



CASE STUDY

Alabama Power

A new way of conducting meetings: how Alabama Power took their gatherings and events to the next level.

USING MIXTROZ HAS PROPELLED ALABAMA POWER TO A WHOLE NEW LEVEL AS A PRESTIGIOUS ENTERPRISE CORPORATION

Human resource departments within large companies (over 500 employees) are increasingly feeling the time and effort crunch associated with new employee orientation, corporate team building activities, and team meetings. Statistics prove that strong employee retention happens as a result of a great orientation. In fact, studies show that **91% OF FIRST-YEAR WORKERS** stay at companies who have a great onboarding processes.

Alabama Power, owned by Southern Company, a Fortune 500 company, has retail revenues of over \$5 billion a year and employs over 6,600 employees. Aside from new employee orientation, Alabama Power has a variety of different types of gatherings, including for their non-profit arm Alabama Power Foundation.



MIXTROZ is a robust business engagement platform with an app that employees download for easy, effective, and efficient networking. It is a data-driven solution that's been used across many enterprise organizations throughout the country.

In this case study, we are focusing on the many departments of Alabama Power who have leveraged Mixtroz for different purposes, and the successes they've had.

We will be sharing information on such topics as:

- The many different departments at Alabama Power that have used Mixtroz in their new employee orientations, employee mixers, and employee meetings.
- The universal adoption of the Mixtroz platform at employee events.
- The valuable data many Alabama Power event organizers gathered, repurposed, and drew potential revenue-impacting conclusions from.
- Personal employee impacts: anecdotes and relationships that resulted from the use of the Mixtroz platform.



MEETING PLANNING:

MIXTROZ IS NOT JUST FOR

PURPOSEFUL SEATING ASSIGNMENTS:

IT'S A POWERFUL DATA

GENERATION MACHINE

Lindsey Crawson, Alabama Power's Senior Conference Services Specialist, is no stranger to large-scale event planning, development, and management for enterprise organizations. Her primary responsibility at Alabama Power is to manage numerous projects concurrently with strong attention to detail, problem-solving and follow-through capabilities in high-pressure situations.

It is Lindsey's charge to ensure that while all Alabama Power employee events are flawlessly executed, she and her team constantly look for ways to improve the DNA and culture of the company through curating personal relationships, frequent get-togethers, and data-gathering techniques. Being able to quantify a corporate event is a sure way to ensure that the next event is funded, so it is important that Lindsey is a strong contributor to the voice of the employee and the amplifier for culture improvement.

Lindsey has now used Mixtroz for six different employee events she has planned. The largest event where she used Mixtroz involved over 450 employees, and the smallest event contained a more intimate 50 employees. All six of these events involved employees and vendors from all over Alabama Power, from a variety of departments and possessing a large array of titles, talents, and businesses.

Because of the nature of the six events for which Lindsey used Mixtroz, it was important to her to group people of different backgrounds, titles, and departments together. Mixtroz allows you to select from a bank of questions, or generate your own questions to ask attendees. The event manager can then weight each question, and determine whether they want people with similar answers grouped together, or people with differing opinions together.



For the first of her six meetings using Mixtroz, she focused primarily on making sure she was meaningfully and purposefully mixing people together in breakout sessions, ensuring the highest levels of interaction across company divides. In the early days, she saw Mixtroz as merely a method of pairing people together in a more intelligent way than alphabetically or by randomizing an attendee list.

After her very first meeting however, she soon realized the profound opportunity to gather meaningful data from her employees rather than just answers that helped Mixtroz pair them into the right small group breakouts.

Lindsay says, “After our very first use of Mixtroz, we began to become very, very diligent about the questions we put into the system for employees to answer. Mixtroz isn’t just about “mixing” but also a way to get answers to complex enterprise culture and business issues.”

She never tires of studying the answers she gets on some of her teams’ questions. “It’s terribly interesting to ask employees about their impressions about a new corporate initiative, whether or not they consider themselves introverted versus extroverted, or whether or not they’re clear what they need to do in order to be considered for a promotion.” These types of valuable questions were mixed in and around the other questions, and she chose not to “weight”

them; that is, these data-gathering questions were not considered as part of the Mixtroz algorithm that decides how to group employees into their small group breakouts.

