

Customer Success Story

How AIDAIO made Tesco Foundation Day 2018 Digital



www.aidaio.com



About Tesco

Tesco Bengaluru is the only international technology and retail operations centre for Tesco worldwide – they make the Tesco experience better for millions of our customers and simpler for over 4,60,000 colleagues around the world.

Established in 2004, Tesco Bengaluru is pivotal to Tesco, and we enable its business with our expertise in technology, business operations, property, finance and commercial services.

Tesco Bengaluru is today, a mature global in-house centre in the retail space and has proved to be the benchmark for other global in-house centres setting up operations in India.



Event Location

Bengaluru

Type of Event

Corporate Foundation Day /
Annual Day

Number of Employees

4000+

Number of Attendees

2000+

Backstory

Tesco foundation day 2018 was designed to delight employees and also give them an unforgettable event experience.

Tesco's Event Goal

- Ability to run pre-registrations & quick check-in on event day.
- Generate Buzz Pre-Event.
- Ability to run pre-event polls & award live performances based on audience.
- Integrate audience to panel discussion with leaders.
- Get interests from which employee wants to sign up for new initiatives launched at the event.



Event Check-In

Fast and Seamless Check-In for Everyone

The attendees had brought their TESCO club-cards containing a QR Code that they could scan and get approved to attend the event. Although there was a lack of internet during the event, our APP was still able to scan all the codes seamlessly because it was Native. We were successful in scanning all 2000+ attendees into the event.

Max number of check in per minute 34

"I just want to tell that this is a wonderful thing that you guys have done with the Check In solutions because it didn't take me too long to scan, after that I just had to walk in. It was really a fantastic job."

- Richard Johnston, Learning and Development Team, HR



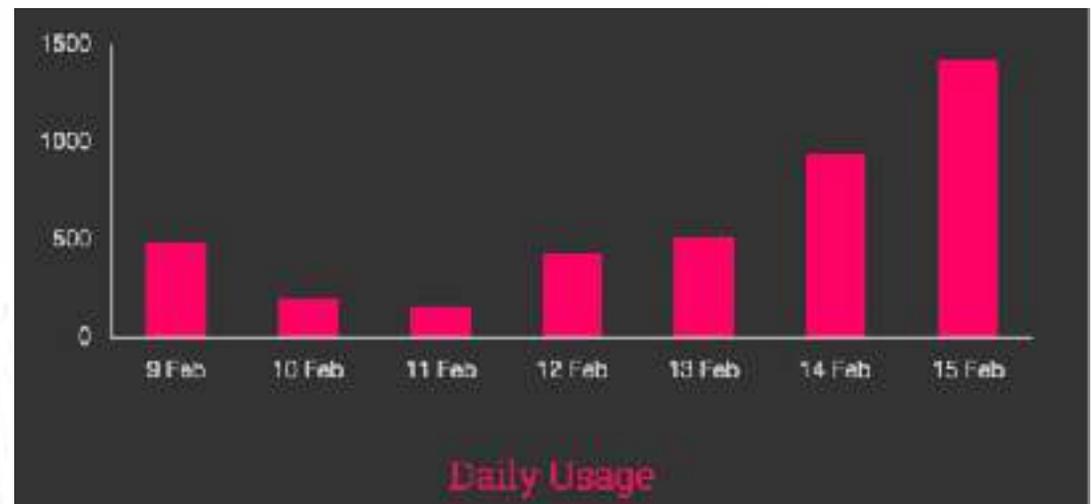
Event APP

Everything you need in your event to engage you attendees

Before the event, to create some excitement among the attendees, we pushed out messages from leaders where they would send a video inviting all the employees to come to the event and have a great time. The APP was integrated to the pre event activities so that they could answer polls, surveys and give feedback to increase excitement. The Activity wall in the app was designed to be Tesco's own social network, for attendees to post photos and messages, like, and comment, to connect amongst themselves

