

Nomination: 8809

Round Room

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**Page: General Information**

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

**Name of Organization/Company**

Round Room



**Additional Contacts**

I do not wish to list additional contacts

**Page: Entry Information**

**Entry Title**

Round Room

**Category**

A01 - A31 Employer of the Year > A27 - Employer of the Year - Retail

**Employer of the Year Submission Format**

Written Answers

**a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required**

Round Room is a leading management company in the wireless retail industry. The company operates as one of the largest Verizon Authorized Retailers in the United States through its TCC (The Cellular Connection) and Wireless Zone brands, spanning over 1,300 locations across 43 states. With a mission to make employees, customers, and communities better, Round Room combines scale with soul, emphasizing its five promises: care, connect, be authentic, inspire and drive business.

Beyond wireless, Round Room is a values-driven organization known for its social impact initiatives. The company launched the Culture of Good® movement, embedding community giving and purpose into the fabric of daily operations, and supports philanthropic outreach through TCC Gives and Wireless Zone Gives. Since its inception, Round Room has focused on aligning business goals with social responsibility to positively impact communities nationwide, with their financial contributions reaching \$9.5 million to various nonprofit organizations.

This commitment has earned Round Room national recognition, including Inc.'s Best in Business (2022 - 2024), Glassdoor's Best Places to Work (2024), and USA Today's Top Workplaces (2021 - 2025). These honors reflect the company's consistent excellence in employee engagement, customer connection, and community investment.

**b. Outline the organization's employee-relations achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required**

Since the beginning of 2023, Round Room has expanded its investment in employee well-being, growth, and inclusion. A cornerstone of this effort is the continued evolution of CORE Groups—employee resource groups focused on identity, interest, and professional development. Now representing nearly a quarter of the workforce and backed by executive sponsors, CORE Groups foster respect and engagement, providing diverse employees with outlets to share interests and cultures, and advising leadership on improving company practices.

These groups facilitate open and honest dialogue between employees and management. Some groups include The B.A.R.R. (The Black Alliance at Round Room), the Circle of Influence (a women's development group), and S.A.G.E. (Sexual and Gender Equality).

Round Room's people-first culture has earned it several workplace accolades, including Glassdoor's 2024 Best Places to Work and Top Workplaces USA 2023, 2024, and 2025, where it also received Culture Excellence Awards for Leadership, Innovation, Compensation & Benefits, and Purpose & Values.

In addition to benefits and engagement, Round Room encourages purpose-driven work through its Culture of Good® platform and related paid volunteer time, ensuring employees are empowered to support causes they care about. In addition, employees are encouraged to nominate organizations close to them for the opportunity to receive various grants.

These initiatives collectively contribute to a 89% employee retention rate in Q1 of 2025, an outstanding benchmark in the retail industry. Round Room's approach demonstrates that even in a high-turnover sector, prioritizing holistic employee support and purpose-driven work can drive loyalty, performance, and satisfaction.

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). Required**

Round Room's employee-focused strategies are exceptional within the retail and wireless industries, which are known for high turnover and limited development pathways. In contrast, Round Room achieved an outstanding 89.3% retention rate in Q1 of 2025, far surpassing industry benchmarks by focusing on purpose, inclusion, and meaningful investment in people.

What sets us apart is how culture, community, and career are fully integrated into the employee experience. While many organizations silo CSR or treat ERGs as optional, our CORE Groups are embedded in company culture and strategy. These groups shape direction, foster mentorship, and empower employees to be change-makers.

When employees feel valued, customers feel it too. Our customer experience is best-in-class, with both TCC and Wireless Zone maintaining a 4.9 average Google review score. TCC has been named Verizon Agent of the Year three years in a row, with Wireless Zone earning second place due to our excellent sales performance.

Our Culture of Good® movement goes beyond traditional giving by weaving social impact into every role, supported by paid volunteer time, local grants, and service recognition. This redefines our workforce not just as sellers, but as community leaders.

In an industry often focused solely on sales metrics, Round Room has become a blueprint for holistic, people-first business. National recognition from Glassdoor, Inc., and USA Today affirms the sustainability and uniqueness of this model—not just as a campaign, but as a culture. While others aim to reduce churn, Round Room builds careers with purpose—and the difference shows.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

[REDACTED]

[REDACTED FOR PUBLICATION]

[REDACTED]

**Would you like to add an additional webpage link?**

No

**Supporting Document**

No File Uploaded

**Would you like to add an additional supporting document?**

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