



Empowering employees with a voice to grow sales and reduce warehouse overhead costs.



40

POSTED IDEAS



7

IN EVALUATION



63%

ENGAGEMENT RATE



33

COMMENTS



68

VOTES PLACED

The Challenge

Rundle Spence has been a distributor and supplier of wholesale plumbing, heating, and septic products to Wisconsin contractors and builders since 1871. They have stayed relevant in the space for almost 150 years by constantly innovating their product and service offering. To continue with this trend, the Rundle Spence management team was looking for a way to tap into the wisdom of their employees and customers to improve their products, services, and efficiency.

The Solution

Ideawake partnered with Rundle Spence to engage its employees to come up with ideas on ways to increase sales without opening and new branch and reduce warehouse and delivery expenses in 2017. Rundle Spence took advantage of Ideawake’s mobile friendly user interface to engage employees who didn’t have access to a computer and leveraged Ideawake’s email campaigns to build awareness across their 86 employees in their New Berlin, Madison, and Fond Du Lac locations.

The Results

Rundle Spence engaged 63% of their employees in their first front line challenge, collected over 40 ideas, and currently have 7 ideas in final evaluation. Rundle Spence will launch a second front line challenge with wider management involvement in the next month and also plans to extend their future front line challenges to customers and vendors to more quickly respond to market changes and stay ahead of the competition.



David Spence

President at Rundle Spence

“Ideawake is an extremely efficient and fun way to engage our employees in the innovation process. We’re excited to get our customers and vendors involved in Ideawake to help us gain a competitive advantage over the rest of the players in our industry.

The Ideawake team really took the time to understand what makes our industry tick, how our business works, and then catered their solution to our needs. They’ve been incredibly helpful in terms of both strategy and support for Rundle Spence.”