

HITTING A COMMUNICATIONS HOME RUN: HOW THE CLEVELAND INDIANS USE MOBILE FOR EMPLOYEE COMMUNICATIONS

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INDUSTRY TRENDS IMPACTING COMMUNICATIONS

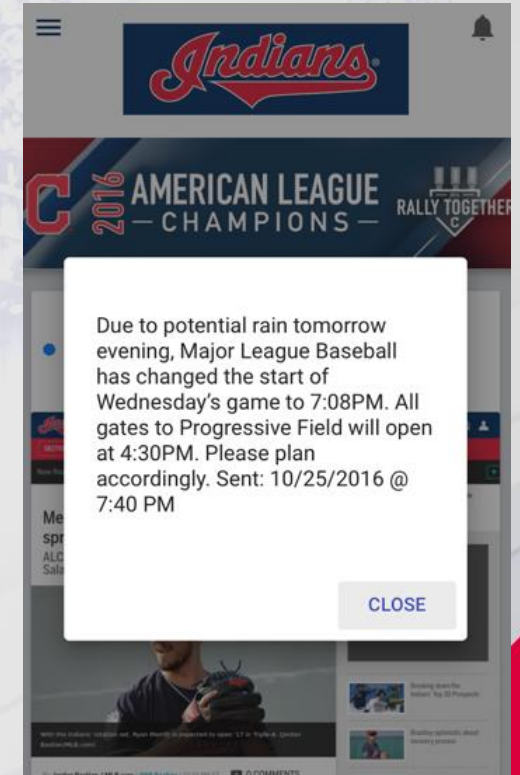
- MILLENNIALS NOW REPRESENT OVER 50% OF THE WORKFORCE
- MOBILE SERVING AS THE FOUNDATION FOR THE DIGITAL WORKPLACE

INTRODUCTION

- **BACKGROUND**
- **INDIANS COMMUNICATIONS OVERVIEW**
- **WORLD SERIES RECAPS**

COMMUNICATIONS CHALLENGES

- CONNECTING WITH THE YOUNGER, MILLENNIAL WORKFORCE
 - SINCE 2011, 75%+ NEW HIRES AGES 20-32
- GETTING INFORMATION TO EMPLOYEES YEAR-ROUND VS. IN SEASON
- LOGISTICAL COMMUNICATIONS CHALLENGES PRESENTED BY WORKING AT A BALLPARK
- CHALLENGES OF “TRADITIONAL” COMMUNICATIONS TOOLS



PREVIOUS WAY: INTRANET

The screenshot shows the Cleveland Indians Intranet Home page. At the top, there is a navigation bar with the Indians logo and the tagline "Creating Memories Connecting Generations Celebrating Families". Below this is a breadcrumb trail: "Portal Home" > "Cleveland Indians Baseball Company" > "Intranet Home".

The main content area is divided into several sections:

- Portal Home:** A sidebar on the left containing links for Corporate Calendar, Photo Gallery, and Tribe! News.
- Department Sites:** A sidebar on the left listing various departments such as Ballpark Operations, Baseball Operations, Brand, Communications, etc.
- Business Operations:** A central column with a list of links including Audio/Web Conferencing, Comp Ticket Requests, Complaint Form, Conference Room Scheduling, IS Help Requests, Mimecast, NetSuite, ShoreTel Communicator, Travel, and Vacation Requests.
- Contacts & Directories:** A central column with links for DNC, Employee Directory, Front Office Building Map, Front Office Phone List, and Goodyear.
- Gameday:** A central column with links for Game Schedule, Gameday Reports, Manager on Duty, Promotional Giveaways, Rain Delay Procedures, Terrace Club Reservations, and Ticket Prices.
- TRIBE! News:** A large empty box on the right side of the page.
- Employee Search:** A link at the bottom right of the page.

