NEWS RELEASE

# WIN CITY: DICK’S ATHLETE ENGAGEMENT TEAM HONORED IN LAS VEGAS

7/20/2022

Our team took home the award for Best in Class Remote Contact Center, while Shana Kelly was honored as the Next Generation Leader.

## For the DICK'S Athlete Engagement team, what happened in Vegas didn't stay there.

It gave us something to celebrate throughout the company.

For a group that's all about rewriting the playbook, the Athlete Engagement team saw its efforts to elevate the athlete experience rewarded at the Customer Contact Week awards ceremony held at Caesars Forum in Las Vegas.

DICK'S was honored as the Best in Class Remote Contact Center and senior director Shana Kelly won the Next Generation Leader award. The Best in Class Remote Contact Center award honors "...exceptional operational performance and a customer-centric organizational culture."

“It’s super exciting to be recognized externally in the industry and for the team to get this very well-deserved recognition,” said Scott Casciato, vice president of omni fulfillment and athlete engagement. “The focus that we’ve had on our experience across all levels including hiring, training, execution and all that

surrounds it has made a difference."

DICK'S was a finalist and received honorable mention in several categories, including Best Contact Center Culture and Best in Class Contact Center. Sara Bahl, senior manager of Athlete Engagement, was a finalist for Contact Center Leader of the Year.

The event was hosted by Customer Practice Management (CMP) for brands and vendors to come together and mindshare on best practices in the contact center space. The event focused on innovative tech solutions, AI and automation, employee and customer engagement, and operational strategy.

While it was impossible to bring the entire team along for the trip (we needed to continue that award-winning engagement, after all) they were there in spirit courtesy of custom shirts with the name of every teammate printed on the back. The shirts were a nod to the group's mantra, "We are one team".

Pictured from L-R: Adam Yingling, Sara Bahl, Corey Sinetar, Austin Freeman, Shana Kelly, Hannah Ramsdell

"The best part was sharing the news of the awards with the team that makes it happen day in and day out," said Shana Kelly. "Our goal was to become a leader and an innovator in this space. We wanted the entire team to know they were there with us when it happened. To have three separate service teams and hundreds of teammates across the globe work together to make this happen, it's incredible."

In addition to those awards, the DICK'S team made an impact in other ways. On the first day of the conference, Shana, Sara and senior ecomm experience strategist Hannah Ramsdell connected with other women in the contact center space on how to create a diverse and inclusive contact center environment.

Later in the week, Hannah and Shana joined the main stage in style sporting their Pittsburgh Steelers jerseys to talk about Gig CX and warm up the crowd for sports commentator Erin Andrews.

Shana, left, and Hannah on stage.

Shana joined the stage on other occasions, including a panel with moderator Rebecca Jarvis of ABC News titled, "How to Boost Employee Engagement and Improve Retention Through Active Listening." Shana then closed out the conference with fellow award-winning panel leaders to discuss what makes DICK's Sporting Goods' customer service special.

Before the team headed back to Pittsburgh, they made sure to add in one last adventure – a ride on the Big Apple Coaster to celebrate.

Shana, Sara and Hannah got in one last thrill before heading home!