

Challenge

The team at S.C. Swiderski were in need of a platform to help automate sending cards that also included a group greeting card feature.

S.C. Swiderski struggled to include all employees when signing physical cards because there was not enough room on the card to fit all their well wishes. Also it was difficult to coordinate employees signing the card due to scheduling conflicts.

On top of coordinating people to sign the cards, it was hard to give the cards to the recipients since they are typically out in the field working. The team wanted to be able to give the recipient their card on the day of their birthday or their anniversary, but without a digital platform to do so, it was difficult.

CardSnacks Use Case

S.C. Swiderski uses CardSnacks as a means to send group greeting cards to all 200 employees for both birthdays and anniversaries. All team members, no matter the position in the company hierarchy, receive a group card with personalized pages from each team member.

Since the team is often out in the field working on development projects, S.C. Swiderski utilizes CardSnacks to send group collaboration cards by text to the designated recipient. The team is able to easily access the cards on their phone since they are not near a computer.

Scheduling cards ahead of time helps the team tremendously. They love that all cards can be automated and personalized either from their phone or the computer.

Results



97% of team members sent the group collaboration link participate by creating a personalized message in the card.



289 group collaboration cards have been created since S.C. Swiderski joined CardSnacks in November of 2023.



The S.C. Swiderski team has a 90% open rate for their cards.



Responses from the SCS Team

"All these years have been fun. I've made so many long, lasting relationships and friends in my SCS family. It's hard to thank you all. I truly appreciate all the comments. Thank you."

"Thank you all very much! I truly love coming to work everyday and you all are a great part of that! Make it a great day!"

"Thank you all for the Wonderful & Kind words! I'm truly blessed to have you all in my life, and SCS Family. I'm grateful to make this journey with all of you in it. Thank you again!"

"My absolute favorite part of being a CardSnacks subscriber is just the convenience of it - it's just so easy to use. And I love that we are able to send it out to our employees to really make them feel appreciated. I like that they're also able to leave a reply. It's just been a really great experience across the board for us, as well as for the employees receiving it."

- Alicia Mohart, HR Administrative Assistant