

Client Case Study

Web Store Solutions

Solving Shipping Pain Points,
Improving Employee Engagement


adform
creative





Curtiss-Wright: Employee Recognition On A Global Scale

Eliminating The Pain Points

[Curtiss-Wright](#) provides state-of-the-art, reliable solutions to the commercial, industrial, defense, and energy markets. In 2014, they celebrated 85 years as a publicly traded company and credit the majority of their success to a strong foundation of core values emphasizing integrity, teamwork, respect, leadership and a customer focus.

Challenge

When adform first met with Curtiss-Wright, we learned about the difficulties they were facing with their current vendor. While the relationship with their current vendor seemed to have a smooth start, they began running into issues when they reached the shipping stage.

Curtiss-Wright has over 1,600 employees globally and the company's current vendor did not ship overseas. This caused major headaches and extra legwork for the company as they would have to ship everything themselves.

Summary

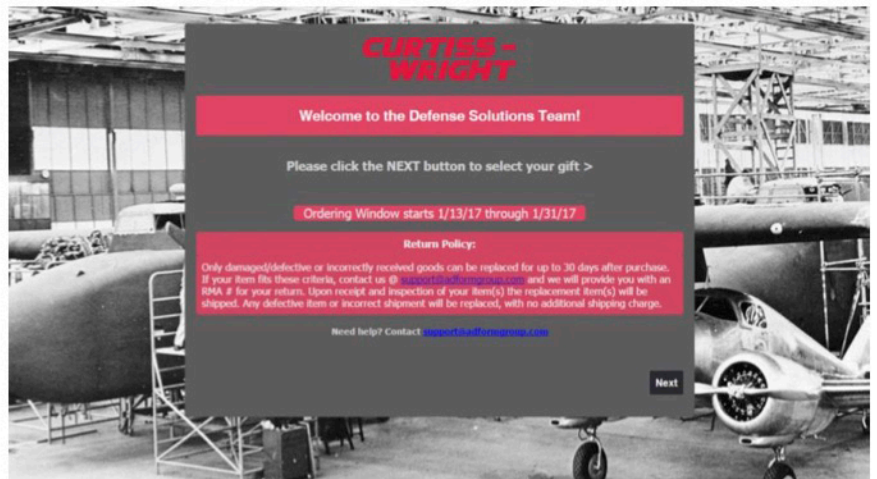
Curtiss-Wright was running into issues with their current vendor and needed a viable solution to be able to ship products to their 1,600 global employees.



The Solution

Adform worked together with Curtiss-Wright to come up with a solution to eliminate the shipping pain point from their ordering process. We set up an online portal, in which Curtiss-Wright would have administrative rights, sales support and access to our customer service team.

As the end of the year approached, Adform collaborated with the client to decide upon 4 different employee gift options that fell within the \$50 range. The gift options, as well as the online portal were fully customized with the Curtiss-Wright logo and colors. The online portal was set up with a 15 day ordering window in November, with all gifts being delivered by December 16th.



Curtiss-Wright had a very specific vision for their year-end gift program. Adform was able to not only suggest desirable gift options within their price point, but also provide an online portal and shipping services that eliminated their previous pain points from the process.

The Result

Curtiss-Wright saw a **95% employee engagement rate** with their year-end gift program. Not only did the company love the products, but also the portal design and the easy 2-step ordering process: 1-Gift Selection, 2-Entering Contact Information & Location. When everything was said and done, more than 1,350 employees placed gift orders, which adform shipped on time to 11 countries around the globe.



CURTISS-WRIGHT