

CASE STUDY: Connecting Remote Employees

SALE TIPS!

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A major insurance company was having difficulty with maintaining morale, as their employees were largely working remotely and disconnected from each other. They wanted a different way to encourage the sales team to reconnect with each other on a more personal level.

The company considered many options before deciding on the wooden barrel cup with chocolate covered almonds (WB124) from Maple Ridge Farms, which comes complete with a set of dice and game instructions. A gift was shipped directly to the home of each employee with a card including a list of conversation-starter questions. As the gifts shipped, the company sent an email to the employees encouraging them to set up web meetings for virtual games and share tips and hacks for working from home.

The employees quickly began setting up games with each other, as well as game nights with their families. Though the chocolates were quickly devoured, the wooden cup and dice provided plenty of opportunity for employees to connect and share.



Challenge:

A major insurance company wanted to provide its newly-remote sales staff with a unique way to reconnect.

Solution:

Each employee was sent a wooden barrel cup with gourmet treats and dice, and encouraged to participate in virtual games with their teams.

Result:

Sales team members were able to re-establish communication in a fun way, boosting morale while team-building.

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