LumApps for Schnuck Markets.

Centralizing Internal Communications and Engaging with all Employees

lumapps

About Schnuck Markets

Schnuck Markets, Inc. (Schnucks) is a family-owned supermarket chain established in 1939 in St. Louis, Missouri. As one of the largest privately held supermarket chains in the United States, Schnucks has more than 14,000 employees that they call "teammates," and 113 store locations across 5 states in the Midwest. Every teammate at Schnucks is dedicated to understanding, serving, and satisfying their customers. Known as the "Friendliest Stores in Town," Schnucks recognizes that happy customers start with happy teammates.

⚓ **HQ: St. Louis**

🔧 **Supermarket Chain**

👥 **14,000 employees**

📍 **113 stores**

Schnucks Embraces Change and Growth

Before using LumApps, Schnucks relied primarily on email to inform and communicate with all their teammates . They did not have a central source of truth for information and knowledge-sharing. Content and communications on branding, expansion, and even detailed sales and incentive initiatives could get lost between email, calendar, documents, and other apps in their productivity suite. Teammates on the frontlines, in stores or on the go for delivery, did not receive emails like teammates in the office or HQ.

They wanted a way to connect all teammates regardless of where they were located, to ensure they receive the latest important information and are equipped with the resources they need.

Schnucks has always embraced change and growth. Stated on their website, "As our customers change, we change to meet their needs. As the neighborhoods we serve grow, we grow with them." Ultimately, Schnucks recognized that this was a time for change - to adapt their current way of doing things for a better way forward.

Schnucks, LumApps, and Agosto

Schnucks turned to LumApps and Agosto to help drive the transformation. Schnucks went live with LumApps in 2019, naming their intranet platform, "Schnucks Connection." The platform serves as a convenient, comprehensive one-stop-shop and the go-to resource for all 14,000+ teammates across 113 locations. As the centralized information hub, it is an invaluable and powerful streamlined communication tool for the entire organization.

LumApps offers native integration with G Suite, customizable design and the ability for department heads and store managers to autonomously distribute information to their teammates. If there was an urgent update to announce, they could reach all teammates in the store or on the go via their mobile phone and notifications. Schnucks Connection has drastically simplified and reduced the amount of email, by centralizing all information in one place.

In addition, teammates are more engaged with their peers, as they share best practices, success stories, and encouraging tips. Not only do teammates receive information, but they can like, comment, and interact with it as well.
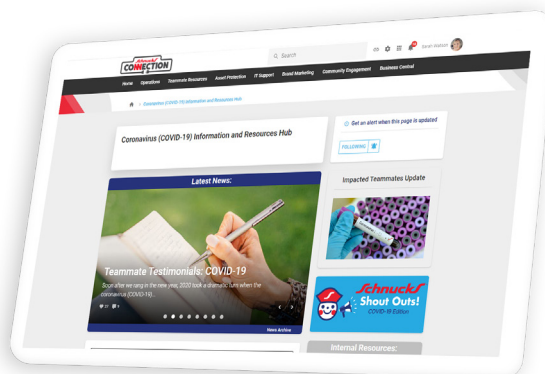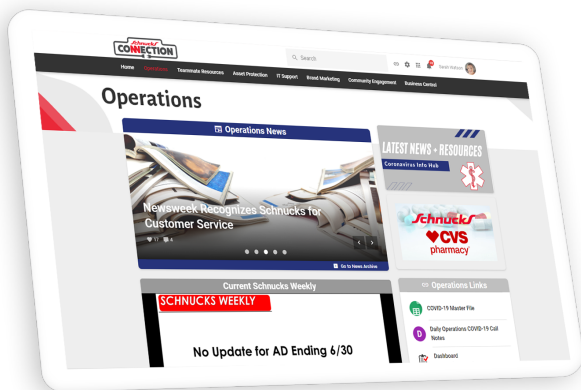
Agosto is a cloud services company that helps organizations leverage Google Cloud products, providing technical solutions, change management, training, migration, deployment from legacy systems, and ongoing admin support. Agosto was an integral part of the implementation process, as they helped roll out unique Google IDs to all 14,000 teammates so that whether someone works behind a desk or on the frontlines, they can engage with their colleagues and access the important information they need to stay safe and successful at work.

Agosto also helped deploy Chromebooks across Schnucks stores. Customers now place self-service orders at convenient kiosks, and teammates can handle customer service tasks easily without leaving the store floor. With the switch to Google and Chromebooks, the company doubled its device deployment to 1,200 machines, but saved $500,000 in hardware and licensing. Schnucks estimates staff save as much as eight hours per week in improved productivity.

Key Use Cases

Spotlight Stories

Schnucks often shares teammate "spotlights," or featured stories of success or accomplishment. This ranges from work anniversaries to retirement celebrations, or something teammates submit. This is often the most engaging content because everyone loves to see their friends and people they know.

Centralized Homepage

The Homepage serves as a centralized jumping off point to access important and personalized news, resources, apps, and updates, directly integrated with their collaborative suite.

Simplified Login

Previously, Schnucks teammates had to remember and use different logins for different applications. Agosto helped roll out unique Google Cloud IDs, so now all 14,000 teammates can login just once, and access the intranet and all the business apps they need.

Store Pages

Department heads and store managers have the autonomy to manage their own pages within the intranet. Here, they share critical news and important information relevant for the different store locations and departments. This ensures all teammates stay up-to-date with the latest guidelines unique to them.

In-Store Engagement

Since the majority of teammates are located in the store, Agosto helped Schnucks set up Chromebooks in the store's break rooms. Everyone - even if they do not have a smartphone or laptop at home - is informed and able to engage with their fellow teammates.

Diversity, Equity, & Inclusion

Schnucks has a dedicated task force for Diversity, Equity, and Inclusion (DE&I). The intranet hosts different pages for DE&I Resource Groups, including LGBTQ+ and allies, and soon for women, veterans, and people of color. These Groups provide a space for teammates to engage and have a sense of belonging.

Executive Corner

With the Executive Corner, Schnucks leadership shares the latest messages and company updates to promote transparency and communication across the organization.

Mobile Access

With a majority of Schnucks teammates working in stores, it is important they have the ability to access the intranet on their phone when they are at work or on the go. LumApps is natively mobile, so they won't miss out on any updates or key information.