

 BEEKEEPER

Case Study





About Wells Enterprises

Founded in 1913, Wells Enterprises has grown from a single delivery wagon to the largest privately owned producer of frozen treats in the United States. The company churns out 200 million gallons of ice cream each year.

In the three years since it began the transition to digitized communication, the company has grown from operating a single production facility to operating multiple plants, with locations in New Jersey, New York, Nevada, and Iowa. As a result, the number of employees at the company has jumped from about 2,700 to more than 4,000.

Challenges

Wells Enterprises has faced many of the same industry pain points that are ubiquitous to today's large frozen treat product manufacturers. In particular, it **faced the logistical challenge of communicating critical information across multiple operations sites, languages, and levels of access to technology.**



Solution and Goals

To tackle the **need for improved employee engagement, connectivity, and operations knowledge**, Wells Enterprises partnered with Beekeeper, a mobile productivity and collaboration platform for frontline workers. Management's main goals were to:

1. Streamline communications
2. Deliver pandemic updates
3. Recognize employees
4. Overcome language barriers

Now used by more than 30% of employees and counting, Beekeeper has proven to be **a critical component in maintaining safe and successful operations and efficiency during Wells Enterprises' expansion.**





Keys to Success

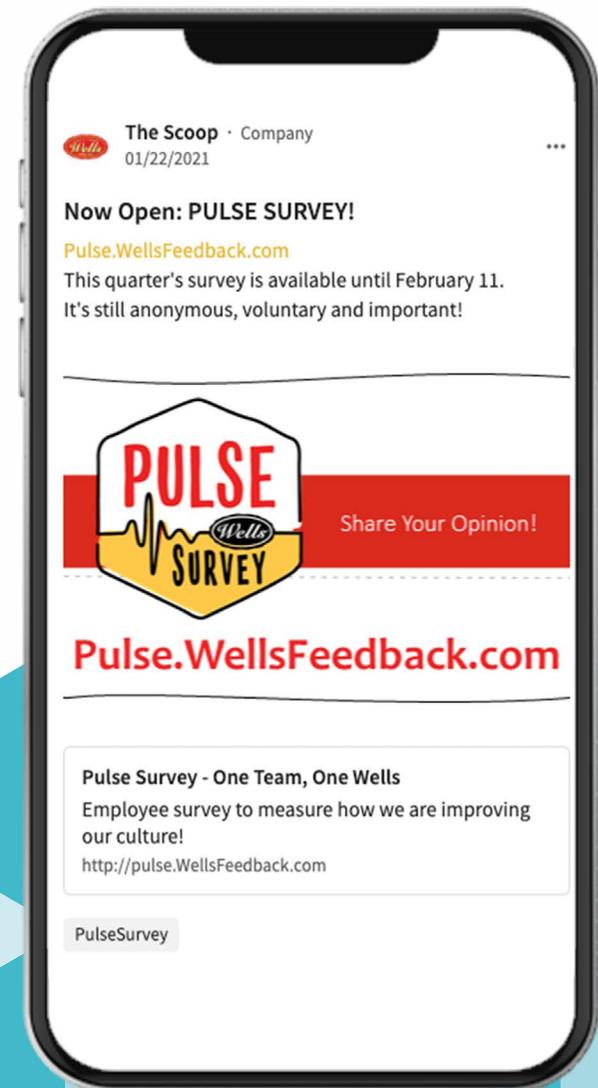
With Beekeeper, employees can now access company updates through the app or on a desktop computer, and the communications process is instantaneous. Now management teams can send out a mass message either to everyone at a particular job site or to select teams, saving them time since they no longer have to sort through irrelevant updates to find the information they need.

Streamlining Communications

Consider a common disruption in facility operations: weather-related closures. Before Wells Enterprises made the shift to digital communications, employees were responsible for either watching the lower-third of their local newscast for closures at a particular job site or calling the hotline to listen to a series of pre-recorded voicemails. With up to 2,000 people working in one building, providing those updates quickly was an arduous task for management and employees alike.

Here are some other ways that Wells Enterprises has streamlined communications with Beekeeper:

- Digitized in-person meetings
- Created two-way communication between employees and supervisors
- Prioritized team feedback through sending out employee satisfaction surveys through the platform





Delivering Pandemic Updates to All Employees

Pandemic regulations delivered a particular blow to pen-and-paper processes. Health regulations are critical in the ice cream industry, especially in the current environment, and sanitation requirements have eliminated traditional fliers and safety quiz materials from breakrooms altogether.

