

A platform for carrying out a charity auction

COMPANY



CHALLENGE

The Komputronik company, which has been successfully organizing an annual charity event for several years, faced the challenge of adapting it to the changing reality caused by the COVID-19 pandemic. Traditional, stationary forms of bidding during the company Christmas Eve were no longer possible, so it became necessary to find an effective online tool to conduct the action. An effective tool was needed that would allow for efficient auctioning of items donated to a person in need who is an employee of the company.

SOLUTION

The solution was the KupTam.pl auction platform, which enabled the company to conduct a charity event online. Thanks to this tool, employees could put up various services and items for auction, as well as purchase "bricks" to support charity campaigns. The campaign lasted about two weeks and took place before Christmas, which further emphasizes the spirit of cooperation and common help. Thanks to KupTam.pl, Komputronik employees gained an internal charity sales channel.

BUSINESS EFFECT

Thanks to the jointly carried out project, we managed to obtain a significant amount of money to support a Komputronik employee. These charitable events provide employees with the opportunity to engage in meaningful and positive activities beyond their regular job responsibilities. Collaborating on charity auctions or events helps build teamwork and cooperation between employees from different departments or teams. This often leads to improved communication and working relationships within the organization.

Project in numbers

- **270+** employees took part in the campaign
- The entire charity event lasted **2 weeks**
- **60** items up for auction

About the client

Komputronik S.A. is a Polish chain of stores offering, among others: computer equipment and household appliances and electronics. The company was established in October 1996, when it opened its first store in Poznań.

Cooperation with INNOKREA is pure pleasure. INNOKREA implemented an auction system for us very quickly, professionally and reliably. Komputronik employees could easily use this tool without any training. We recommend cooperation with INNOKREA!

Magdalena Reclik

Training and Project
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