



Case Study: Communicate at Scale with Employee Texting



Standard Meat Company



Food Manufacturer in
Dallas-Fort Worth, TX



800+ employees
2 facilities

“Communication has improved not only from us, but from employees reaching out with questions.

Amber Ramirez, HR Coordinator

Calling & emailing 800+ employees was inefficient

Getting time-sensitive announcements (like a weather-related closing) out to 800+ employees required all hands on deck from the entire HR department. Collecting information from employees (like head count for company events) was tedious and time-consuming.

HR started texting staff

The Team Engine software allowed Standard Meat Company to connect with employees on text message (their preferred communication channel) without the inconvenience of typing messages on a phone or getting bombarded with group text replies.

Now, staff have regular contact with HR

Employees don't always have time to swing by HR to ask questions, and HR doesn't have time to track people down on the production floor. Team Engine has bridged that gap, allowing two-way communication to flow in both directions with ease.



Average response rate on text message surveys for event RSVPs

97%