



## Case Study





## About The Chalhoub Group

The Chalhoub Group has been the leading partner for luxury across the Middle East since 1955. As an expert in retail, distribution, and marketing services based in Dubai, the Chalhoub Group has become a major player in the beauty, fashion, and gift sectors regionally.

By blending its Middle East expertise and intimate knowledge of the luxury market, the Chalhoub Group is building brands in the region by offering service excellence to all its partners and a unique experience to its customers. The Chalhoub Group is moving fast from a traditional distributor and retailer for luxury in the Middle East, to a hybrid retailer bringing luxury experiences to customers worldwide.

The Chalhoub Group employs over 12,000 employees across 14 countries, and around **75% of their workforce are frontline employees.**

## Challenges

Sarah Cousin, Chalhoub's Head of Internal Communications, had the mission in 2018 to **improve communication with their frontline employees as this was one of Chalhoub's top priorities.** After visiting several stores and getting direct feedback from colleagues, Sarah and the team quickly saw the need for a mobile-friendly communication solution.

### Communication Gap Between Corporate and Frontline Employees

Chalhoub's primary internal communication channel was their company intranet, but after surveying their frontline workforce they discovered not many people were accessing it on their phones. And even though every employee has a corporate email address at Chalhoub, management found that their employees weren't regularly checking their email because it was too inconvenient.

Because of this, Chalhoub had to rely heavily on area managers to convey information to associates — a solution which was not scalable, or measurable. **They needed a more modern alternative.**



### Solution and Goals

Chalhoub received consistent feedback from their frontline employees that an employee app would be the best way to reach them. After attempting to build their own solution internally, they turned to Beekeeper to help with the following goals:

1. Reach and engage with their frontline employees
2. Find a mobile, user-friendly platform for high adoption
3. Facilitate bottom-up communication

### Keys to Success

In 2018, Chalhoub rolled out Beekeeper as their primary channel of communication for their frontline teams. Since then, a powerful combination of planning, preparation, and strategic partnership between Beekeeper's Customer Success Team and Chalhoub has enabled Chalhoub's internal communication efforts to thrive within the new ecosystem.



**Sarah Cousin**  
Head of Internal  
Communications

*"The main reason we implemented Beekeeper was because we needed a way to communicate with our frontline employees, both top-down and bottom-up. We were way too disconnected from them. We could not continue that way."*

### Focus on Company Culture and Employee Experience

Chalhoub's employee app is a shining example of how to use a digital workplace to promote company culture. Dedicated hashtags like #frontlinersatheart that celebrate frontline employees and promote core values helps them achieve this.

Chalhoub has crafted a creative mixture of public and private newsfeed-style Streams within Beekeeper that have been expertly segmented to deliver targeted, real-time information to the right people at the right time.



## Crisis Communications Support

During the coronavirus pandemic, Beekeeper was the main communication channel to keep employees informed with up-to-the-minute information such as:

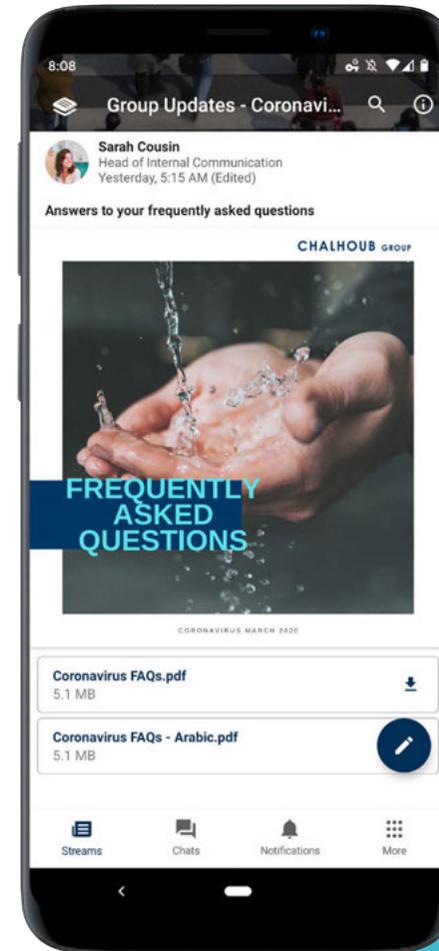
- Tips on how to keep morale high while social distancing
- Health/safety updates and resources
- Hygiene best practices

