# How Dell Scored an 80% Podcast Adoption Rate Within Their First Year

Erika Reilly, Program Manager for Dell's Specialist Technical Sellers, was tasked by her VP, Matt Dunfee, with the challenge to find a new communication platform that they could leverage to deliver their most critical messages to their field. They support System Engineers and Technical Sellers who are always on the road, driving or flying from customer to customer. Dell was having trouble verifying that the important messages they were sending via email were actually getting consumed, estimating only 10-20% throughout via email. These teams accounted for a large group of employees from all over the world—over 1500 people in this Specialist Organization.

> "
> *We decided this is important—the way we communicate with our people is critical...*
> —Erika Reilly
> "

They were interested in finding a new, secure platform that could decrease their reliance on email and share key messages through a medium that was mobile, accessible, and user-friendly.
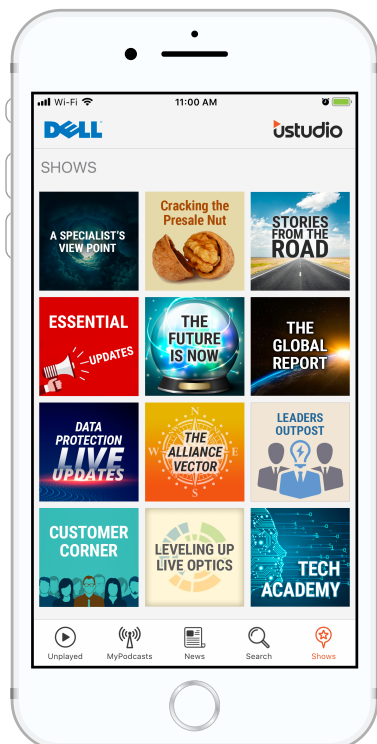
Dell considered a few different communication mediums, such as mass texting their employee base, before discovering uStudio's secure podcasting solution. They were quickly sold as uStudio checked all of their boxes regarding security, push notifications for new content, offline listening capabilities, and user metrics. uStudio allows Dell's team to consume key content with both mobile-friendly and desktop options, allowing anywhere and anytime listening.

One year later, and they have nearly replaced email communication with a private podcast and now have an employee adoption rate of more than 80%. This adoption rate was successful thanks to uStudio's support, analytic monitoring, and Dell's amazing internal program development. Dell also drive adoption by deciding they would exclusively communicate certain content through podcasting and their audience feedback has remained positive.

To establish consistency and scalability, Dell wanted to establish show guidelines internally as far as consistency within the length of podcast episodes and overall topical alignment. Consistency across the Dell instance would allow them to drive employee engagement without overwhelming listeners with too much content. Cleverly, they also created multiple categories of episodes from short-form dailies to long-form interviews and deep-dives and through thoughtful show notes with links to various visual elements (slides, etc…) and customized show thumbnail art, Erika's team communicates these categories up front for listeners to set expectations. It has been a home run.

Internally, they documented their program strategy and workflow as well as important information such as helpful podcast vocabulary and the responsibilities of those within the uStudio enterprise podcast application. This helped to make sure all parties who were involved in the initiative were on the same page and the program was able to easily scale and grow.

To launch their private podcast, Dell focused on 3 shows targeting 3 different specialist organizations. There were many internal changes happening at this time and key leaders were shifting roles. The launch of their private podcast was a great opportunity to make sure their members weren't feeling disconnected from their leaders through times of change.

> *Having all of these organizations on the same app is a fantastic way to share knowledge and make sure all of our team members are on the same page. It's been a great way to bring people together...*
>
> —Erika Reilly

> *We use an email tracking software to help analyze our business communication and it's still not even at the level that uStudio lets us track...*
>
> Erika said
>
> *...You can't see how much of the email an employee actually read. With uStudio we can see the exact second that an employee stopped listening. Starting to really dive into those analytics are going to be huge for us to be able to evangelize our private podcast even more. It will be so worthwhile to really see the benefit of this platform.*

Within each show, Dell wanted to categorize the episodes to give expectations to listeners on the type of content they were about to consume. Using uStudio's unique branding capabilities, custom icons were uploaded to categorize each type of episode. Categories were determined by length and format of the show, giving employees an idea if the content was something that should be downloaded before a longer commute time.

To get their podcast initiative going, Dell relied on internal champions and leaders within their organizations. SSO allowed Dell visibility to who was signing in on an individual level, therefore which teams were participating and which weren't, which resulted in a loserboard of sorts. Promoting the podcast in all calls and all-hands and reminding their employees that they would not receive this important communication if they did not log-in to the application helped to additionally drive adoption.

