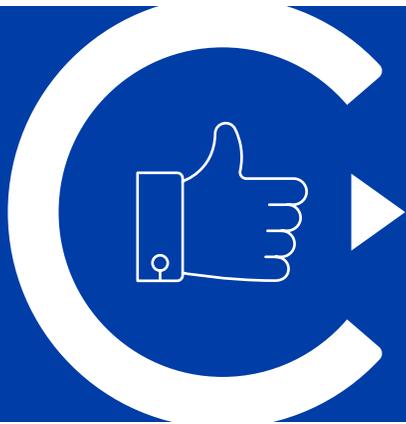




CASE STUDY

Maritz Travel Helps Leading Technology Company with Mobile App Adoption

THE SITUATION A leading technology company approached Maritz Travel with a question – **how can we better integrate technology into our programs?** As a company known for innovation in the technology space, this client wanted technology to be at the forefront of all of their programs. However, they were apprehensive about mobile, having experienced past trouble with other mobile app providers whose products were either unreliable, not fully functional or not user-friendly at all.



97%

of attendees used the mobile app at this event.

98%

of attendees who used the mobile app found it useful.

THE SOLUTION Putting their faith in Maritz Travel, the client decided to give mobile another shot, allowing Maritz's Travel proprietary TravelHQ mobile app to be implemented for all three of their largest incentive trip programs. Ultimately, the mobile success of these programs would be directly linked to the collaboration between the Maritz Travel team and the client - as well as the flawless execution of the strategy devised by the team.

The Maritz Travel project management team worked closely with the client to figure out exactly what their objectives for using the mobile app were so that Maritz Travel could execute on those goals. Working closely with the client, Maritz Travel input trip content that was pertinent to the guests in each destination, using their expertise to ensure that each and every detail was captured from meeting location information to proper attire for evening events.

Throughout the event, trivia questions centered on trip content were pushed out to mobile phones so that guests could engage with the app, feel more connected to the content, and win prizes based on their memory of key pieces of information shared on the program.

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THE RESULTS Overall, the mobile app results were astounding – with strong attendee usage and impression of usefulness data.

The client's commitment to mobile partnered with a Maritz Travel staff committed to executing on trip objectives led to three very successful programs. These programs laid a foundation for future mobile success and have further strengthened the client's position to their internal team as an industry leader.