

“ I can only recommend Beekeeper as an internal communications tool.

Christoph K. Franzen, General Manager, Grand Hyatt Doha



Beekeeper has connected over 600 employees, improving internal communication and engagement.

Industry: Hospitality

Employees: 600

GRAND | HYATT™
DOHA

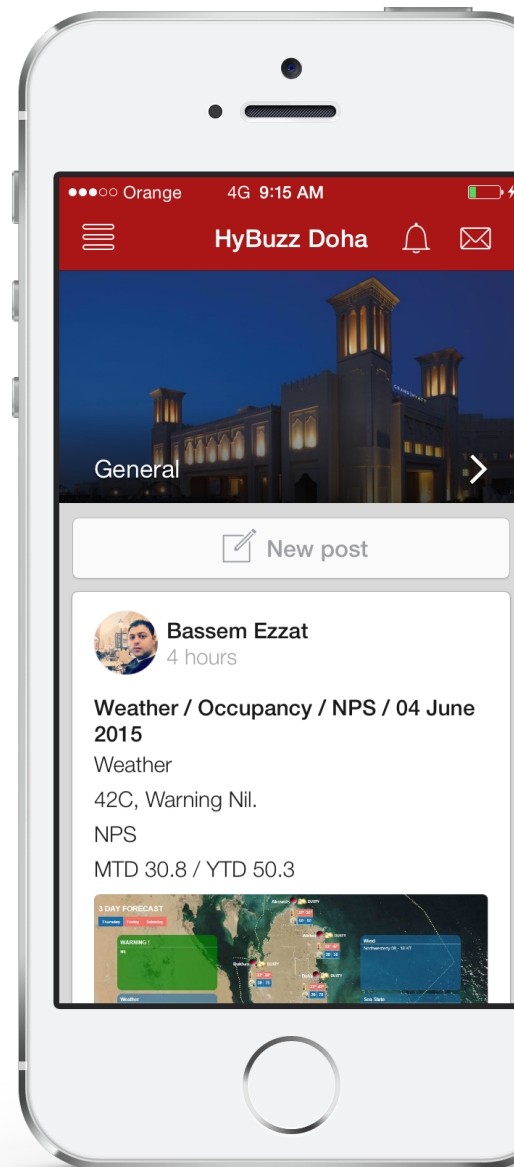
Synopsis

Grand Hyatt Doha is a 5-star luxury hotel in Qatar. Maintaining a 5-star guest experience is essential to their business. They needed a way to **ensure that each of their 600 employees, from management to service staff, was always up-to-date and well-informed about operations.** However, they lacked an efficient way to reach everyone. Their employees were disconnected, resulting in impaired operational efficiency and reduced service quality.

They needed a single, company-wide internal communications system that employees would be excited to use.

Their solution was Beekeeper, the mobile and desktop communications platform that connects all of their employees. They are able to easily reach employees individually or collectively, wherever they are and at any time, even without an email address. They can communicate information, delegate responsibilities, and educate people on new procedures. Employees can also interact with one another by sharing messages and photos. By naming their custom Beekeeper app “HyBuzz”, after their brand, and using the corporate design, employees feel more connected to one another and to the hotel. Grand Hyatt Doha is now benefiting from their increased engagement and quality of work.

With Beekeeper, Grand Hyatt Doha has improved management, operations and created a communication culture in line with their employees’ lifestyles and preferences.





“I have been in the hospitality industry for more than 20 years and I've never seen a tool like this and all the options that Beekeeper can provide us in our guest experience enhancement.”

Xavier Halbi, Director of Rooms, Grand Hyatt Doha

The Challenge

- Keeping 600 employees well-informed, enabling them to deliver superior service to hotel guests.
- Most employees had no email address, computer, or desk
- Most employees are spread out over the whole property without an easy way to communicate.

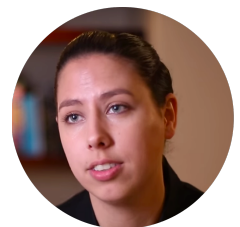
Why Beekeeper

Grand Hyatt Doha's communication solution had to be digital, social, and mobile for the following reasons:

- **Digital:** To increase the efficiency of communicating with many employees, to measure and analyze engagement, and to allow easy sharing of links, files, photos and other visual material, the solution had to be digital.
- **Social:** They needed to encourage employee interaction and engagement to create a sense of community among staff, and increase engagement and quality of work. A social platform allowed us to achieve this while supporting the social media habits employees already have.
- **Mobile:** It was imperative to reach every staff member, and mobile was the only solution since most of the employees were operating without desktop computers and email addresses.

“Beekeeper has made our job easier because everybody has their phone with them all the time, so we can communicate in real time, anytime.”

Danita Vancharldorp, Director of HR, Grand Hyatt Doha



As an alternative to Beekeeper, Grand Hyatt Doha considered using WhatsApp groups, since employees had started using them on their own before Beekeeper. The problem with these groups was that they were disconnected between departments, which limited management's ability to take action and address employees' concerns.

Beekeeper was the solution, and created a **custom-branded mobile company-wide communications platform** for Grand Hyatt Doha.

Beekeeper made it possible for both individual departments and the whole company to have groups on the same platform and communicate consistently.

