mobile App

A retail giant needed a localized communications solution for managers to communicate with their in-store employees effectively. Many stores still used old communications methods—either verbally training employees or using billboards in the back of the store.

Retail employees, many of whom were seasonal and part-time, felt very disconnected from corporate headquarters. Headquarters wanted to ensure that stores were aligned and delivered a uniform customer experience from store to store.

When the company rolled out the SocialChorus mobile app, employee adoption soared. Retail employees could now receive timely updates on contests and promotions daily.

They often shared pictures and posts between stores, which led to more understanding of how to sell and display the merchandise. The outcome was higher sales, improved customer service, and a consistent experience across all retail locations.



Let's Talk

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SocialChorus is the leading workforce communications platform that transforms how workers and organizations connect every day.

We empower communicators to reach every worker—from the head office to the front line. Companies thrive and win when all their workers feel informed, aligned, and supported. The SocialChorus platform allows communicators to publish once and distribute everywhere—efficiently delivering critical information to the right employee at the right time.