BEEKEEPER
BEEKEEPER PRODUCT
AND USE CASES

How to improve agility, productivity and safety with Beekeeper
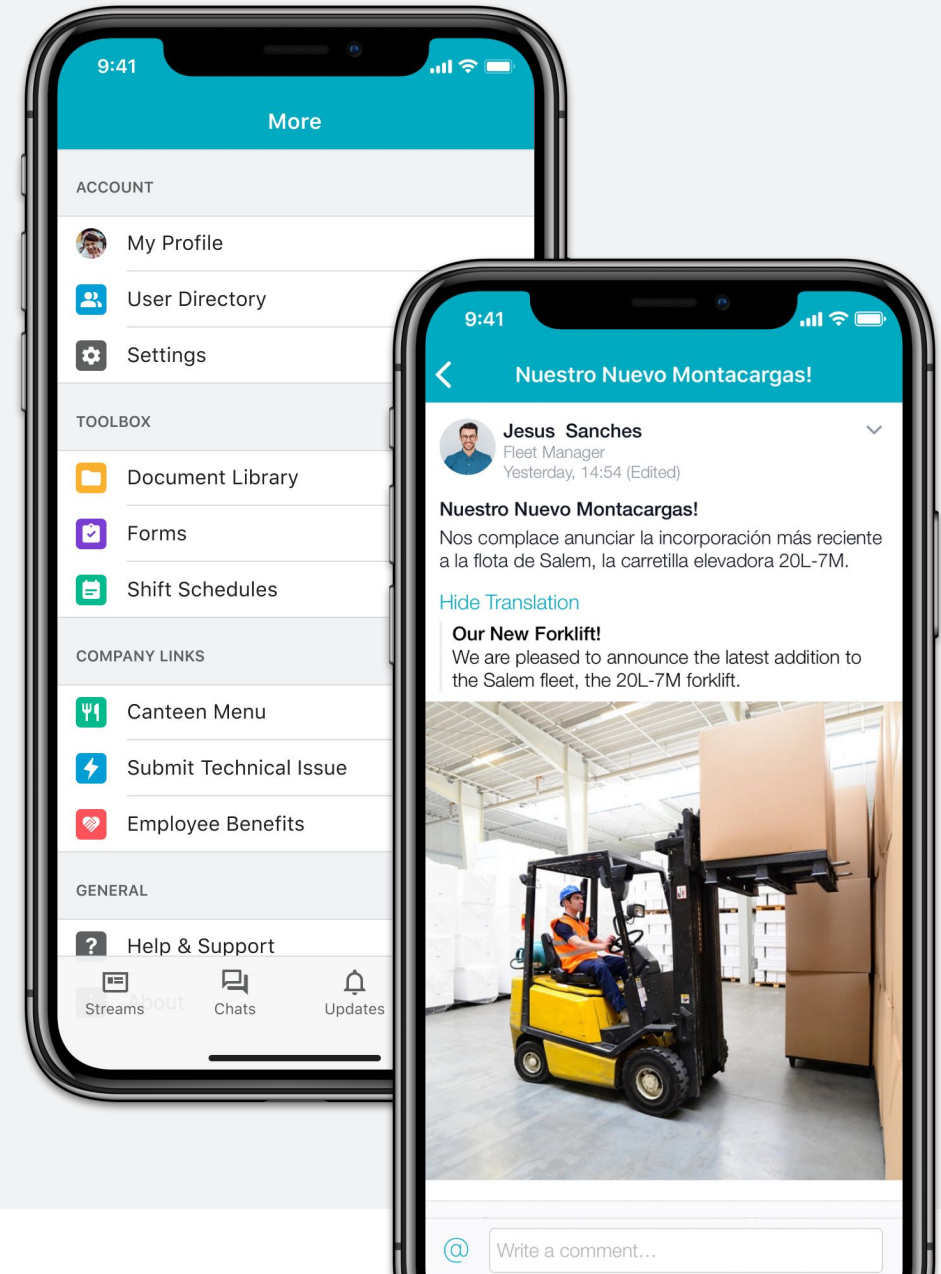
CONTENTS

DIGITAL ENABLEMENT
FOR YOUR FRONTLINE WORKFORCE

Less than 20% of your employees are reachable within 5 minutes. It's time to change that.

- With proven best practices, we'll support you in getting at least 85% of your employees active on the platform.

- Best-in-class frontline technology drives immense value by saving time for frontline teams.

INCREASE AGILITY
PRODUCTIVITY AND SAFETY

Essential tools for your frontline workforce

- Increase agility with quick and easy access to the right information, technology and people.

- Boost productivity with operational tools built for frontline teams: shift schedules, documents, digital forms and chatbots.

