



Lowering Magazine Costs & Boosting Survey Engagement via SMS



GOHAPPY X THE UNITED FAMILY SUPERMARKETS

Utilizing Text Messages to Lower Team Member Magazine Distribution Costs and Increase Survey Engagement

High printing costs led The United Family to look for a new way to share their quarterly team member magazine. With goHappy, the team now reaches more team members by distributing the magazine digitally. Enhanced survey engagement? That's just the cherry on top.

Let's take a look at The United Family X goHappy story.



Background

The United Family owns and operates 97 grocery stores and 38 fuel centers across Texas and New Mexico under the banner of six distinct brands. Driven by exceptional service, superior performance, and a passion for positively impacting the communities they operate in, The United Family is consistently voted “Best Supermarket” in balloting by local shoppers in virtually every one of their communities.

The popular Southwest grocery chain partnered with goHappy in 2023 to lower its team member magazine printing and distribution costs using goHappy's text messaging system. It also sought to increase team member survey responses to give leadership teams more actionable insights for building a fulfilling workplace.

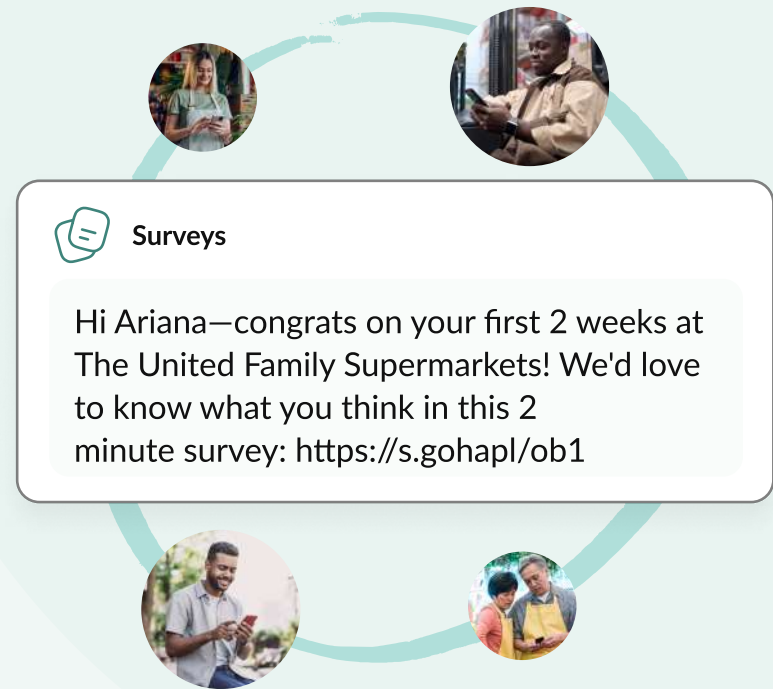
Before goHappy: Dealing with the High Costs of Print

The United Family spent nearly \$70,000 a year to print and mail its team member magazine to 18,000 employees. In addition to mailing physical copies, they sent an email with a link to a digital copy. But the team soon realized the high printing and shipping costs needed to be more sustainable. They also discovered that the emails with links to the digital copy often got lost in team member inboxes.

"It was a spend of about \$70,000.

And when goHappy came around, it gave us an opportunity to communicate to our team members differently instead of just sending out an email or getting something physically in the mail."

Abie Rampy, Director of Public Relations, The United Family



Abie Rampy, Director of Public Relations, says the emails weren't getting read. "I think that was probably a big hurdle for the company because the magazine just got buried in emails, and people didn't see them," she says.

The United Family set out to find an alternative — one that wouldn't only lower costs, but also get the magazine in front of their team members in a more organic way. That's where goHappy came in.

Using goHappy to Save Money with Digital Delivery

Now leveraging goHappy's text messaging solution, The United Family sends team members a link directly to the digital magazine. This has resulted in a massive increase in readership compared to the status quo of delivering a link to the magazine by email. It's also helped them drive a **\$70,000 annual reduction in associated production spend.**

