



## Case Study





## About

Christian Living Communities (CLC) is a Colorado-based non-profit committed to enhancing the dignity and quality of life for older adults through the cultivation of strong communities and thriving living environments. With 630 team members reporting to 11 different locations, CLC's ecosystem of communities requires robust internal communication to serve their team.

Due to the demanding nature of the work and the focus on personal connections between residents and those who serve them, most team members don't work in an office or at a desk. Effective communication using multiple channels is essential to ensure high levels of engagement. Because of this, employee engagement is a metric the CLC leadership team has always considered a core focus for their organization. In fact, CLC appointed a Director of Employee Engagement, Kelly Denning, to drive employee programs that uphold the company's strong values.

When communication continued to rank low on monthly employee engagement surveys, management sought to digitize the information previously posted on bulletin boards or through in-person staff meetings. CLC adopted Beekeeper as their digital workplace tool in 2017 for its Denver Metro area owned locations. Since their initial pilot rollout of Beekeeper at CLC's Holly Creek location, many positive changes have helped keep employees

engaged and in touch with the CLC philosophy of compassionate service and care within their communities. As with many Beekeeper clients, some of these changes were highly anticipated, and some completely unexpected.



**Kelly Denning**  
Director of Employee  
Engagement

*"In employee feedback surveys, we always found communication ranked lowest no matter when or how we asked it. We looked at email addresses for everyone, but didn't have the infrastructure to support it."*



## Challenges

Prior to adopting Beekeeper, there were several pain points that CLC's leadership team and team members experienced throughout their shifts on a day-to-day basis. As a company that provides 24/7 service to residents and clients, access to real-time communication is a non-negotiable. Since **80% of CLC's workforce does not work at a desk**, the lack of mobile communication channels emerged as a clear hurdle.

Before exploring mobile communication options, employees relied on bulletin boards, email for the 20% of employees who had it, and in-person meetings. While CLC did have an intranet in place to share information, it was inconvenient for many employees to access during their shifts.

Beyond communication challenges, there were several operational elements of the organization that needed to be streamlined. Swapping shifts was executed on an ad hoc basis and not recorded properly. In addition, employment-related documents and forms like W2s were clunky to distribute without a centralized digital space that both office and frontline employees had quick and easy access to.

Senior staffers at CLC reported that these pain points experienced in the realms of communication and operations were impacting employee



*"One of our challenges has been communicating with team members who work outside of our normal business hours, such as our overnight shift and those who only work on the weekends. We could hang up paper notices, but it was difficult to follow up with them to see if they had read and understood the information."*

**Stormie Foust**

Administrative Coordinator



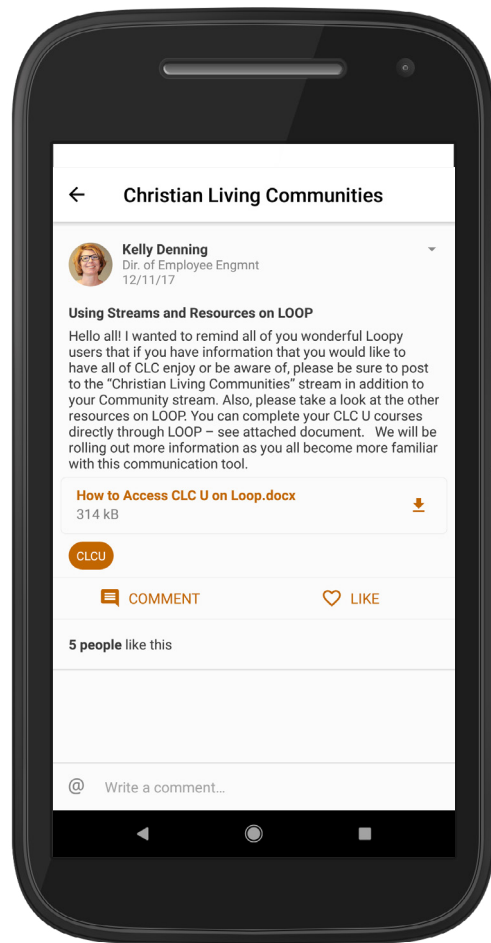


retention, which is a big deal for an organization whose mission is deeply tied to core business values of love, compassion, respect, integrity, and leadership. All things considered, CLC leadership knew that in order to unify company culture and deliver care at the high standard to which the CLC community holds itself, they would have to adopt a mobile tool to bring employees under a single digital roof.