- Improve safety with channels for best practices, training videos, and accessible documentation.
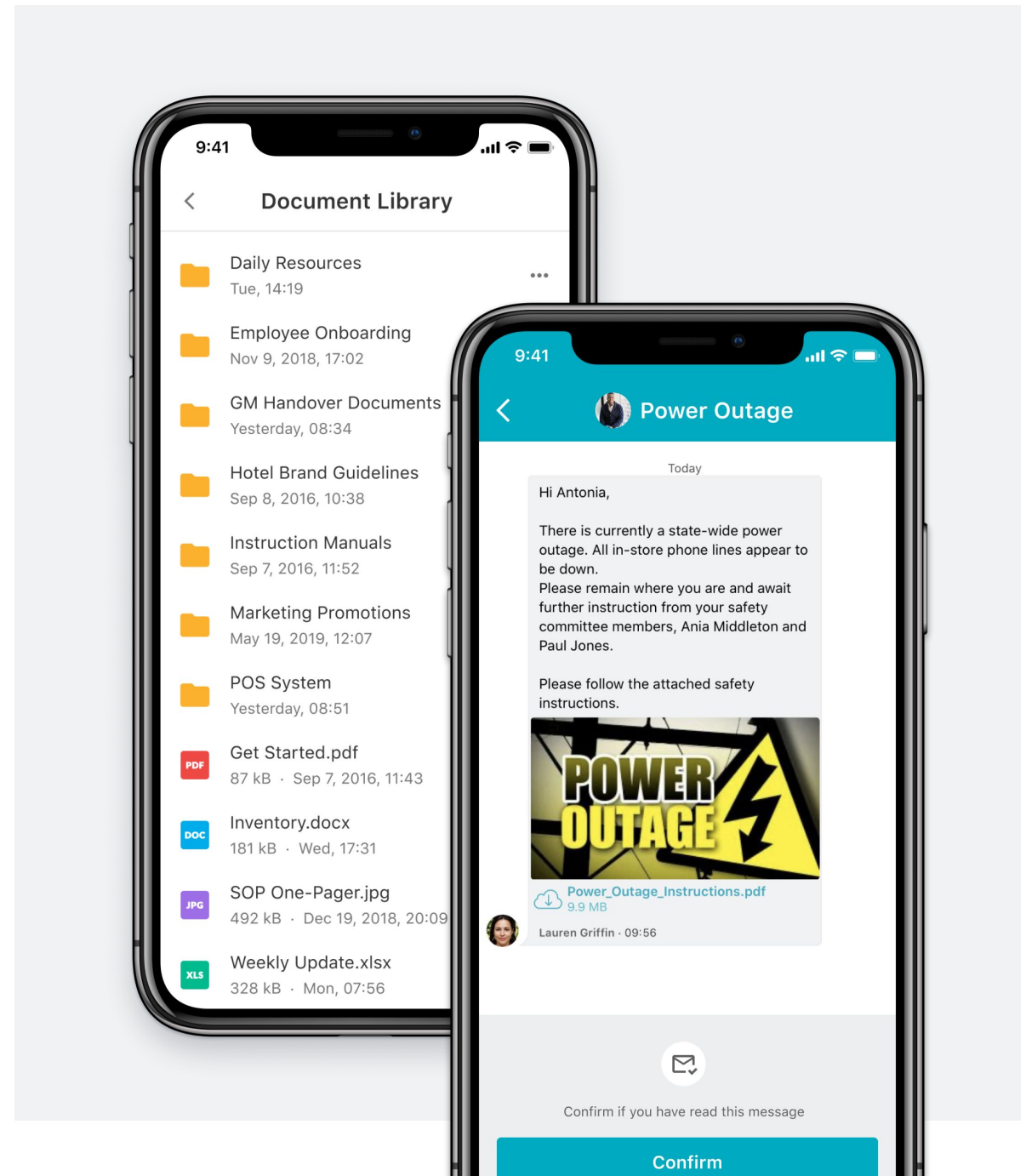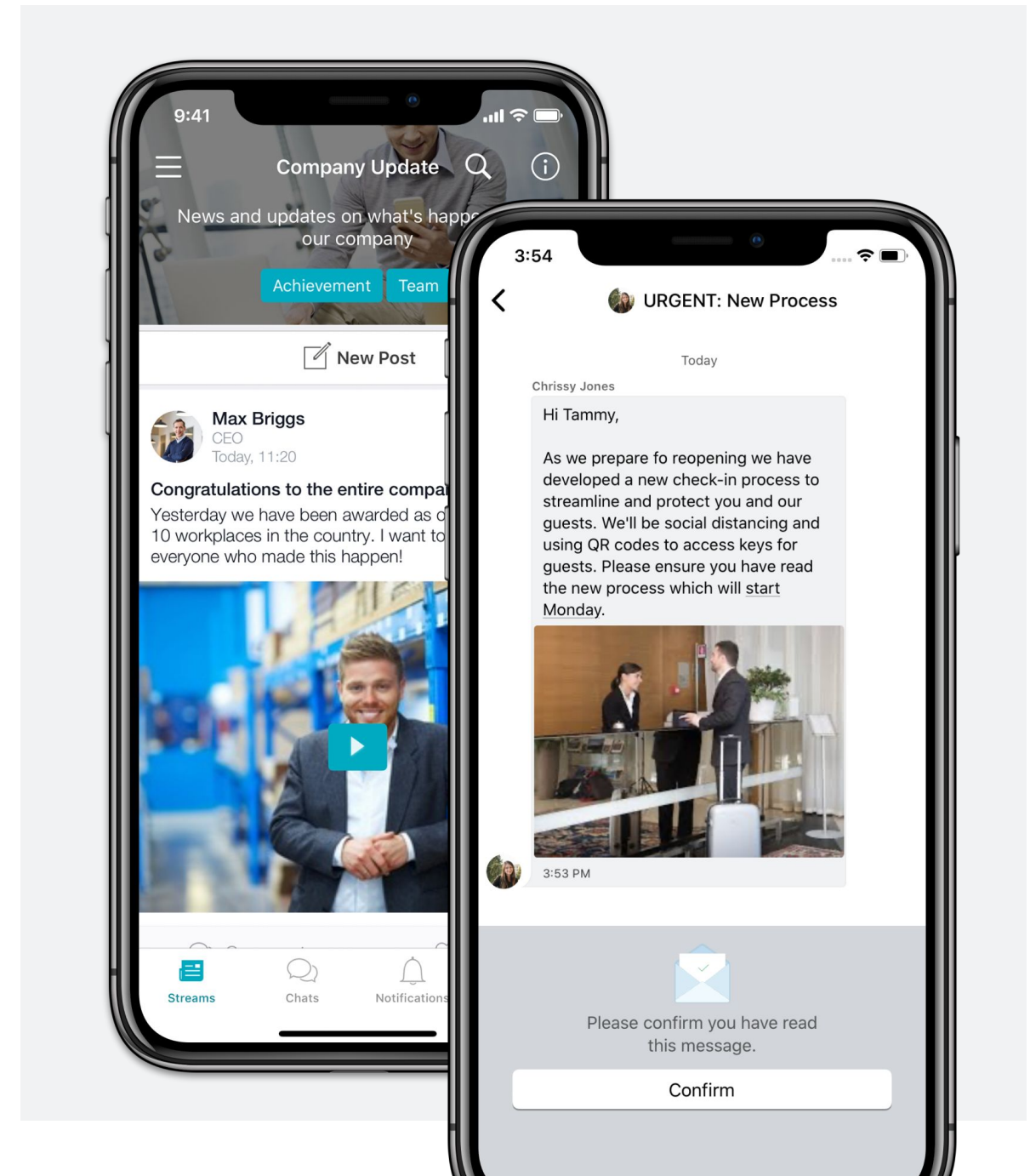
IMPROVE AGILITY

