

CorrectionsOne Creates Custom Webinar, Infographic for Kronos

Background

Kronos is the global leader in delivering workforce management solutions in the cloud. Tens of thousands of organizations in more than 100 countries - including more than half of the Fortune 1000® - use Kronos to control labor costs, minimize compliance risk, and improve workforce productivity.

Challenge

Kronos wanted to reach a large segment of the Corrections community to learn more about the workforce management issues they commonly face and where efficiencies could be implemented at their facilities. Prior to leveraging the CorrectionsOne network Kronos only had access to a limited internal network of correctional personnel and desired more recent data and content that supported the value of their products.

Solution

Kronos approached the Praetorian Group to assist with both reaching the Corrections market and gaining insight into how facility personnel use workforce management tools on a daily basis.

The Praetorian Group developed a multi-faceted campaign that included a survey to collect market feedback on workforce management practices/challenges, an [original article](#) discussing the data of that survey as well as first person interpretation from a facility decision maker and then finally a [live webinar](#) where the author of the article presented all relevant points of the previous campaign pieces and fielded questions from users.

Each phase of the campaign was promoted across the CorrectionsOne network. Following the market survey the results were presented back to the same respondent audience using the expert article as well as a [custom infographic](#) that displayed key data points. This campaign was an effort to both solicit feedback from our CorrectionsOne users on a topic that affects their daily productivity, and then present back the response in a way that would improve that productivity.

Results

There were 200 responses from the market survey on workforce management, with over 60 live participants for webinar event. Kronos was able access the niche market of corrections workforce managers with updated data and content to expand their customer base.

Having an industry partner like The Praetorian Group allows us to inspire all segments of the public safety industry to look at their workforce management processes in a new way and consider adapting technology that can make their jobs easier.

- Marie Salcedo, Industry Marketing Manager



For more information, please call (415) 962-5916 or email Sales@CorrectionsOne.com