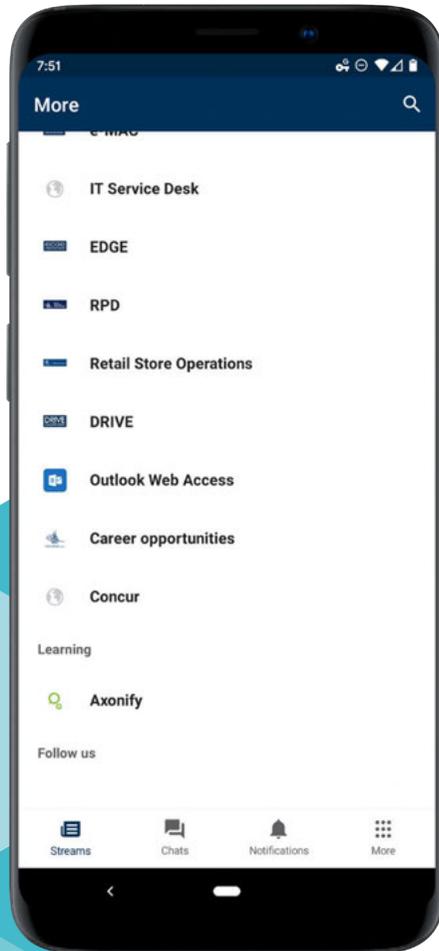


*"Having Beekeeper right now is the best tool we have for our crisis communications and keeping our employees engaged, so I'm very grateful to have it."*

### Sarah Cousin

Head of Internal Communications





### **Integrations and Advanced Operational Features**

Chalhoub's use of integrations and operational features allowed them to successfully **transform Beekeeper into a robust digital hub for their frontline employees.**

### **Microsoft Azure Active Directory Integration**

With a large, internationally distributed workforce, **automated user management is essential.** Management saves time keeping track of thousands of users with Beekeeper's Microsoft Azure Active Directory integration. Now when a user is updated in Azure, that person automatically gets updated in Beekeeper.

### **Easy Access to Other Tools**

Chalhoub uses Beekeeper as the single access point for all their other workplace tools such as the e-learning platform, Axonify. This has allowed Beekeeper to become more than a place to go for information. For Chalhoub employees, **Beekeeper has evolved into a comprehensive, one-stop platform for all of their workplace technology.**



### **Two-Way Partnership with Customer Success**

Chalhoub's internal communications team works closely with their dedicated Customer Success Manager to constantly innovate and come up with new ways to engage their workforce with Beekeeper.

The combination of being open to trying new things and their commitment to constant improvement has allowed Chalhoub to build a rock-solid relationship with their CSM. This partnership has enabled their employee engagement and communications initiatives to thrive.

### **Impact**

The powerful combination of Chalhoub's unwavering commitment to the employee experience, dedication to sharing core values, and desire to facilitate bottom-up and peer-to-peer communication through the Beekeeper platform has also earned the company **international recognition as a top workplace in the Middle East and other awards.**



**Sarah Cousin**  
Head of Internal  
Communications

*"We've developed a partnership with our Customer Success Manager. We work together to think of ways we can improve. It's really a long-term, strategic partnership. From the beginning our Customer Success Manager worked very hard to understand our content, culture, and our needs."*



### **Internal Award: "Keeping Customers at Heart"**

In 2018, at an internal company awards ceremony, the Beekeeper project won for "Most Impactful Project of the Year" in the category of "Keeping Customers at Heart."

Why would an initiative about an employee app win the award for "keeping customers at heart?" Simply put, **CX= EX**. Customer experience is a direct reflection of the employee experience. The happier your employees are, the better service they give to each and every person who walks through the door.

### **Great Place to Work in UAE Certification**

This is a prestigious, international award that Chalhoub won in 2019. The company surveyed all their employees to gather data on their work environment and the overall employee experience.

They then prepared a case study to show to the panel, and Beekeeper was highlighted as part of the initiatives and platforms that Chalhoub put in place to improve their employee experience. **Chalhoub is now certified as a Great Place to Work in UAE.**



This certification further validates Chalhoub's commitment to being a people-first organization. It shows Chalhoub's passion for building a lasting company culture and **dedication to creating a superior employee experience.**



**Sarah Cousin**  
Head of Internal  
Communications

*"I believe Beekeeper contributes to our employee experience and this is a key success factor in us winning these awards. We also used Beekeeper to send employees the survey for the great place to work certification process."*

### **Tackling Operational Challenges in the Future**

While Beekeeper has made a significant impact in optimizing the employee experience and facilitating both bottom-up and top-down communication, this enterprise retailer has even bigger plans for its employee app in the coming years. In 2020, **they plan to use the platform to tackle some trickier operational challenges** within the organization such as document management.

They are currently looking into using Beekeeper's [Document](#) library to replace paper-based communication and create a mobile-friendly, centralized, digital library of resources for their frontline teams.

We look forward to continuing to work closely with Sarah and the team at Chalhoub to keep all 12,000 of their employees connected, and their business operations running smoothly.



## About Beekeeper

Beekeeper's mobile communication platform is the single point of contact for your frontline workforce. With all communications and tools in one place, employees are more agile and productive so they can focus on providing an exceptional customer experience.

Deskless workers can check resources and share best practices in real time. Managers can resolve issues quickly, handle non-routine work efficiently, and motivate customer-facing teams. Executives can increase business resilience and agility in uncertain times.

Our secure platform offers a consumer-grade employee experience at the scale you need. Integrate seamlessly with your existing systems to create the future, now.

Get Started

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