Adapt fast to changes in the market and the world with a well-connected workforce.

IMPROVE AGILITY
WITH A CONNECTED WORKFORCE

Reach your entire workforce in seconds -- even those without email

- Guarantee delivery of essential information in any language.

- Give your frontline teams faster access to the people and systems they need.

GUARANTEE DELIVERY
WITH CAMPAIGNS

"71% of users have confirmed reading this message. Do you want to follow up with the rest?"

- Deliver must-read updates to everyone's chat inbox in their preferred language.

- Recipients must click to confirm they read and understood the message.

- Measure open rate and confirmation rate and easily follow up with non-responders.

Pictured: Confirmation Campaign and analytics
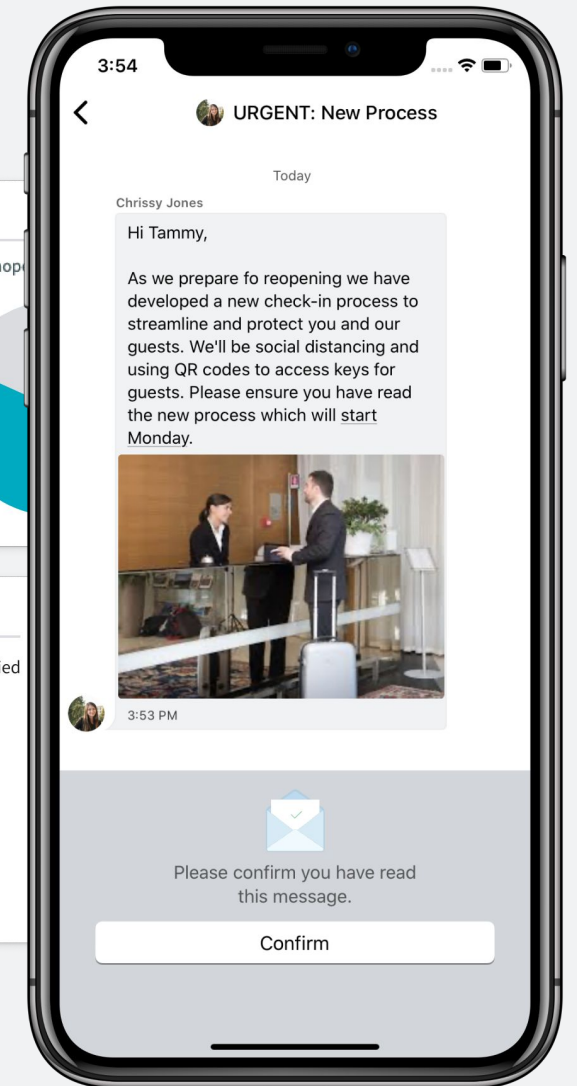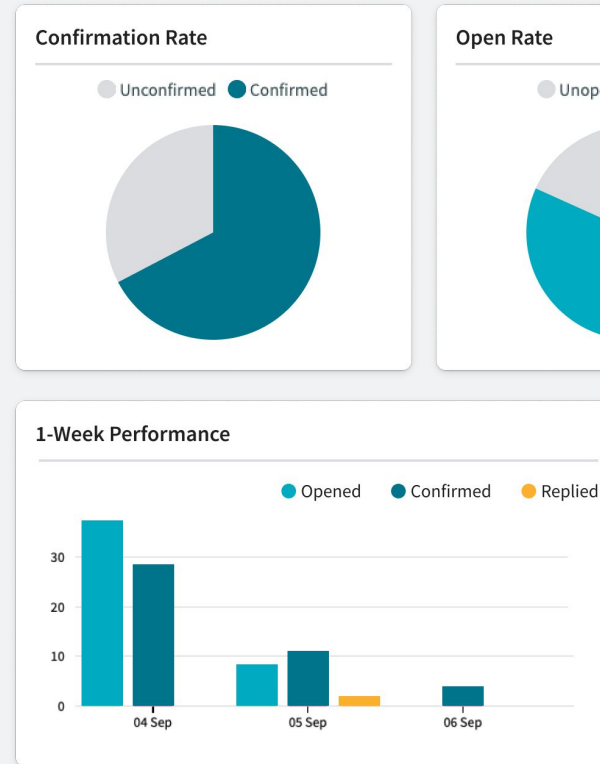
ADAPT FAST WITH
ACCESSIBLE NEWS FEEDS

Relevant updates and best practice for any audience

- Subscribe everyone to your essential company news stream to share updates & create alignment.

- Resolve issues fast at department or location level with videos, photos and comments.

- Share knowledge and best practice with colleagues for continuous improvement and training.
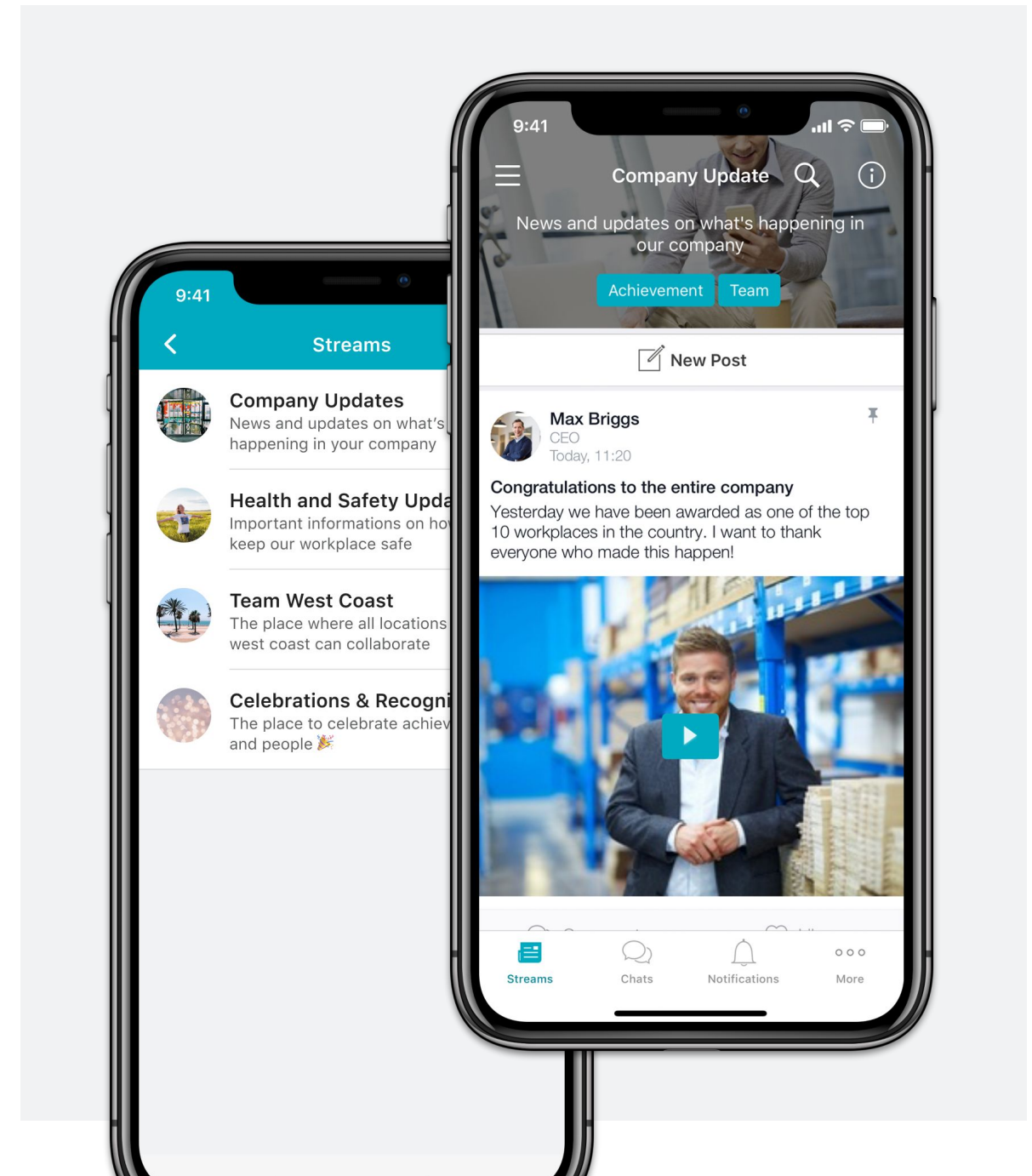
Pictured: Topical news feeds for each audience. We call them Streams.