Engagement by Numbers

Downloads	Feedback	No. Of Active Users	No. Of Interactions
2225	571	1812	5167



Polls

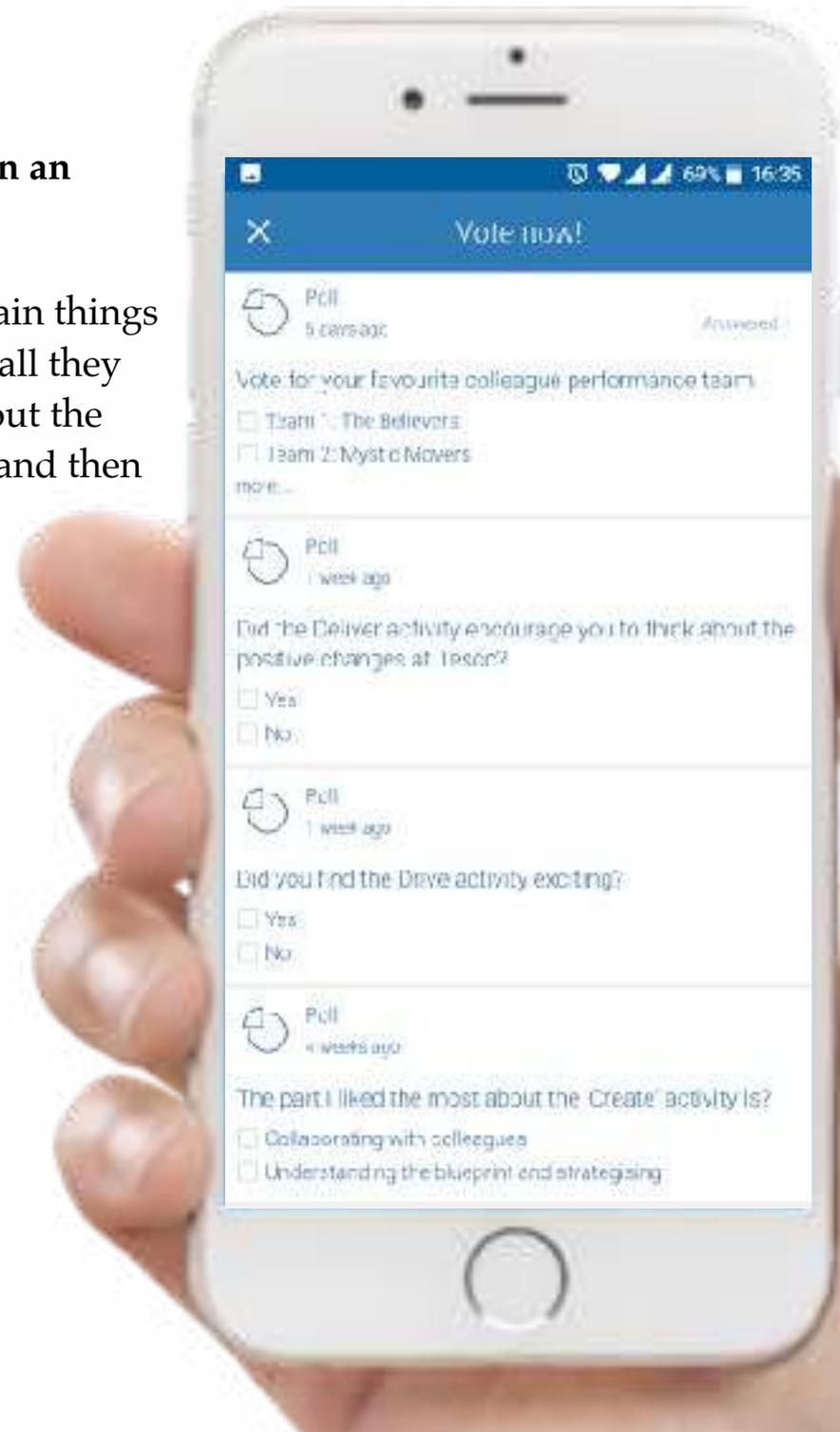
Schedule live polls for the audience to give their opinion in an interactive way

During the event, Tesco wanted their employees opinions on certain things the company was focussing on. The process was so simple that all they had to do was login in to their admin accounts and then type out the content and choose if it should be sent to a certain demographic and then send. They had a choice between send now or send later. Send later was a popular choice because it let them schedule the notifications for the polls to go out at a particular time, that way not having to do it in the last minute.