So when we asked Lindsay how things went using Mixtroz at her six different events, she replied without hesitation: “Very well! It was very easy for us as event planners to set up the back-end, and it was super easy for the employees to figure out how to download the Mixtroz app, follow our customized instructions, answer the questions we posed, and be guided to the right area of the room where the rest of that employee’s group was gathering.

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Lindsey tells us that Mixtroz is just a totally different way to get folks together at employee group meetings. “We’re trying to change our corporate culture. Most of the time, people want to find their ‘buddies’ or co-workers when splitting them into working or networking groups. This means that our teams were siloed and not ‘getting uncomfortable’ by reaching out to new people with different backgrounds and ideas.” Once the first day of a meeting event took place and the employees came back for day two, Lindsay would again use Mixtroz to compose a completely different mix of people for another breakout session. They would then ask people in the different groups to share with their new group what they learned the previous day. This would start conversations about similar and disparate ideas about the same topic. These second-day discussions were always thought-provoking, candid, and critically important in getting

different roles and departments to experience new concepts throughout the company that they weren’t otherwise experiencing.

Lindsay summed up her Mixtroz experience by saying “The objective of using Mixtroz is not just purposeful assigned seating. The smart event organizer will put a lot of thought into the types and wording of questions for their next event.” If you are purposeful and thoughtful when creating your Mixtroz questions, you can mine employee data that can be leveraged by multiple other departments for actionable results, such as saving money or introducing new products or services that increase revenue opportunities.

MIXTROZ BUILDS, NURTURES, AND ENHANCES SUPPLIER RELATIONSHIPS



Glenda Thomas, Supplier Diversity Manager with Southern Company (the parent company to Alabama Power) is responsible for managing key supplier diversity initiatives and leading teams across Alabama Power, Georgia Power and Mississippi Power. She was responsible for a supplier conference recently, and her desired outcome was to engage her diverse crowd of professionals from all different sectors. She wanted discussions on how similar they all were, and to begin valuing each others’ strengths and power in doing business with each other.

Glenda took full advantage of the icebreaker question portion of Mixtroz, using a few preset questions but developing a lot of her own to fit her exact agenda. Says Glenda, “We had great directed conversations curated by Mixtroz! Using this technology platform, we achieved lots of

participant engagement and laughter. The natural flow of communication - that was the highlight of using Mixtroz for our event.”

Glenda shares that at her vendor diversity event, people were highly engaged, and those conversations produced fruitful results to strengthen business relationships. “Mixtroz also facilitated brand-new relationships without the pain of nervousness, shyness, and the general tension that comes with traditional networking and breakout sessions,” continued Glenda. “You know the gaps in conversations that tend to happen with introverts and extroverts? Mixtroz helped smooth those over with icebreaker questions that had people talking about serious and fun topics at the same time. It was therefore easy for each personality type to feel like they had something meaningful to contribute to the conversation.”

MIXTROZ AND EXTERNAL EVENT PLANNING: THE ESSENCE FESTIVAL

Rashada LeRoy of **LRY MEDIA GROUP** and Ernie Williams of Alabama Power recently experienced the Mixtroz platform in a unique way. They held an event called “She. Is. Ready.”, and its purpose was “Celebrating Black Women in Technology.” Held in New Orleans and hosted by Bronze Valley, this event featured many black women techpreneurs and highlighted their achievements. Both Mixtroz co-founders Kerry Schrader, CEO, and Ashlee Ammons, President were asked to speak at two different portions of the Essence Festival. First, they participated in a panel discussion alongside Candi Castleberry-Singleton, Twitter’s VP of Diversity, hosted by the Women’s Business Enterprise Council (WBEC) on the topic of “Women in Technology” on July 4. The next day Schrader and Ammons were also featured guests and speakers at the “She. Is. Ready.” portion of the Essence Festival mentioned above.

Rashada LeRoy, owner and founder of LRY Media Group and the event’s planner actually ran a Mixtroz “mix” during their event, so that the attendees could experience the Mixtroz app first hand, while also learning more about the app for their own future events. According to Rashada, “The goal of the meeting was for people to network and we feel that was truly accomplished. We had a lot of other corporations and executives who attended and we also wanted them to understand how the platform worked, in hopes that they walked away from this event with a better connection to this elite audience of which they were a part.”

Even though Mixtroz senior management was in attendance, no one from the company is required to run events. Event planners handle the pre-event setups and run their events through their own

personal console. When asked about her favorite part of using Mixtroz, Rashada said, “The questions we both created ourselves and chose from the Mixtroz library of template questions were designed to be fun but also engaging. We didn’t want people to feel like this was a simple icebreaker but more like experiencing really impactful technology.”

