From a Pandemic to Large-Scale Events: How Zumiez Uses CrisisGo to Manage Employee Health Data

SAFETY IPASS

The Challenge

When the COVID-19 pandemic started in 2020, businesses were faced with a new task of protecting employees from illness. Organizations such as Zumiez, a leading specialty retailer of apparel and more, were looking for ways to keep their distribution centers and offices open. At Zumiez, distribution centers are large, with various amounts of people being hired, depending on the season. It was important to the organization to be able to have a digital safety solution that integrated well with the HR system they were using in order to streamline this tedious process. It was also critical that the solution was reliable and secure. After some time, Zumiez decided to use CrisisGo's digital solution, Safety iPass, to screen employees for COVID-19 before they started working each day.

zumiez

Customer Profile

Zumiez is a leading specialty retailer of apparel, footwear, accessories, and hard goods (for skate and snow) for young men and women with active lifestyles who want to express their individuality. They started in the Seattle area in 1978, with a single-store location at Northgate Mall. Now they currently have hundreds of stores across the United States and Canada.

Industry: Apparel
Region: United States and Canada
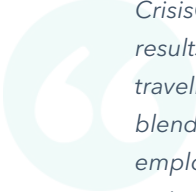**Total Employees:** 9,500
Customer Since: 2020

The Solution

Easy to set up, CrisisGo met the needs of Zumiez. Their HR system connected to CrisisGo so that as soon as Zumiez hired somebody, that person would show up on the CrisisGo app. The integration was efficient because people trickled in at different stages of their onboarding on different days. Danica Sun, HR Manager at Zumiez, states "With CrisisGo, we were able to get people through the COVID pre-screening questions in less than a minute, which is pretty impactful for our business. We were able to get people to work really quickly after clocking in. That was the biggest benefit to the HR team and the Distribution Center business overall."

As time went on and pandemic regulations and recommendations changed, Zumiez needed to adapt their screening questions. Danica says she liked the dashboard because she appreciated the ability to tweak the screening questions quickly with CrisisGo and have that show up in real time. With other platforms, she saw a delay, but there was no delay at all with CrisisGo. It was a great benefit to Zumiez to be able to digitally manage such a large amount of data.

> *CrisisGo's Safety iPass allows us to collect test results from our employee base prior to them traveling to national events, as part of a blended safety strategy. It signals to our employees that we are taking their safety very seriously, and it was integral in us getting back in person to hold larger-scale national events.*

Max Davis
HR Business Partner
Zumiez

The Results

After the initial success with Safety iPass, Zumiez eventually was ready to hold in-person large-scale national events again. They needed a systematic way of managing employee test results and restricting travel for any infected employees. They decided to extend their use of CrisisGo's Safety iPass for these large-scale events. Zumiez was relieved that Safety iPass did not require any employee training, and that they only had to simply announce the deployment of the health protocol. Zumiez is proud to report that they had 100% compliance with the CrisisGo Safety iPass testing strategy and 100% employee adoption.

Zumiez also needed to ensure that its data collection and management process was done in the most secure, accurate way possible. Zumiez is a customer of Zurich, a risk management and insurance company, that also happens to be partnered with CrisisGo. Zurich's risk engineering team, combined with CrisisGo's technology, tremendously helped Zumiez by limiting the COVID impacts to their business while complying with all CDC regulations. Max Davis, HR Business Partner at Zumiez, explains "CrisisGo's Safety iPass is a legally compliant, efficient way to do the work of collecting test results, cataloging, and managing them."

The results were exceptional. The key feature that saved Zumiez the most time was the ability to upload an attendee list of 1,500 people, send out a communication to that entire group simultaneously with automatic reminders, and then be able to sit back and collect and track the test results. Then, they could focus on the exceptions. Alex Garrison, Risk Engineering at Zurich, adds "Zurich connects customers, such as Zumiez, with CrisisGo's innovative technology solutions, which puts the health and safety of workers first, and is key in producing quality work on time and on budget."