



Hudson Case Study



“From an in-store operations standpoint, we've seen a tremendous amount of success with employees sharing product knowledge and new product launches. Our employees are excited about what we're doing as an organization.”

Daniel Fordyce
Regional Vice President of Operations, Hudson



1,000+
stores

80+
locations

70
nationalities represented

About Hudson

Walk through any airport in the United States or Canada and you'll likely see a store owned and operated by Hudson, a subsidiary of the global travel retail company Dufry. It all began in 1987 with the first Hudson News in LaGuardia Airport. Now, **Hudson is one of the leading travel retailers with over 1,000 travel convenience, specialty retail, duty free, and food and beverage destinations in airports, commuter hubs, landmarks, and tourist destinations.** The company also operates locations for partner brands, like Dunkin'.

Challenges

Hudson has a large frontline workforce in more than 80 locations across North America. **Connecting with a team this size and sharing important information, such as product introductions, is a top priority.** For operations executives like Dan Fordyce, who oversee entire regions, connecting with teams meant that he was taking monthly trips to see his employees face-to-face. But it was hard to stay connected between visits and keep everyone aligned and engaged since frontline teams do not have company email addresses.

Goals

1. Reach and connect with Hudson's entire workforce
2. Boost employee engagement
3. Allow employees to share information with one another
4. Improve product knowledge company-wide



Solution

In 2018, Hudson launched a pilot program with Beekeeper at two airports — JFK and Seattle-Tacoma — and at its corporate office in New Jersey to enhance employee engagement. After experiencing success at these pilot locations, Hudson rolled out Beekeeper across the United States and Canada, getting buy-in from managers at every store to encourage widespread adoption among the company’s frontline workers. Today, Beekeeper is the mobile collaboration tool across the entire organization. **With Beekeeper, Hudson strengthened its existing communication strategy to engage its workforce and deliver a superior customer experience.**

Results

Aligning employees across North America under one corporate umbrella is a hefty task, but that’s exactly what Hudson has done. With Beekeeper, they created a single point of contact for every employee at every level of the organization, strengthening two-way communication. Hudson went from top-down communication to bottom-up, bridging the communication gap between frontline employees and executives.

Now, Beekeeper is an integral part of the day-to-day operations for Hudson.

Their employees use Beekeeper for:

- Employee recognition
- Schedule sharing
- Collaboration
- Real-time travel and weather alerts
- Training teams on product knowledge and launches
- Peer-to-peer communication
- Staying up-to-date with important company initiatives and programs

Beekeeper’s mobile collaboration platform has been instrumental in creating a channel for peer-to-peer communication. In addition to its location streams, Hudson developed an “Employee Voice Stream,” which is open to every employee in North America. Now frontline workers at Hudson can communicate on Beekeeper, sharing valuable information and celebrating successes together.

70 different nationalities are represented in Hudson’s workforce. Beekeeper allows everyone to communicate in their preferred language with the inline translation feature, supporting the company’s diversity and inclusion initiatives.

Hudson carries a wide range of products, including food and beverages, books, newspapers, magazines, accessories, electronics, and more. The company uses Beekeeper to share product knowledge and product launch information, allowing



employees to access up-to-date information when they need it. This enables their associates to provide a better customer experience and be the Traveler's Best Friend: Hudson's commitment to delivering superior service.

When travel plummeted by 96% compared to the previous year due to the COVID-19 pandemic, the company was well-equipped to adapt quickly across the organization.

Despite the disruption, retail companies actually accelerated their digital transformation. In fact, one estimate shows that retailers invested in three years' worth of digital technology in only six months. Hudson was no exception.

Hudson was prepared to adapt to the changing retail landscape and accelerate its own digital transformation. According to the company's 2020 Year In Review, *"Thanks in part to a strong information architecture, each of Hudson's digital innovations were implemented organization-wide extremely quickly."*

During the pandemic Hudson was able to:

- Accelerate the roll-out of self-checkout stations across the country
- Launch its first Hudson Nonstop store using Amazon's Just Walk Out technology
- Quickly implement "Tap to Pay" and "Scan, Bag & Go" options for customers
- Install PPE vending machines to help keep travelers safe

As Hudson sees travel rebound and business pick back up, they've been able to steadily maintain contact virtually with employees through Beekeeper.

"We have leveraged Beekeeper to celebrate the return of our employees to work, the opening of many new stores, and that we continued to build even throughout the pandemic. It's been an extraordinary journey since that pilot in 2018."

Daniel Fordyce

Regional Vice President of Operations, Hudson

About Beekeeper

Beekeeper is the mobile collaboration platform for frontline workers. With all communications and tools in one place, teams can improve employee engagement, business agility, productivity, and safety. Employees are empowered to resolve issues faster and manage non-routine work more efficiently, thanks to an intuitive employee experience and seamless integrations with their existing systems. Our secure platform offers a consumer-grade employee experience at the scale you need. With Beekeeper, organizations can create the future of frontline work, now.

[Get Started](#)

For more information, visit beekeeper.io and follow us on LinkedIn.