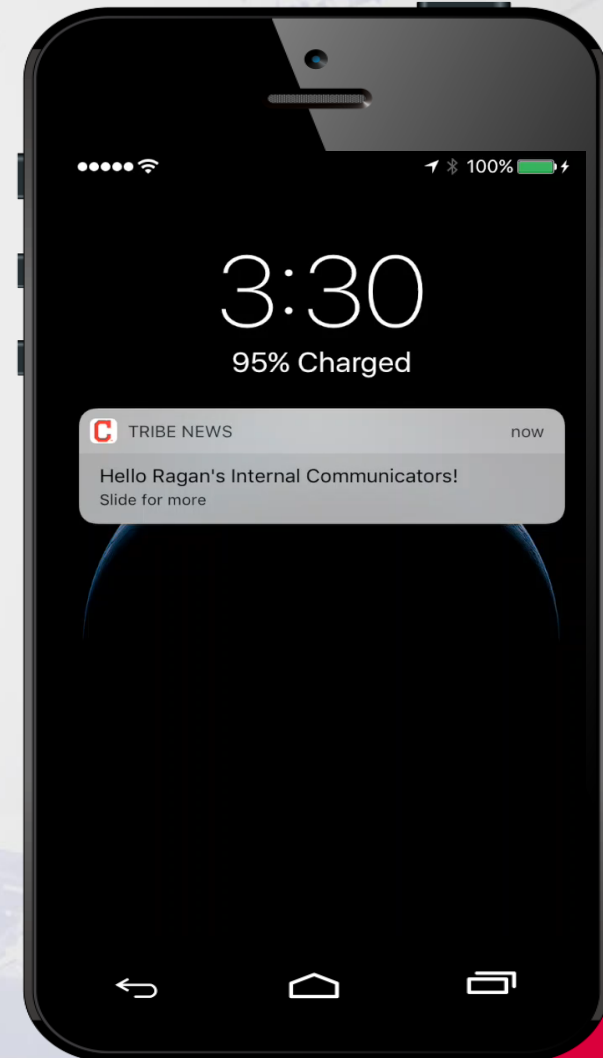
A central text box contains the following message: "The Cleveland Indians SharePoint portal enables the creation, management, and sharing of documents and information assets across the Company that will deliver high value for users in the process of fulfilling our Guiding Commitments and meeting our strategic priorities. SharePoint will support the organization's business intelligence needs and provide critical information for all organizational decisions."

TRIGGERS AND DECISION MAKING PROCESS FOR 'GOING MOBILE'

- KEY TRIGGERS THAT LED TO MOBILE
- FUNCTIONALITY REQUIREMENTS
- THE INTERNAL DEBATE: BUY VS. BUILD

TRIBE NEWS

- OVERVIEW OF APP AND CURRENT USE
- TRIBE NEWS INFORMATION
- NEW CONTENT FREQUENCY AND PUSH NOTIFICATIONS

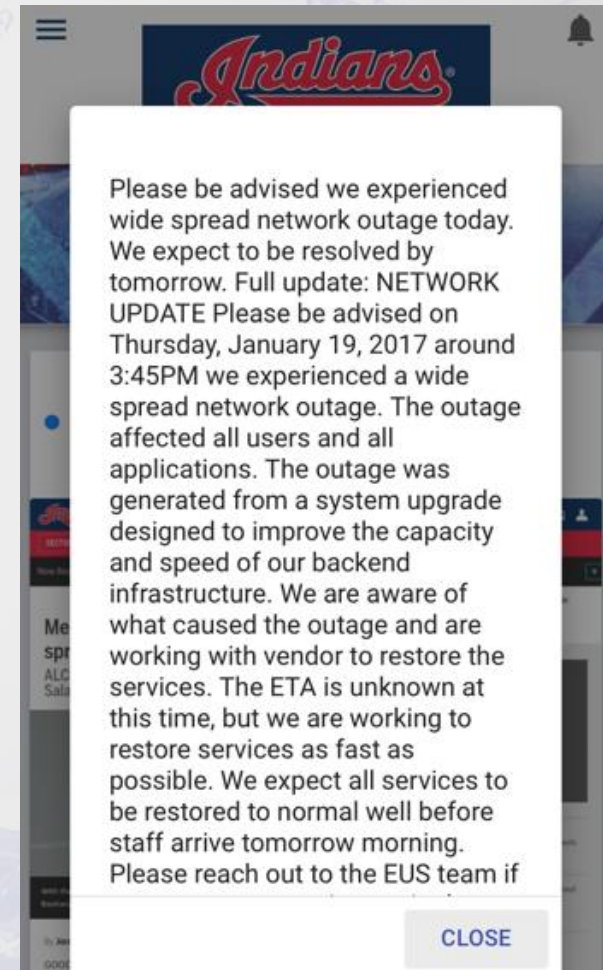


EXPERIENCE TO DATE

- CHALLENGES
 - GAME DAY EMPLOYEES
 - DATA USAGE
- KEY WINS
 - 185 TOTAL USERS
 - NEARLY 30,000 TIMES APP USED
 - TOTAL SCREEN VIEWS OVER 120,000
 - AVG TIME SPENT 2:08 PER VISIT
 - HIGHEST VIEWS POSTSEASON/PUSH NOTIFICATIONS
 - SURVEY RESULTS (70% INCREASE INTERNAL COMMUNICATION)

LESSONS LEARNED

- THE POTENTIAL TO EXCEED EXPECTATIONS
 - RNC
 - SERVER SHUTDOWN
- INTERNAL GROWTH OPPORTUNITIES



PRACTICAL TAKEAWAYS

- MOBILE TRIGGERS
- BUY VS. BUILD
- PRIORITIZE MESSAGING FOR EMPLOYEES



Q&A