

LoadDelivered Logistics is a fast-moving logistics company based in Chicago. They organize and move freight daily in a competitive and fast-paced logistics world. Collaboration across teams has to happen 24/7 to ensure their loads are delivered, when and where they need to be delivered. LoadDelivered needed a technology platform that is mobile, can connect their sales team from the road, and stimulate employee motivation. LoadDelivered partnered with Yapmo in the beginning of 2013 with an Innovation app to further their efforts in being the leading logistics firm and using the best technology platform around. Management was able to aggregate conversations and incorporate ideas from their employee base, which saved them endless amounts of time that used to be spent digging through emails to find personnel with exceptional ideas.

LoadDelivered's Results with Yapmo Loop + Ideation:

- > Yapmo Loop + Ideation solution transitioned LDL employees away from wasting time digging through their emails. Instead, they now use the Yapmo platform for their internal communications to report newly signed customers, highlight employees work, view ideas, aggregate conversations, and track follow-through of company visions.
- > Improved company culture empowered LDL employees to submit their ideas and follow through on the execution of these ideas, which created a positive and supportive work environment.
- > Using Yapmo as a way to grow the company incentivizes employees to offer their ideas, and allows management to track the progress of these projects as they evolve.
- > Potential customers are introduced to Strategically engage potential customers in the app as a “value add” to conduct business, which contributes to one of their LDL's many attractive sales features when working with a client.
- > The app reached 100% adoption from all users within the first month of launch and maintained 90% retention over the next six months of use.

THE CHALLENGE

LoadDelivered is growing and expanding at a rate that could be overwhelming for any company if the right systems aren't put in place to support the existing structure and culture. The company is hiring new personnel, opening offices all around the country, and steadily increasing sales with new clients being signed daily. LDL employees were having a hard time working as a unified team, learning from each other, and sharing ideas with management. Email communications were either being ignored or lost due to the amount that was being sent out daily, and thus personnel were missing important information. Departments were unaware of the work that other departments did, and colleagues felt very isolated in their specific team. Because of the overwhelming amount of work, members of LDL were missing key pieces of information, employees felt their work was undervalued, their voices were not heard, and that they were out of the loop.

1. LoadDelivered needed a mobile collaborative platform for communicating that was NOT based on email distribution lists.
2. Management wanted ideas from their employees to make the company more efficient as it grows and expands.
3. LDL desired a system to celebrate employees who were signing new customers and making deals on a daily basis to encourage other employees and connect to larger LDL visions and goals.
4. In a highly competitive work environment, LDL wanted a platform that could display successes and encourage employees to work together and inspire each other to do more.
5. They needed to keep employee morale high and uplift colleagues on a social platform that didn't distract members from their work but rather encouraged them to use social features within the work they do.
6. Finally, they needed a place to document all of the extracurricular and philanthropic efforts LDL is involved in.

ADDRESSING EACH CHALLENGE

LoadDelivered Logistics sought out Yapmo to solve the challenges of keeping all their employees connected on a mobile platform that would help improve the company culture as it grows and expands. With so much happening during a typical workday and employees operating in various locations, keeping people “in the know” posed a challenge. Email distribution lists weren't effectively delivering the information needed to the right people. LDL rolled out their Yapmo app in the beginning of 2013 alongside a competition for all employees to submit their most innovative ideas on how to make the systems and processes more efficient for themselves and the company at large.

During two week cycles of two-week increments, employees were asked to submit ideas specific to different departments within the company, such as procedures, training, company culture, team building, and others. LDL management was invested in seeing ideas on how the company could change daily operations and procedures to make them more streamlined and efficient. It didn't matter how big or small the idea was, it only mattered that members of the LDL community voiced their ideas and had the opportunity to execute on those ideas once they were supported by other LDL members and approved by management.

LDL employees were already knowledgeable regarding mobile technology platforms and the features of social media. Members needed minimal training when it came to having their very own Yapmo app. Once the app was installed on their smart phones, usage reached 100% during launch week, on weekends, and around the clock. Members submitted ideas, created posts encouraging each other on sales, highlighted different employees each week, announced projects that were going to be put into progress, and kept the morale high company-wide. Throughout the following six months the LoadDelivered Yapmo app became their primary internal communications tool and leveraged the platform's visibility to encourage each other and maintain their competitive edge in the field.