### Goals

- Improve internal communication
- Increase employee retention
- Unify employees in the office and on the resident floor
- Open communication stream between day and night shift employees





## Solution

After its successful implementation at the Holly Creek location, CLC rolled out Beekeeper's internal communication platform at 6 of their 11 locations in the Denver Metro area. The Christian Living Communities team refers to the Beekeeper app as "CLC Loop," a nod to their company logo and cohesive culture.

To launch Beekeeper to the whole team, management used QR codes in the Beekeeper app to allow for efficient mobile onboarding. Jayne Keller, Executive Director of Holly Creek, hosted launch parties with raffles and prizes to reward employees who embraced the team communication app and championed its usage to others. In addition to internal launch events, their designated Beekeeper Customer Success Manager hosted multiple webinars to further acquaint employees with the digital workplace tool.

## Uniting Office and Field Employees

As previously mentioned, one of the biggest internal communication challenges CLC faced before adopting Beekeeper was the lack of a mobile, digital forum where shift employees working in both the day and the night



*"The biggest improvement we have experienced is a big reduction in the amount of time we spent following up on communications. Now we can post meeting reminders and training and see that our team members from those shifts are engaging with it."*

**Stormie Foust**

Administrative Coordinator

could connect directly with colleagues in the office. Adopting Beekeeper fixed this problem by giving all employees 24-hour access to their team members.

As a values-based organization, Beekeeper also helps employees at all levels maintain a constant connection to the core business values. To help reinforce these tenants, CLC's employee engagement team launched a program called "Promise" within Beekeeper. "Promise" features one of these values each week, sharing examples of how employees are walking the walk and upholding the CLC mission.

Previously this program was conducted via email, meaning that the 80% of employees who do not have company email addresses could not participate. The CLC workplace app allows programs like "Promise" to be instantly pushed out to colleagues at every location, regardless of whether they work in an office or on their feet.

### **Streamlining Operations**

In addition to connecting employees through open real-time communication channels, Beekeeper has transformed many aspects of CLC's operational functions. Shift swapping, job fair postings, advertising benefits, recruiting,

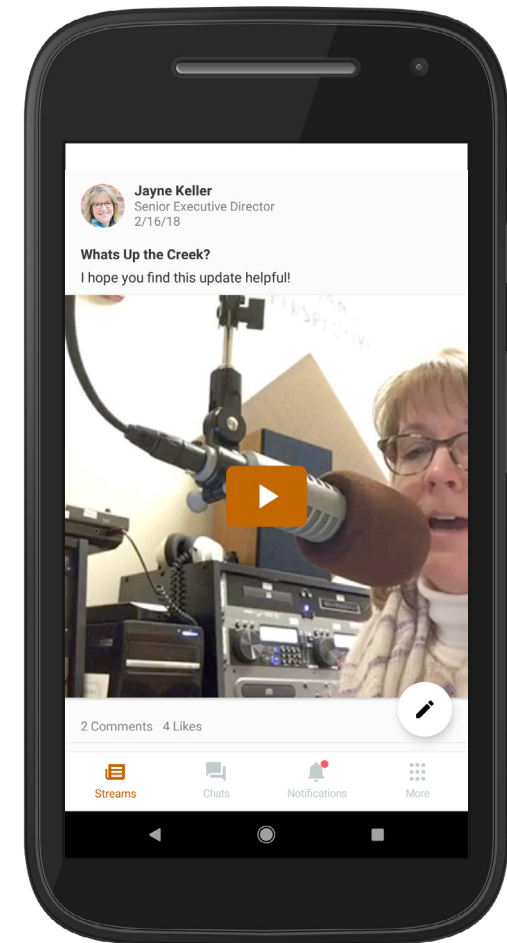


online training materials, and team voting now all live in their respective communication streams in the app. Weekly “State of the Union” announcements are now recorded and shared on Beekeeper using the mobile video upload feature. Processing and distributing paperwork like W2 forms requires just one swift digital deployment as opposed to tracking down each and every employee via phone or in person.

As caretakers of senior residents, safety is another huge priority. With Beekeeper, employees are able to quickly disseminate all emergency preparedness instructions and alerts. As a Colorado-based company, this comes in handy specifically for severe weather alerts. Maintenance teams also log items such as a fire alarm status and other crucial facility items that employees at all levels should be aware of.

