

CONCORD HOSPITALITY

Case Study

150 Properties | More than 5,600 Employees | 105 Countries

On the Mission to put People first

With an expanding portfolio and employees across nine different regions, Concord Hospitality had to make sure it was able to maintain consistent messaging across 150 properties and 5,600 associates – most of them in frontline jobs, and front desk teams. Despite all of their communication efforts, Concord was still not consistently reaching 70% of its workforce.



„The biggest advantage of **Beekeeper** is the ability for each of us to **see the other in a very authentic, transparent and real way**, which is what creates relationships. And **relationships** and that kind of authenticity **help us to be an organization that is full of innovation** and ideas and success. And it's **driven by our frontline workers.**”

Debra Punke, Chief Human Resources Officer

BEFORE

- **Antiquated communication**
relied on in-person and bulletin boards
- **Fractured messaging**
couldn't reach everyone all at once
- **Language barriers**
hard to share messaging with multilingual workforce

AFTER

- **Mobile-first solution**
real-time connection with the frontline
- **Consistent messaging**
5,600 associates all on one platform
- **Reach everyone**
every associate can communicate in their preferred language

Beekeeper has become a One-Stop Employment Shop for Concord Hospitality

Company documents, systems, and procedures are consolidated and easily accessible on the app. Workers can directly access policies, take surveys, and send and receive messages.

Having a centralized hub that everyone can access on their mobile device has supported Concord's growth. When the company acquires a new hotel and a whole new team, they're activated on Beekeeper and immediately connected to the entire organization for a seamless transition into the Concord family.

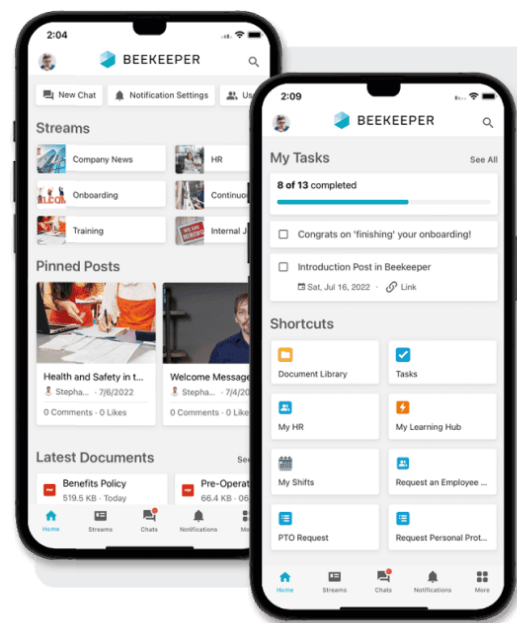
Concord uses the platform to boost engagement. Workers are publicly celebrated and recognized for their successes. Opening up communication has created a fully-connected organization and eliminated barriers between the frontline and leadership. It also created a home for Concord Groups

where associates have a place to connect with one another based on their backgrounds and common interests. „C Groups“ can share information with their colleagues which foster a culture built on relationships and understanding.

Another unexpected benefit for the company: When the COVID-19 pandemic hit, Concord had to lay off 5,000 associates. But with Beekeeper, they stayed in touch with these workers throughout the pandemic. This constant communication, engagement, and transparency put workers' minds at ease during a tough time. Now, as the company rebuilds its workforce, Beekeeper's been a big part of welcoming people back home to Concord.

Beyond expectations: **75% activation within three months, the mobile collaboration tool was all the buzz.**

All those hard-to-reach workers were suddenly all together in one place and easily reachable in real-time. Better communication has led to higher productivity and greater efficiency. The ability to connect workers to Concord's purpose, values, and philosophy has turned associates into business partners, and providing workers with a platform for education and better communication has boosted productivity and fueled innovation.



Beekeeper is transforming the way frontline businesses work.

Our mobile-first platform helps companies ditch paper and manual processes to improve employee engagement, retention, and performance. [Learn more at beekeeper.io](https://www.beekeeper.io)