Ernie Williams with Alabama Power also added, “While our primary aim was to support and create connections, the data that we gathered during the event using Mixtroz will help us in planning future events with similar aims. **AND IT SHOWS US THAT THERE IS A WIDER USE CASE FOR THE SOFTWARE BEYOND TRADITIONAL CORPORATE NETWORKING ENVIRONMENTS.** We’ll draw from these insights to inform many more events ahead.”



ATTENDEES POSE FOR
PHOTO AT BRONZE VALLEY EVENT



MIXTROZ FOUNDERS WITH JOHN HUDSON III,
EVP CHIEF EXTERNAL AND PUBLIC AFFAIRS OFFICER,
SOUTHERN COMPANY

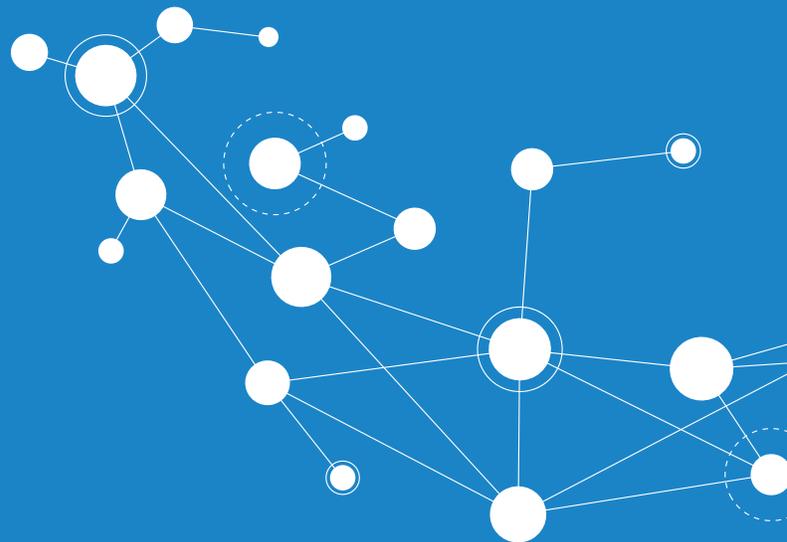
The highlight of the event was a story about an amazing connection that came about as a result of the Mixtroz “mix.”

K-Rob Thomas, Alabama Power’s Power Delivery General Manager, participated in the event and the subsequent mix of small group breakouts. He tells us that the morning prior to the Bronze Valley event, he was lucky enough to have breakfast with an Alabama judge. He tells us, “Ironically enough, during the Mixtroz session, a young lady in my group expressed a desire to meet that same judge, who had been the inspiration for the pursuit of her juris doctorate degree. She stated she had been working on how to approach the judge for a meeting and to seek guidance/mentorship for her path forward.” Of course, neither of them had met before, so she

had no idea that this fortuitous connection would ultimately attend the same event. K-Rob was able to connect this young lady to the judge with whom he had breakfast that very same day, and “it was an amazing moment that was truly touching for her,” according to K-Rob. He tells us that she did indeed meet her idol because of Mixtroz, and she was extremely emotional after that chance encounter!

Mixtroz hears about these types of chance encounters that happen during their mixes time and time again. Of course, it is natural for powerful connections to be made using Mixtroz and its powerful algorithm that assigns and puts attendees in purposeful groups that are designed to make those valuable connections.

And for enterprise event planners, the opportunity to gather meaningful data is golden - data that can later be applied back to the organization for decision-making opportunities and also to plan more meaningful events in the future.



ABOUT MIXTROZ

Mixtroz is an event management platform that engages and improves events for attendees while collecting data for our event hosts - a 360-degree ROI. Users download an app, complete a virtual name tag and survey customized by the host. At a predetermined time, the platform simultaneously matches attendees and guides the curated group connection experience IN REAL TIME! While the attendees "mix" the organizer gains the visualized survey data collected from the interactions which can be used to drive future marketing and programming decisions. Mixtroz can be up and running at your enterprise or organization in no time at all. To get started working less and innovating more, visit Mixtroz at www.mixtroz.com, or contact us [here](#).



THE ONLY WAY TO INCREASE ENGAGEMENT
& COLLECT DATA IN REAL-TIME

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