COLLABORATE ON-THE-GO
WITH SECURE CHATS

### Tackle non-routine work better with chat messaging

- Replace consumer chat messaging tools. Send secure photos, documents, links and voice messages.

- Faster, clearer responses: 90 seconds via chat vs. 90 minutes via email. You can even call colleagues from Beekeeper without saving their number!

Want to keep a record of data?

Use the e-archiving app to securely retain chat data for your internal records.

Pictured: Group chats. Beekeeper also supports 1:1 chat messaging.
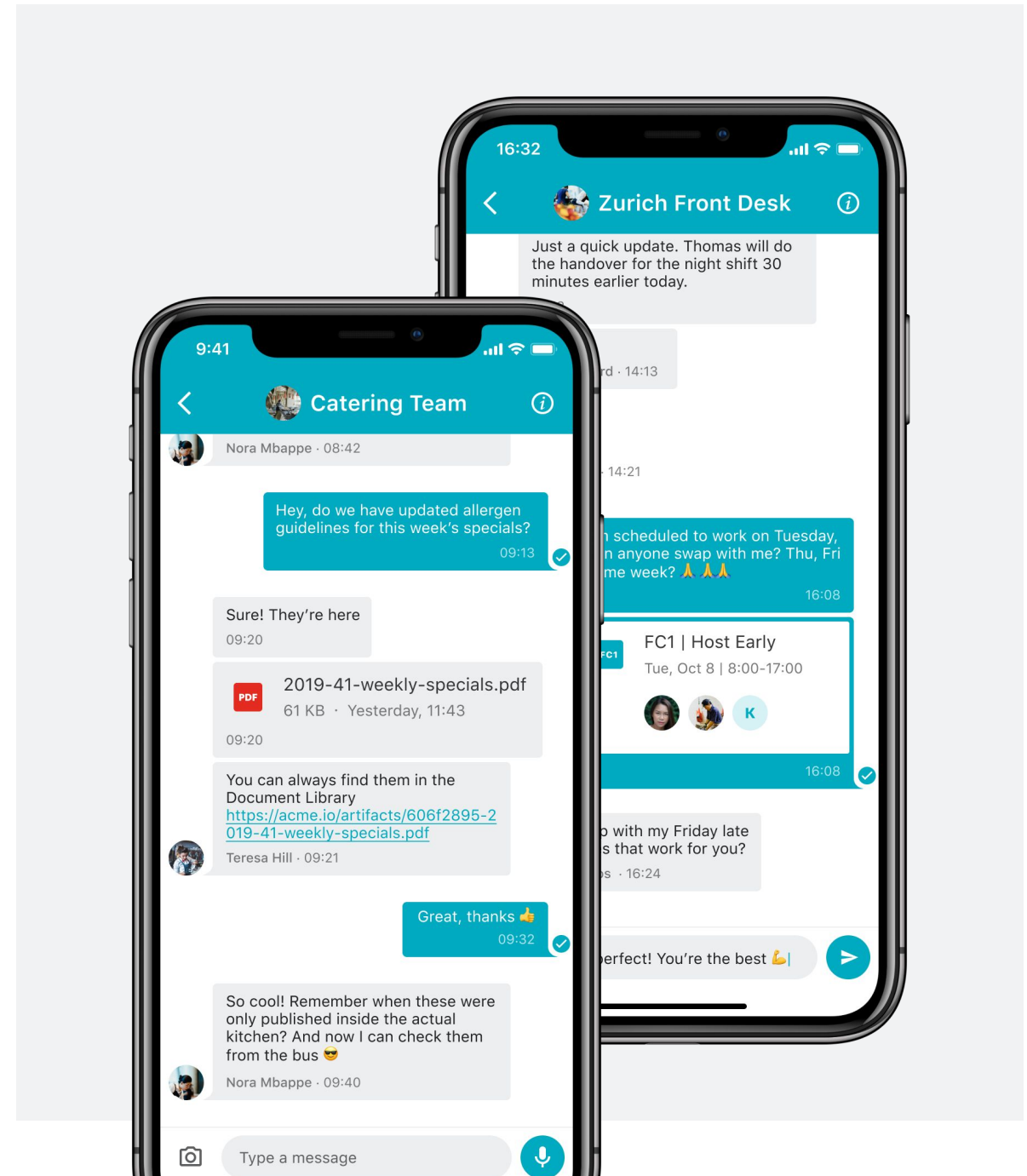
REMOVE LANGUAGE BARRIERS
WITH TRANSLATIONS

Save time and reduce misunderstandings. Translate all content into the recipient's preferred language.

