

Dell Reaches an **80%** Podcast Adoption Rate Within Their First Year of uStudio

THE ISSUE

Dell was having trouble verifying that important messages they were sending to their technical sellers and system engineers were actually being consumed, estimating only 10-20% throughout via email. Dell was 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.

PROGRAM TACTICS

- Dell drove adoption by deciding they would exclusively communicate certain content through podcasting.
- To establish consistency, Dell established podcast show guidelines which included defined topical alignment and various lengths of episodes.
- An internal governance document was created to ensure all parties involved were on the same page and the program was able to scale. This included vocabulary, workflow items, and custom icon categories.
- Dell categorized their episodes through custom icons to give expectations to listeners on the length and type of content they were about to consume.
- For promotion, Dell relied on internal champions and leaders within their organization.

THE RESULT

80%

ADOPTION

One year later, they have nearly replaced email communication with private podcasting and have an employee adoption rate of more than 80%.



EASY REACH

Dell's leadership can easily reach their organization through a secure platform without decreasing customer face-time.



EXPANDING

As a result of this success, Dell plans to continue its private podcasting efforts and get more leaders and internal organizations on board.



We couldn't have done this without the amazing support from uStudio. The research uStudio did was huge for us. The team is great about listening to our needs and adjusting their product roadmap as such. —Erika Reilly