Podcasting is so popular in today's daily life, with 51% of the U.S. population having already listened to a podcast, that Dell was full of podcast consumers already. Those avid listeners and employees reached out to Dell with feedback on the content which helped to get employees involved and drive user engagement. Dell started a shared inbox where employees could share feedback, questions, or content suggestions.

Fortunately for Dell, uStudio's analtyics were able to track how many employees were logging into the podcast and the type of engagement they were receiving so that they can continue to produce the most valuable content for their audiences and track growth within their podcasting program. Analytics also serve as a tool for them to prove that their content is successful and is being consumed across the business.

uStudio research, such as our free Gear Guide, was very helpful during Dell's planning and production stages of their podcast initiative.
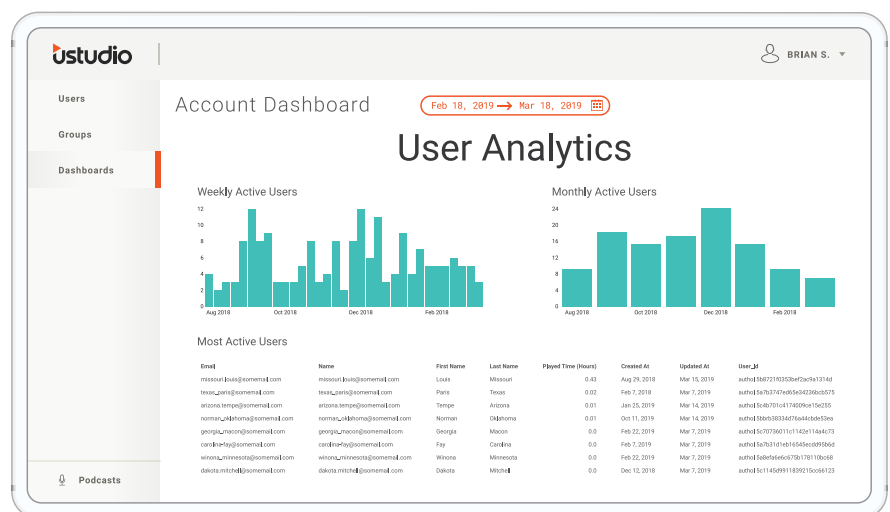
Future plans include leveraging the group features and audience segmentation security available through uStudio's private podcasting solution to target managers within the enterprise. Using their active directory that they utilize through their SSO restriction, Dell plans to produce a manager-only show to discuss confidential content such as reviews or comp planning.

Overall, this solution has allowed Dell's leadership to easily reach their organization through a secure platform without decreasing customer face-time. As a tool that is super direct, a branded and dedicated mobile app experience successfully serves the right content, at the right time. As a result of this success, Dell plans to to continue it's private podcasting efforts and get more leaders and organizations on board.

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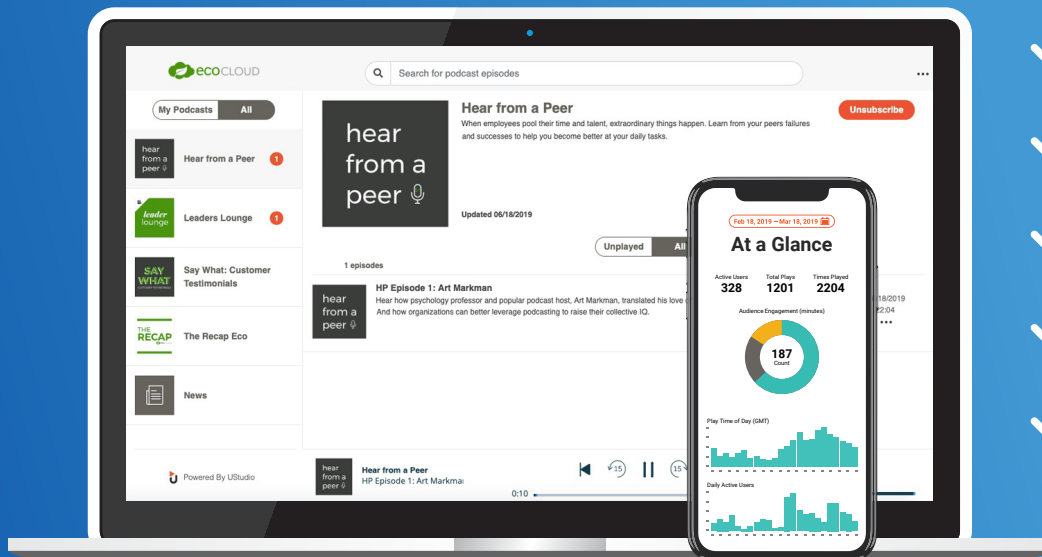
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