



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.

150
Properties

More than 5,600
employees

105
Countries

BEFORE

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

AFTER

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

“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

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.

Bridging the language gap

When you have a diverse multi-cultural organization, removing communication barriers is essential. Beekeeper's inline translations is enabling Concord Hospitality to translate content in employees' preferred language with a simple click. **Inline translation supports more than 200 languages**, and it empowers every single employee to communicate with one another, minimizing the overhead for management to make content accessible for employees of all backgrounds and raises productivity and engagement. Inline translation has also helped promote workplace diversity and a strong corporate culture rooted in connectedness.

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.

