

# **Retail Conglomerate Case Study**

**Battlegroundgroup.com**





## Unifying Crisis Response: How a Multi-Brand Conglomerate Streamlined Incident Management with Battleground

### Background

With diverse operations spanning big-box hardware stores, department stores, and digital services, this major conglomerate employs tens of thousands of staff across multiple business units. Each division faces its own set of risks—ranging from supply chain disruptions to technology outages—while the corporate head office must maintain consistent oversight of crisis responses. Leadership recognised that traditional methods of incident logging and communications (e.g., scattered emails, phone trees) were too slow and fragmented for the group's growing complexity.

### Challenge

The organisation needed one digital platform where each business unit (from retail to digital services) could quickly:

- Report incidents and activate crisis management plans
- Assign roles, tasks, and actions to relevant stakeholders
- Coordinate communications, including mass messaging and conference calls
- Gather data and feedback through quick questionnaires
- Log all incident activities in a transparent, centralised system

### Modules Used

- Plans – to develop and maintain crisis management playbooks for each business unit
- Incident Management – serving as the core dashboard for reporting and tracking incidents, with automated alerts, pre-written messages, and secure logging
- Questionnaires – creating and distributing targeted surveys to assess incident impact or gather feedback
- Two-Way Emergency Notifications (Touchbase) – sending out real-time SMS alerts and receiving staff responses

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## Implementation

Upon rolling out Battleground, each division uploaded its crisis management plans into the Plans module, tailoring them for brand-specific needs.

A designated Crisis Manager oversees the Incident Management dashboard, activating an incident with a single click and instantly alerting relevant personnel.

Pre-built messages and checklists ensure teams know their roles and can join conference calls without delay.

Meanwhile, the group uses Questionnaires to gather quick input—such as staff availability or site-specific damage reports—integrating responses back into the central dashboard.

The Touchbase feature allows sending two-way SMS blasts to thousands of employees, so critical updates and staff well-being checks remain fast and reliable.

## Results

Since adopting Battleground, the conglomerate has significantly reduced the time between incident discovery and team mobilisation. Crisis Managers benefit from a clear, real-time overview of each situation and can add or remove individuals from the response effort as conditions change.

Pre-made messages and automated action logs boost consistency, while two-way SMS capabilities keep frontline and corporate teams aligned, even under demanding circumstances.

Overall, the organisation now handles disruptions with greater speed, accountability, and clarity—protecting both its customers and its broad portfolio of retail and industrial brands.

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