



Launching a Mobile Device and App Within a Major Distribution Company

Supply Chain

CHALLENGE

A large battery distribution company wanted to roll out a new mobile app and device to support warehouse operations for more than 3,000 end-users across 250 locations. To successfully introduce the new app and device to change-averse users, the organization needed a robust organizational change management strategy tailored to its unique company culture.

SOLUTION

SEI worked hand-in-hand with executive leadership to consolidate multiple operational processes into a single, agreed-upon process designed to support the launch of the new mobile app and device. We then developed and launched a robust communication strategy that informed end-users of the forthcoming changes, why they were happening, and how these changes would positively impact them. Remote-based training programs designed and led by SEI further supported all employees, educating them on the new operating procedures to ensure they felt included and informed. Working within a continuous improvement framework, we captured end-user feedback and converted it into actionable insights every step of the way.

RESULTS

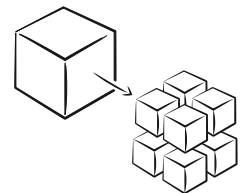
SEI's approach fostered widespread adoption of the new app and device among employees, nearly all of whom enthusiastically welcomed its rollout at their respective locations. The introduction of the company's first remote operational training program allowed for greater flexibility and scalability, providing the company with significant cost savings while serving as a benchmark for future rollouts. SEI's support also led to the development of the company's first Organizational Change Management team, a group dedicated to serving as an in-house body of knowledge for further large-scale transformations.



Change Management



Operational Excellence



Solution Design