- Inline translations connect your workforce, no matter what language they speak.

- In the past year, frontline workers used Beekeeper to translate content into 100+ different languages.

- Translations are available for Posts, Comments, Chat Messages, Campaigns and Surveys.
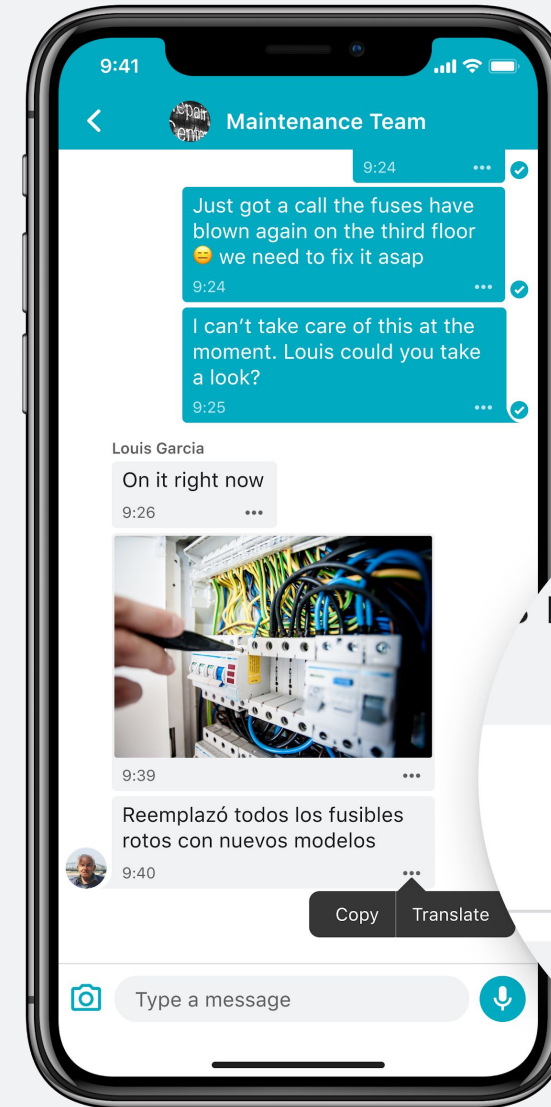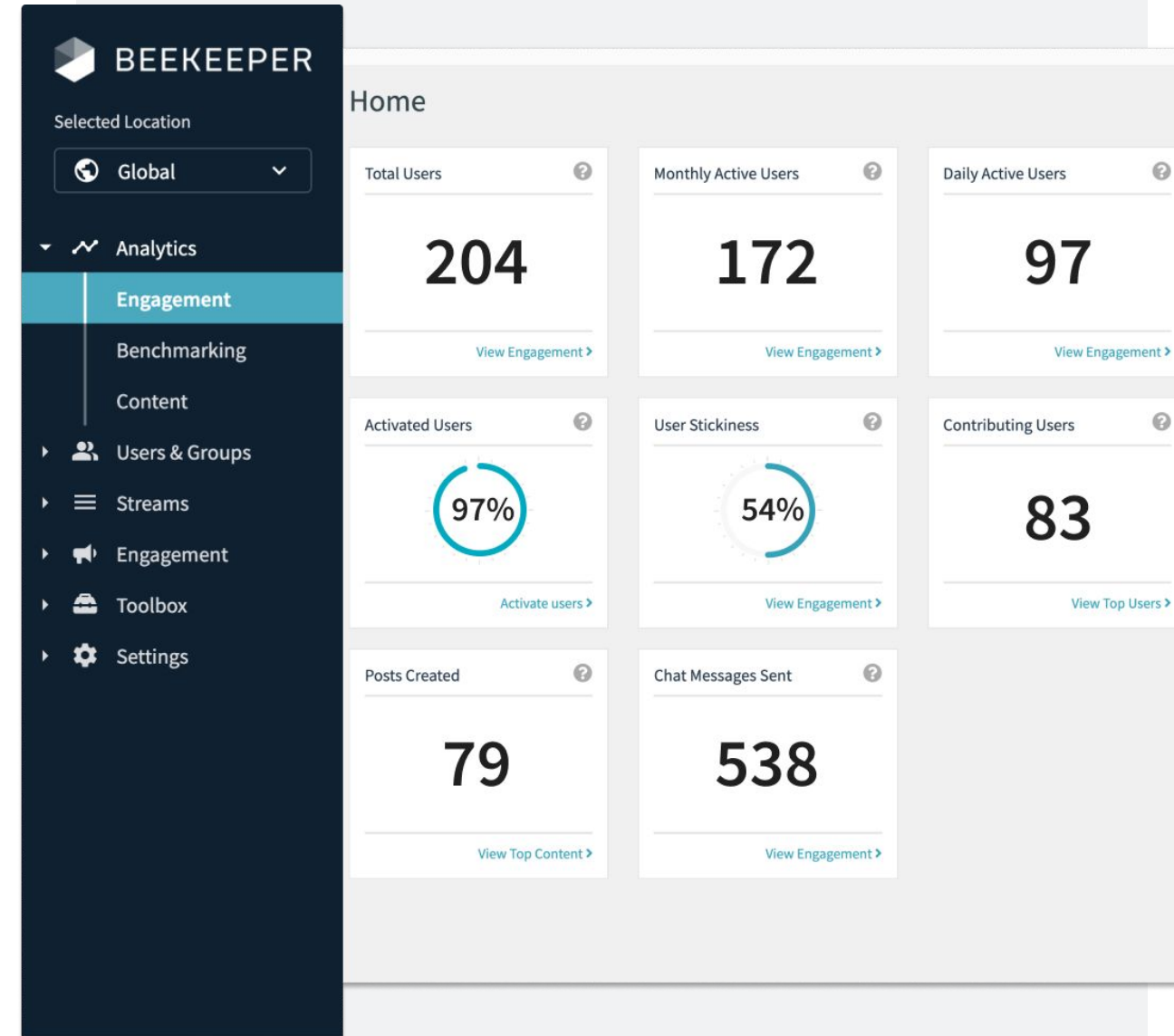
CONTROL OPERATIONS
FROM A POWERFUL DASHBOARD

