# WORLD'S LARGEST GREETING CARD COMPANY: NEW APP SAVES $400,000 ANNUALLY

## THE MOBILE NEED

The world's largest greeting card company, with $3.8B in revenues and more than **30,000 retail stores** across the U.S., sought to improve its daily merchandise management workflow. With hundreds of thousands of products and **50,000 employees**, the retailer decided to change backend systems and use custom Android devices. But they needed mobile experts to design and develop a streamlined front-end experience. The goals: deliver a better UI/UX to employees, reduce operational expenses, improve inventory reporting accuracy, and increase per-store efficiency.

## GLOBO SOLUTION

Working closely with the retailer, Globo designers extensively reviewed the current workflow, and how the company's employees were using existing systems and workarounds to accomplish their daily tasks. Globo then developed a single, highly tailored mobile application to take the place of eight existing systems and meet 3,500 solution requirements. The app now allows employees to easily check shipment status, place new orders, take accurate inventory, track their time, and more. The application's intuitive, organized user interface significantly reduced merchandizing time, freeing up employees to spend more time helping customers.
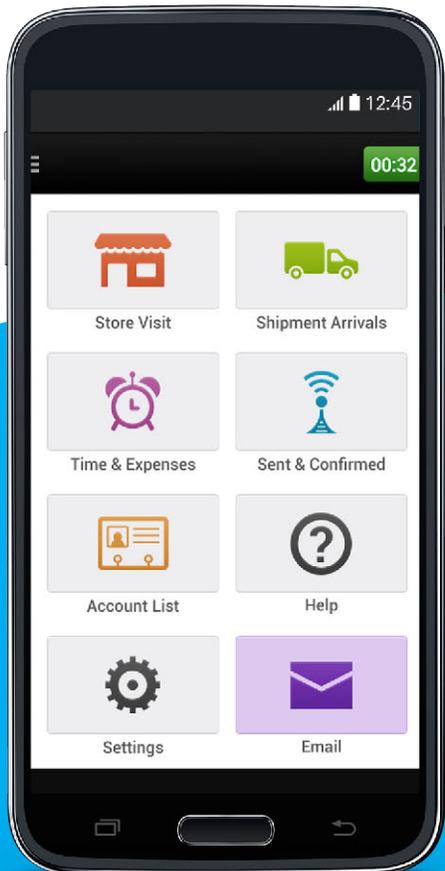
## THE RESULTS:

- Saved $400,000 / year

- Mobilized 50,000 employees

- Consolidated 8 systems into 1 app

- Reduced new employee training time by up to 90%

- Increased inventory reporting accuracy by 12%

# GLOBO INNOVATES BUSINESS WORKFLOWS

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Improving the mobile employee user experience is a top priority for virtually all companies today, as it's an untapped way to improve job satisfaction, lower costs, and deliver a better customer experience. Globo is proud to work with the world's leading brands and see the kind of results we did with this project

**- Piotr Gajos**
Chief Innovation Officer

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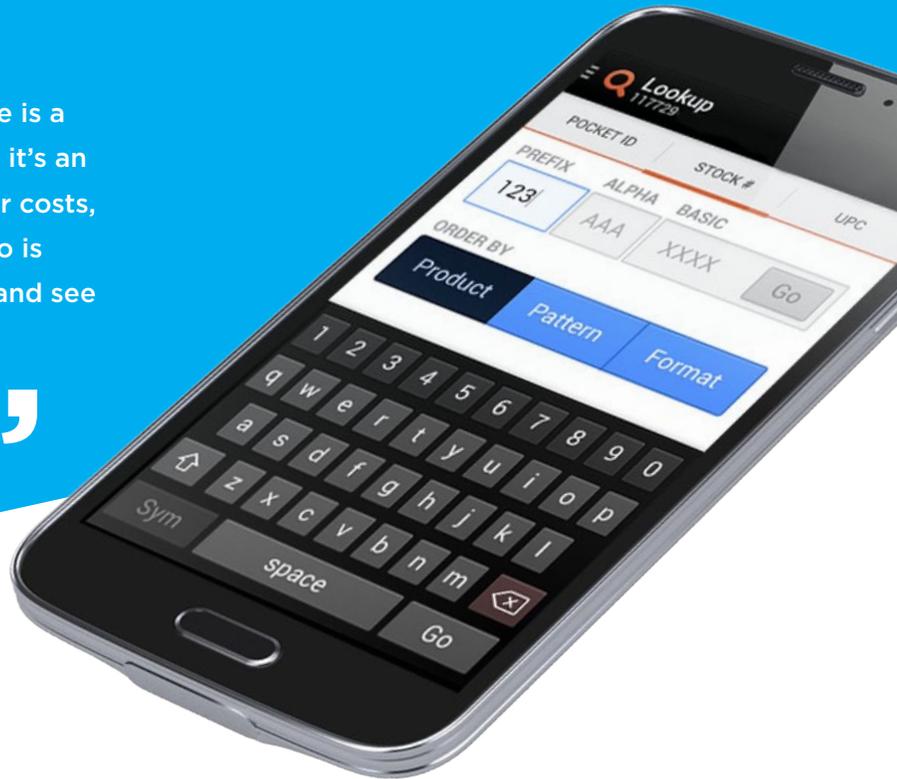
## ENGAGE YOUR EMPLOYEES LIKE YOUR CUSTOMERS

With over 3 billion people working around the world today, forward thinking businesses are aggressively leveraging mobile applications to improve business processes and workflows, reduce costs, improve customer experiences, and deliver compelling employee experiences. A recent study on job satisfaction found companies must provide today's workforce with access to corporate applications from their preferred device – and that's increasingly a smartphone or tablet. This makes it more important than ever to design and develop enterprise apps that look and feel like consumer apps, while making it easier for employees to do their jobs.

## ABOUT GLOBO

Globo PLC is dedicated exclusively to helping clients create powerful mobile business applications. Globo offers a unique combination of world-class design, native application development, award-winning mobile application development platform (MADP) and enterprise mobility management (EMM) solutions, process excellence, and a passionate global workforce. Globo is a trusted mobility partner to the world's leading companies, including Coca-Cola, EMC, GE, ING, Intel, MIT, Neilson, Procter & Gamble and hundreds of other clients worldwide. Globo is listed on LSE-AIM as GBO and OTCQX as GOBPY.

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