



"The fact that the coaches are trained executive coaches is really powerful...and the coaching works. I love being able to say to my VPs and C-Suite, 'These coaches are for you, too! Use them!' It makes the investment a no-brainer."

**Shaunagh Vollmer, Chief People Officer**

## customer quick facts



**Company:** Vibes

**Corporate Overview:** Vibes is the most trusted mobile engagement platform and a Tier 1 Aggregator. They help brands grow, activate, and optimize consumer relationships by sending personalized mobile messages through every channel.

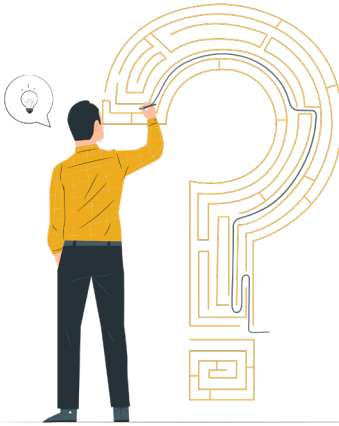
With over 23 years of mobile mastery and direct carrier connection, Vibes delivers a multi-channel solution at an enterprise scale. Brands like Ralph Lauren, Allstate, Redbox, Chipotle, Sephora, and LEGO use Vibes' mobile engagement platform to optimize consumer relationships with timely, relevant, and high-volume mobile messaging.

**Industry:** Marketing and Advertising

**Size:** 150 employees

**Headquarters:** Chicago, IL

**Website:** [www.vibes.com](http://www.vibes.com)



## challenge

### Use Case:

Leadership Development and Individual Contributor Professional Development

### Goal:

Provide a scaled approach to executive coaching that provides all employees with on-demand support in the flow of work, amplify individual contributor professional development, and further develop managers' and executives' leadership skills, with specific focus on Skills Development and Communication.

### Success Factor(s):

For Stride to be seen as a success they wanted to see leaders show skill improvement over time and receive positive feedback from employees that the coaching was beneficial.

*Vibes, a high-growth startup in Chicago's tech scene, found they were quickly growing new talent and the number of questions the teams had began to increase exponentially - the anxiety began to brew. "What should I do to get my team engaged in a virtual environment?" "How do I tell someone they're underperforming?" "I feel pulled in so many different directions, can you help?"*

*As a company that cares about professional development and subscribes to a leadership development philosophy that centers around curiosity and reflection, they needed a solution that could both adapt and grow at a similar pace and could engage employees at all levels, from leaders to individual contributors.*

## solution

### Coaching Type:

Micro-Learnings and ON-Demand Chat Coaching

*Stride provided our on-demand chat coaching solution that ties directly into Vibes' workflow via Slack.*

*Employees and leaders alike received weekly Slack alerts with tips, tricks, and best practices. They also received on-demand executive coaching via Slack from our certified coaches Monday through Friday.*

## results



# 65%

of Vibes' staff leveraged Stride's coaching. Vibes' goal of "providing scaled coaching" in a moment's notice by **onboarding all their employees** within 24 hours was achieved.

# 85%

of all coaching conversations centered around Skills Development and Clarity and Communication.



A key factor of success was positive feedback from employees, and Vibes even shared their own insights from internal surveys: **"The feedback has been phenomenal!"**

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*My Stride coach actually has helped quite a bit. One of the areas I have struggled with is thinking more strategically about my accounts and their needs...a tool they [the Stride coach] shared has helped me prioritize urgent needs while making time for more strategic work.*

**- Aubrey Jackson,  
Customer Strategy Manager**

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