After implementing Beekeeper, Wells Enterprise was able to:

- Eliminate manual process
- Conduct safety quizzes
- Send regulatory information in one, centralized location

The rapid ability to coordinate information helped in organizing the company's first-ever socially distant drive-through flu shot event, which saw high levels of participation from the team.

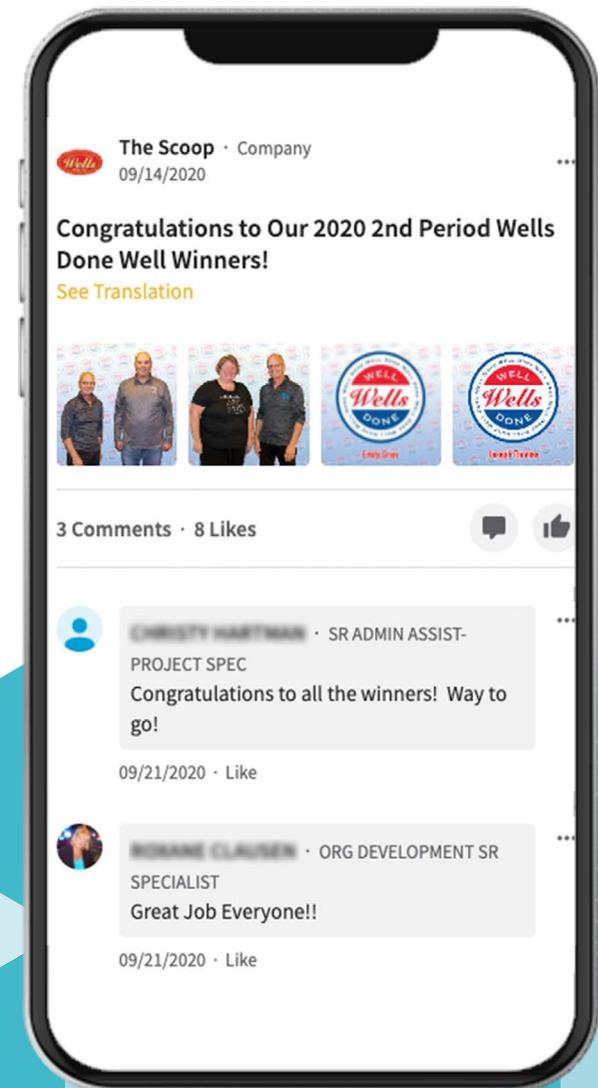




Emphasizing Employee Recognition

Using a digital collaboration platform has enabled Wells Enterprises to recognize exceptional employees across the organization. Managers often use Beekeeper to give kudos to team members in a central location where the entire company can celebrate that person's success and build team relationships.

With a central, mobile communication system in place, Wells Enterprises has prioritized recognition to elevate its exceptional employees and let the team know their contributions are noticed and appreciated — both by senior management and by fellow workers on the floor.





Impact

Digital communication has allowed Wells Enterprises to overcome several language barriers. Now, supervisors can disseminate company-wide information in a widespread alert instantly to the entire workforce or streamline news and deliver that notification to the affected teams at a particular site.

Inline Translation Delivers Safety Information in Every Employee's Preferred Language

Before adopting a mobile solution, Wells Enterprises sent out manually translated, printed letters to deliver these types of updates, which were costly and slow to produce.

Wells Enterprises also faced a significant language barrier as the company grew. With Beekeeper's instant inline translation that automatically translates posts, comments, and both peer-to-peer and large scale communications, the company is reaching its multilingual team more quickly than ever before. And critical messages are better understood in employees' preferred languages.

Navigating New Site Integrations

The ability to break down language and geographical barriers has been especially valuable in incorporating new sites into the company. When new sites joined Wells Enterprises, most incoming production sites were operating on their own separate communications channels. For these types of large-scale integrations, a mobile solution is much more nimble than an intranet or email system.





A Commitment to Transparency

Employees who have adopted Beekeeper love the transparency and accessibility that digital communications have brought to the team. Empowered with access to regulatory information, company updates, and critical safety news during the tumult of the pandemic, the teams at Wells Enterprises have come through a period of rapid company expansion. They're able to **share successes with a greater ability to connect, improve engagement and efficiency, and celebrate new opportunities together.**





About Beekeeper

Beekeeper is a mobile productivity and collaboration platform for frontline workers. 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 beekeeper.io and follow us on [LinkedIn](#).