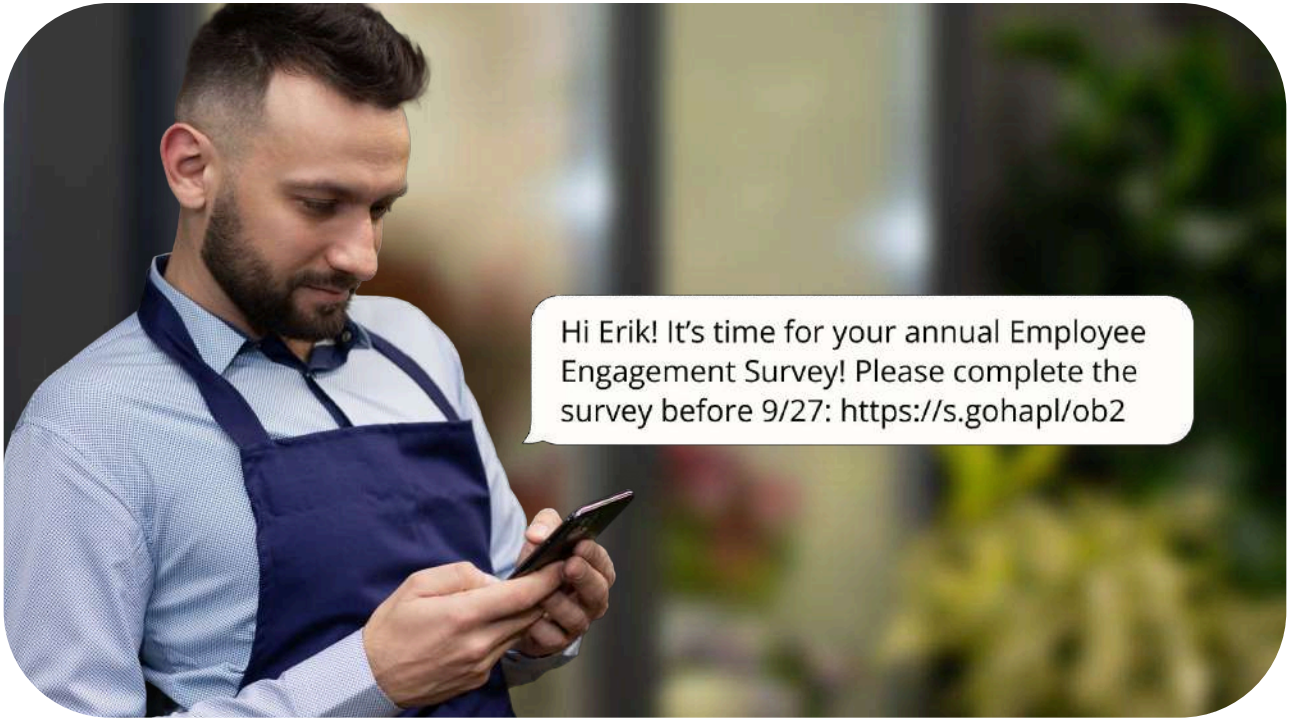
Text message delivery was the solution for The United Family. "We had 161 click-throughs and 142 reads in just 30 days. So we're already on track to beat the entire year of 2020, 2022, and 2023," Rampy says.



Team members are also raving about the new delivery method, highlighting that it allows them to enjoy access to the magazine at any time – whether they're on the computer or not.

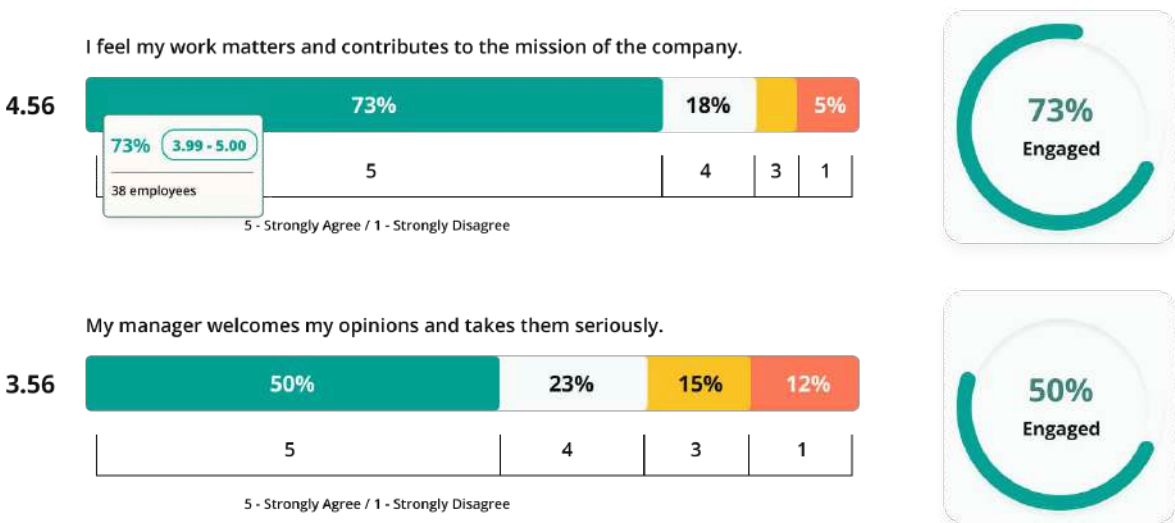
"We can look at it anytime. We don't have to be at the store. We can show our friends and our family, especially if they were in the article. We can take screenshots of it now," Rampy said.

United Supermarket's parent company publishes a sustainability report every year, and they were happy to report a significant reduction in printing costs after swapping printing and mailing with goHappy's text messaging solution.



Improving Engagement Survey Participation Rates?

In addition to the massive cost savings using goHappy's text message distribution method, The United Family also saw employee engagement survey responses increase from 50% to 80% using goHappy's text-based survey tool.



**Illustrative data only. Not reflective of actual survey results.*

Email surveys weren't getting the responses they wanted, but switching to text message surveys was a clear win.

"The best thing that goHappy brings to us is that it's top-of-mind. It's right there. But then it's also convenient to some of our team members who don't have a computer they carry with them all the time because they're in the stores. So that allows them to look at it at home. Like if it's two o'clock in the morning and I can't sleep. So I'm going to go take the survey."

- Abie Rampy, Director of Public Relations, The United Family

According to Rampy, they also saw much faster responses from team members. **Roughly 30% of all responses were submitted within the first three days**, something they credit to goHappy's automated survey reminders.



The Bottom Line

Adopting new technology can be challenging for any company. But The United Family found implementing goHappy to be a breeze. Now, they're enjoying positive impacts across the organization.

From savings in printing costs to increased survey response rates, goHappy's frontline communication platform has changed the game for The United Family and its team members.

goHappy is a simple but powerful communication platform that bridges the gap between the corporate office and non-desk workers. The app-free solution works with any cell phone that can receive text messages, making it accessible to workers across various industries.