Strategic Roll-Out

For the solution to work, Grand Hyatt Doha needed as many employees on the platform as possible. Beekeeper assisted them in creating and executing a unique strategic roll-out:

- Early February 2015, they activated 40 employees to the system. After confirming the system's utility and popularity, they added more users. By the end February, 176 users were connected.
- In June 2015, to further increase the rate of adoption, a roll-out event was held during Ramadan, a time when hotel activity was low, so employees had more time to learn and explore the platform. By July 2015, 430 employees were connected.
- Knowing that not all employees have smartphones, Grand Hyatt Doha installed computer kiosks, where employees can log in and access Beekeeper's web platform.
- Televisions were set up to display the automatically-updated slideshows of the latest posts and photos from Beekeeper. Employees were kept up to date and it created awareness for non-users.
- Employees can login to Beekeeper with their employee ID, eliminating language barriers for staff not used to the Latin alphabet. Additionally, Beekeeper's interface uses symbols and icons to make posting and liking photos easy, regardless of language.
- Senior leadership led by example and championed the platform by migrating their everyday mode of communication to Beekeeper and engaging teams with interesting posts.
- To increase platform activity, in August 2015, Grand Hyatt Doha's General Manager launched a selfie competition on Beekeeper, offering a prize to the employee whose photo received the most likes.



"Beekeeper allows us to streamline communications and channel information appropriately. It lets us engage, poll and act accordingly. I can strongly recommend Beekeeper as an internal communications tool."

Christoph K. Franzen, General Manager, Grand Hyatt Doha

The Beekeeper Effect

With Beekeeper installed and in daily use, Grand Hyatt Doha's communication was improved by:

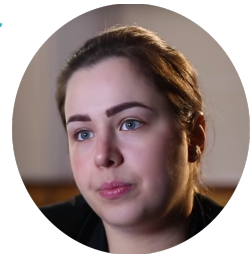
- Sending company-wide automated messages, coordinated with times of high user activity on the platform.
- Sharing photos to communicate tasks faster and more accurately.
- Posting information in a central, universally-accessible place.

Adoption & Reach:

- As of June 13, 2016, almost 90% of Grand Hyatt Doha's employees have joined Beekeeper.
- More than 25 teams have their own communication streams on Beekeeper. Employees are collaborating within their teams and with different departments on 9 joint streams.
- The number of WhatsApp groups has already been more than halved from 30 to 12 as employees switch to Beekeeper.

“I'm able to see the analytical side of how engaged our employees are. You can see who is active, who is inactive, who's engaged. You can see how they access the data. So there's a whole wealth of information.”

Rama Jabban, HR Assistant Manager, Grand Hyatt Doha



Efficiency & Time Saving:

- Management now has direct contact to service staff. Previously, instructions had to pass through up to two other managers or supervisors before reaching the designated employee.
- Managers have more time to interact with guests, as well as supervise and coach employees. The Grounds Manager reports that, since introducing Beekeeper, the time he now spends per day on the floor has tripled from 25% to 75%.
- Staff take photos of items that require repair or servicing, and share them instantly with the relevant employees through Beekeeper. As of June 2016, over 1200 such posts related to operations, engineering and repairs were shared among departments.
- Managers spend less time on email. The Director of Rooms, who manages about 300 employees, reduced the time he spends on emails by 50%.
- Company and department specific information, such as names and photos of VIP guests, guest satisfaction surveys, and weather reports, are shared daily on Beekeeper, eliminating the need for special bulletins or emails.
- Unpredictable absences, for example due to illness, are easily communicated, and the vacant shifts are quickly restaffed.



“The biggest impact of Beekeeper was very clearly the time-saving aspect and the organizational aspect. So much less meetings, much more focus on quality.”

Christoph K. Franzen, General Manager, Grand Hyatt Doha

Engagement & Satisfaction:

- **Beekeeper has been adopted and is used by employees from all levels:** The most active posters are the General Manager and the Director of Rooms, while 56% of all employees contribute actively with likes and comments. Communication is not merely top-down, but bottom-up and peer-to-peer.
- On average, employees generate nearly 100 posts per week, and the posts generate over 65 comments per week on Beekeeper.

- The top post to date has been read by over 400 users, and the most liked post received over 200 likes.
- The selfie contest hosted by the General Manager went viral in the hotel: In August 2015, the number of active users spiked from 200 to 595.
- During the selfie competition, the General Manager sent out a series of Beekeeper-automated messages to all employees to engage them and inform them of best practices. Each of the 16 unique scheduled messages was read by 49% or more of the hotel's employees.
- 2-3 times a week, the Director of Rooms shares articles on self-improvement, management styles, and communication with employees on Beekeeper. In fact, the practice is so popular that when the Director doesn't share for a week, his colleagues go to him in person to ask if something is wrong and to see why he has stopped sharing his engaging articles!
- In the 12 months since introducing Beekeeper, employee satisfaction has risen from a score of 4.3 to 4.4 out of 5.

*Want to hear what Grand Hyatt Doha executives and staff have to say about Beekeeper? **Check out the testimonial videos and learn how Beekeeper has impacted their daily work:***

Employee impact: <https://youtu.be/JYE1XnAvsAA>

Operations impact: <https://youtu.be/00CQlOFOQt0>

About Beekeeper

Beekeeper is the leading Swiss enterprise software provider of cloud solutions for web and mobile communication. Our software-as-a-service platform helps organizations to communicate and engage with their workforce through their own mobile application in a secure and exclusive way. Organizations can spread internal messages, promote bottom-up communication, gain insights and measure the impact of their messaging. For more details visit www.beekeeper.io