

Ordering Made Easy

On-Site Experience

OBJECTIVE

Our long-standing partnership with a leading healthcare organization gave us a unique opportunity to attend an exclusive retreat attended by over 500 of their C-level executives. The brand aimed to integrate an on-site, personalized gifting element into the event, using their "Brand Store" as a key experiential touchpoint. The goal was to deliver a premium, tech-enabled apparel gifting experience that was both efficient and memorable, allowing each attendee to redeem a free branded item of their choice.

STRATEGY & EXECUTION

To bring the Brand Store to life, TSG designed an immersive on-site retail experience that combined the tactile value of in-person shopping with the convenience of digital fulfillment.

- **On-Site Experience:** We brought in sample size runs of all available styles and set up a welcoming, boutique-style store where attendees could browse, touch, and try on items before making a selection.
- **Digital Checkout via QR Code:** Each item display featured a unique QR code. Once attendees selected an item, they scanned the QR code, directing them to a custom, event-specific website. On this platform, they would select their color/size, input contact and shipping information, apply their giftcard code they had just received and submit the order. For any attendee that wanted to purchase more than the gifted item, they had the ability to add payment information for any additional merchandise.
- **Effortless Fulfillment:** Once the order was submitted, it was automatically routed through our existing backend system. Attendees received an immediate order acknowledgment and a tracking number once the shipment was processed.
- **On-Site Customer Support:** For those who experienced technical difficulties or preferred a more guided process, our on-site customer service team stepped in to handle the ordering process directly.

The process was not only user-friendly but incredibly fast, enabling hundreds of attendees to complete their experience without congestion or confusion.

RESULTS

The Brand Store was a standout feature of the retreat and received overwhelmingly positive feedback from both the client and attendees. Most importantly, we were able to deliver a seamless, branded interaction that not only delighted participants but also reinforced our client's commitment to thoughtful and innovative employee experiences.

This process has also been a huge hit within TSG, as it was a shining example of how our SourceKey technology has the ability integrate current/established backend systems with one-off, unique event needs. It was a huge success both internally and externally.



Ordering Made Easy

On-Site Experience