RESULTS

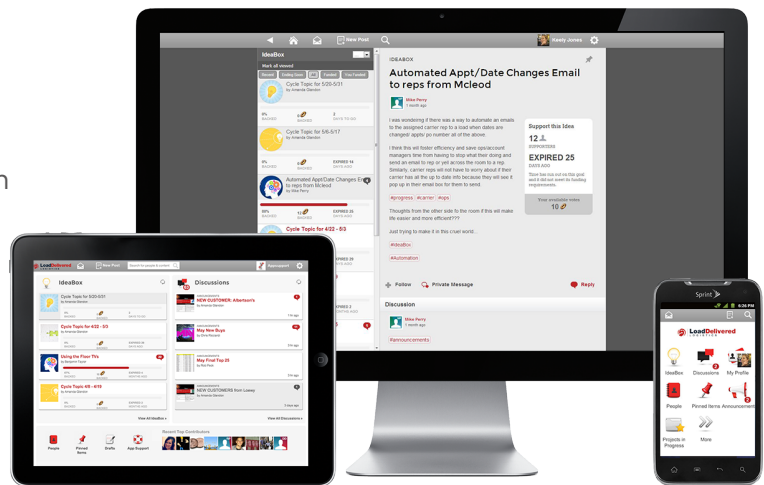
The Results

The LoadDelivered Yapmo app was able to improve the company culture by facilitating the adoption of ideas that focused on optimizing the overall work environment. Employees were empowered to feel like a part of the solution to solve challenges the entire company faced. Members submitted ideas that required teamwork to complete and execute. Managers were then able to watch and track the progress of ideas being put into action, and hold each member accountable for completing the task. The app's visibility allowed for members to be spotlighted, monthly success stories to be announced, and newly signed customers to be displayed for all to see. Teamwork became the norm with every new idea and project that was implemented company-wide.

“Yapmo empowers Management to understand what their team wants and needs to optimize performance and achieve growth. It creates a positive environment for idea sharing and team building, and drives innovation.”



Robert Nathan, CEO & Founder,
LoadDeliveredLogistics



Reduced time wasted with email communications & increased time for work

Employees were no longer burdened with hours of their day spent sifting through emails. Internal community managers were tasked with creating content and announcements that would only notify the particular departments that needed to be alerted.

Improved company culture by implementing ideas from LDL personnel

LDL holds daily team round-up meetings to connect daily efforts with LDL's long-term goals. At these meetings, floor managers give a brief overview of marketing strategies, weather conditions across the nation, what the day ahead is going to look like, and focus all team members on long-term strategy. This improved company morale and empowered people working on the floor to be part of the solutions to challenges all LDL members struggled with.

Mobile platform that tracks ideas from the field all the way through execution

Ideas need accountability and follow-through for them to be effective and improve an organization. Once an idea gained full support within LDL, management utilized a feature that highlighted these particular ideas. They then assigned specific members to these projects to carry them to completion. Those who originally contributed to the successful ideas were just as responsible for the follow-through and execution of the new projects.



Using the Yapmo app as a value add when working with customers

LDL now had another advantage over their competitors. The logistics field is one in which being able to get instant information on the road is standard. Having a mobile app that could track certain information and get real time alerts gave LDL a compelling edge over their peers. Potential clients were reassured that they would be partnering with a company that made innovative technology platforms a part of their business model.

Instant adoption and continued retention in the activity and participation

Everyone who was given access to the app was instantly engaged, created content regularly, and interacted with each other in new ways. Management better supported sales teams, sales teams could relay issues to people tracking systems on the floor, and everyone could take part in these ongoing conversations in real time, regardless of their location.





Break out of your inbox. Get in the loop.

Yapmo customers use Loop to remove hours of email distraction each day. Yapmo enables your employees to work more efficiently and collaborate faster by allowing them to draw upon the collective knowledge of your entire company, at any time and from any device. Our apps are designed for mobile, tablet and desktop to bring enterprise collaboration to your fingertips.

GET STARTED WITH YAPMO

Contact us at +1-855-488-3401 or email us at info@yapmo.com.



Yapmo, LLC
954 West Washington Blvd.
Suite 700
Chicago, IL 60607
tel: 1.855.488.3401
yapmo.com