Oversee and schedule operations from one central web dashboard

- Target and schedule campaigns, surveys, messages and kick-offs.

- Compare readership and activity statistics from across the organization.

- Segment campaigns and activities by department or location.

Pictured: The Beekeeper Admin Dashboard

RAMP UP NEW STAFF FAST
WITH EASY ONBOARDING

It takes 65 hours to onboard a new employee. Get started faster.

- Download the app, scan a QR code. You're in!

- Log in via SMS or by scanning a code on your manager's phone.

- Create profiles for employees with no corporate email address.

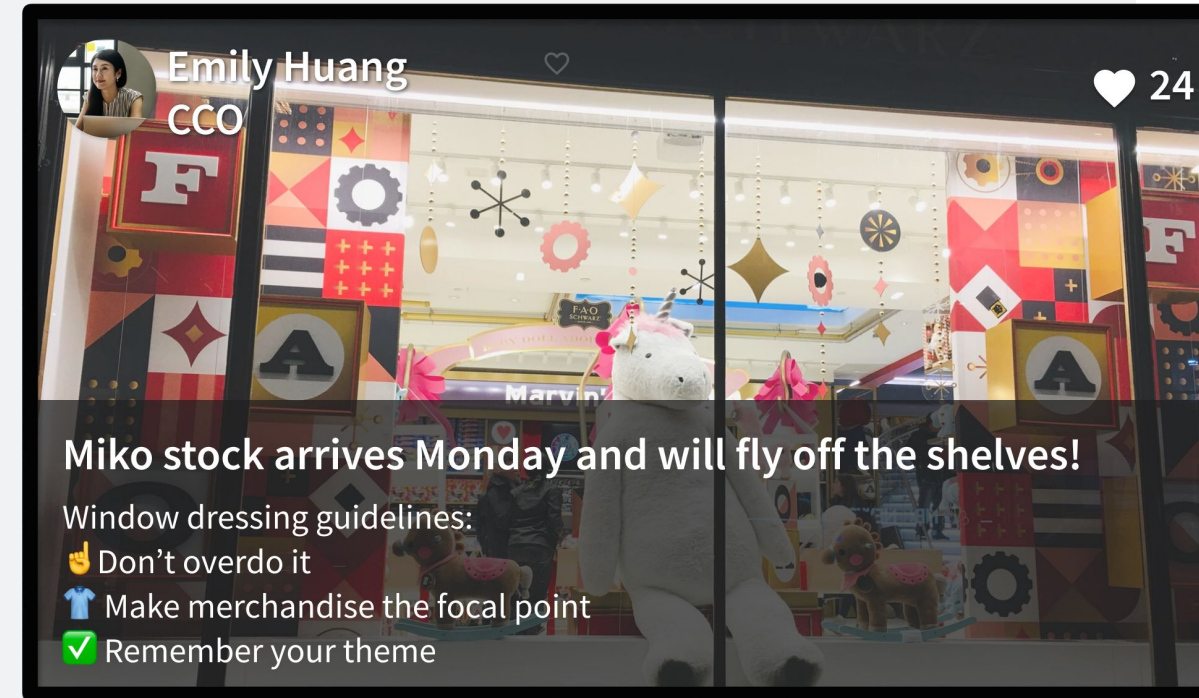- Using an external IDP? No problem, we also support SSO login.

