

## MeetApp helps ICA to improve dialogue and meeting efficiency among shop owners

ICA is one of the largest grocery store chain in the Nordics, with more than 50% of the market in Sweden. The organization is owned by the more than 2000 shop owners who control the central organization through ICA-Handlarna.

ICA-Handlarna has meetings a few times a year where they meet both regionally and country based. Central in these meetings are both voting and checking the opinion among the participants.

### Business needs

ICA-handlarna expressed a number of improvements and changes they wanted to achieve:

- Improved dialogue, to make the meetings more “alive” and make sure everybody’s voice got heard.
- Better communication and networking between the different shop owners
- A way to distribute documents such as proposals for decisions, presentations from the meeting and other relevant content
- Evaluation capabilities, in order to continuously improve the meetings.
- A mobile way to keep the shop owners informed and updated, since they do not spend most of their days in front of a computer



### Solution

By starting to use MeetApp for their meetings they got a tool to meet their needs in a number of different ways:

By using the Dialogue-function in the app for voting, polling and sending questions to speakers and management.

The Dialogue feature has also been used frequently for evaluations after the meetings regarding content, location and food.

The Participant feature in MeetApp enabled the show owners to add themselves and to see and keep contact information with their colleagues.

*“Our MeetApp app has been very popular with our attendees and has really contributed to improving the interactivity towards and between the shop owners”*

**-Camilla Harrskog, Head of Digital Communicatio**

### Benefits

The dialogue and interaction in the meetings improved significantly. Even those participants who were at first quite reluctant to this change to new technology did quickly see the benefits and eagerly adopted to the new solution.

To have the name, face and contact details of colleagues easily accessible significantly increases the day to day interaction between different shop owners.

The value of having all shop owners fully updated, and letting them access material relevant to them when they have some extra time or even on their way to the meetings has proven significant.

To learn more about MeetApp, visit <http://meetappevent.com>

[info@meetappevent.com](mailto:info@meetappevent.com)

<http://meetappevent.com>

To learn more about ICA-handlarna <http://www.icahandlarna.se/>

[info@meetappevent.com](mailto:info@meetappevent.com)

<http://meetappevent.com>