### Beekeeper Effect

Management reported that the solution has helped bring all of their personnel and paperwork under one easy-to-use interface in an intuitive way. And they find the analytics dashboard is a great operational tool to enhance their engagement and adoption. There were also two important corporate culture improvements that emerged with CLC’s transition to Beekeeper: increased employee engagement, and the ability to recognize superstar employees through image sharing and real-time messaging.





### **Celebrating Employee Engagement**

While improvements to internal communications and operations were anticipated with the adoption of Beekeeper, there were some unexpected results that came out of adopting the technology. People began to notice a distinct uptick in employee engagement among team members who had previously been reluctant to share input in front of the entire staff.

For more reserved employees, Beekeeper gave them an opportunity to share their thoughts digitally, liking and commenting on company posts and letting their personality shine without getting nervous about verbal participation in large meetings. Having these shyer individuals come out of their shells through the Beekeeper team communication app was an added plus.

### **Recognizing Superior Performance**

When CLC rolled out Beekeeper at their Holly Creek location, some of the quickest and most enthusiastic adopters came from unexpected places. As the Beekeeper programs ramped up, housekeepers were among the most engaged employee populations in the organization's entire network of communities. Seeing this high level of digital engagement from employees who normally are on their feet all day allowed members of the leadership team to publicly acknowledge the quiet work heroes.

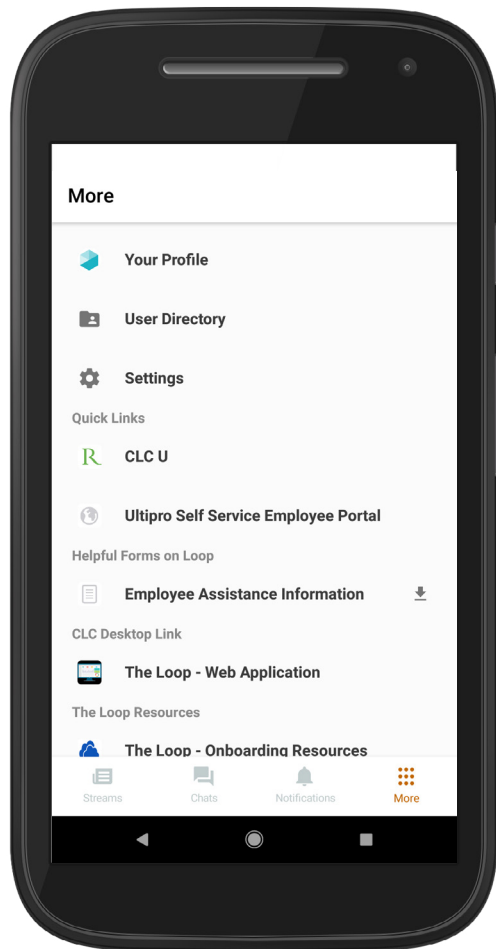


*"What continues to delight me is that our team members who are our quiet heroes are becoming known through their posts. With Beekeeper, we've been given a whole new way to recognize them in a way we couldn't before."*

**Jan Roth**

VP of Talent Resources





## The Future

As Christian Living Communities continues to ramp up digital communication programs for its employees through the Beekeeper platform, there are many integrations they plan to pursue. Integrations will allow CLC to merge their existing HR systems with the digital platform.

They are currently working on an integration with Ultipro, an HR software product that will work within Beekeeper to eliminate the double work of updating employee information in both systems. Syncing these systems will also help digitize any and all paperwork, ranging from PTO requests, resetting digital password credentials, payroll, and communications with HR. They also plan to integrate with Kronos so employees can clock in and out directly through the app.



## About Beekeeper

Beekeeper is an award-winning digital workplace app that digitizes the non-desk workforce by connecting operational systems and communication channels within one secure, intuitive platform. Beekeeper connects colleagues across locations and departments in real time via mobile or desktop devices, and includes an intelligent dashboard to help companies improve internal communication and streamline business processes. Secure, automated, and relevant information is readily distributed, searchable, and measurable in one central hub for an efficient digitized workflow. The company is based in Zurich and San Francisco and supports users in more than 130 countries.

Get a Free Demo

For more information, visit [www.beekeeper.io](http://www.beekeeper.io)  
and follow us @BeekeeperSocial.