Vote for your favourite colleague performance team

Team 1: The Believers	16.57%
Team 2: Mystic Movers	28.60%
Team 3: Eastside Drifters	6.27%
Team 4: P&C Company	6.27%
Team 5: The Chasers	38.92%
Team 6: The Intincible Warriors	21.77%

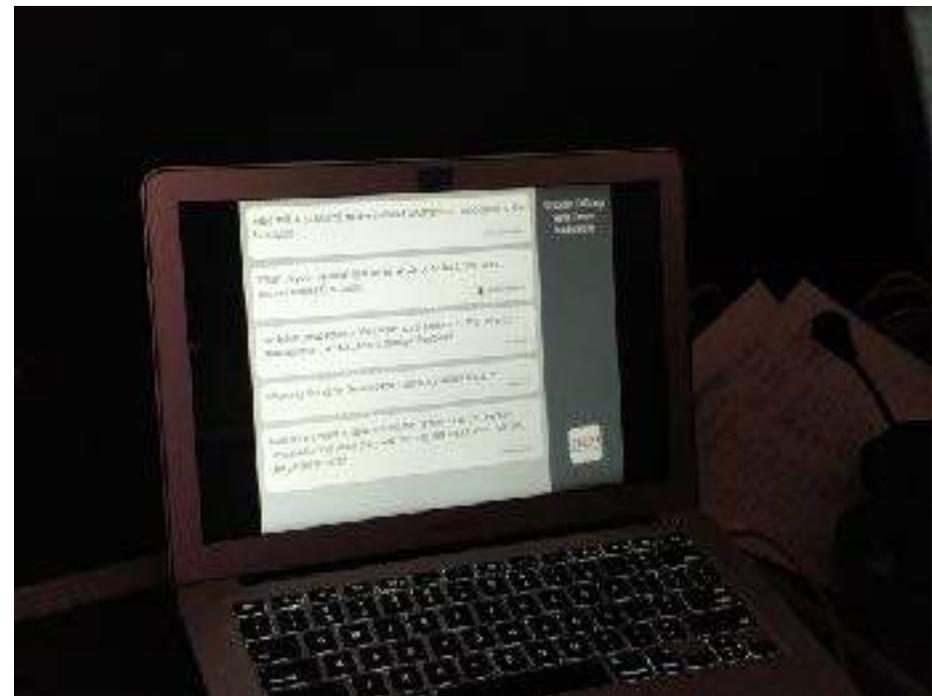




Live Questions & Answers

Live Q&A was an integral part of the event and was used to enable attendees to interact during the session in a highly engaging and effective way.

The live q&a session was used during the straight talk to leadership session where a panel of 10 leaders from TESCO would talk about what Tesco was about and their vision for what Tesco's future was. During the session all the attendees were able to use the APP and post questions which was then instantly projected onto the main screen for the panel to answer. A moderation feature was provided to the Tesco Team to help filter only useful questions.



Lead Generation

Turning the iPad and QR code checkin into a magnet to increase leads in each stall.

After the Straight Talk to Leadership session, 4 leaders set up their own respective stalls in the event to talk more about their individual thoughts and visions. Each attendee would then based on interest, would visit their respective stall to know more. To measure the effectiveness of this, each attendee was asked to present their club cards when they visited the stall.

This was then scanned and used to identify the number of people that had entered each stall.

Lead Generation in numbers

Stall 1	Stall 2	Stall 3	Stall 4
83	108	120	69





What's New

A data-driven events strategy with Tesco using the APP for their next events and as an engagement platform for their upcoming events.

Employees continue to use the APP for posting photos and it will be used as a communication platform for TESCO.

TESCO Business Services will integrate this APP with their servers to make sure that this is current mode of communications to all their employees for any upcoming events.