Pictured: Printed and digital QR codes for easy login
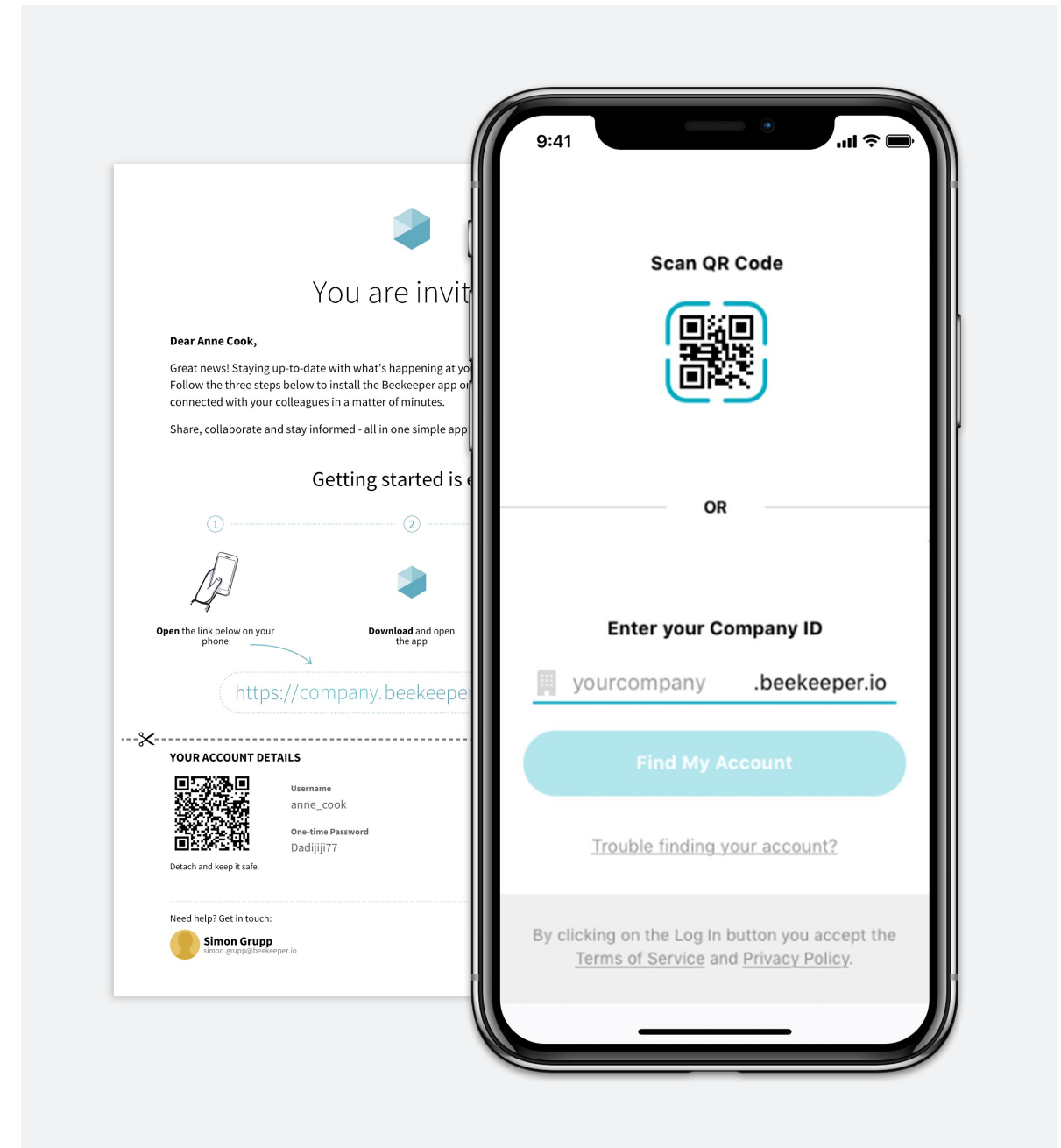
REACH EVERYONE WITH
DIGITAL SIGNAGE AND SLIDESHOWS

Ensure important announcements reach everyone - even staff without phones.

- Automatically stream rolling slideshows from Beekeeper to your workplace displays - no PowerPoint required.

- Manage content remotely.

- Increase the reach of internal communications in break rooms and cafeterias.

Emily Huang
CCO

❤ 24

Miko stock arrives Monday and will fly off the shelves!
Window dressing guidelines:
☝ Don't overdo it
👕 Make merchandise the focal point
✅ Remember your theme

GET FAST FEEDBACK
WITH POLLS

Take a quick pulse-check with Polls

- Get fast feedback from a cross-section of your company.

- Polls get higher engagement than posts: make it interactive!

- Increase transparency around workplace decisions.

Pictured: Health & Safety Poll in a Stream
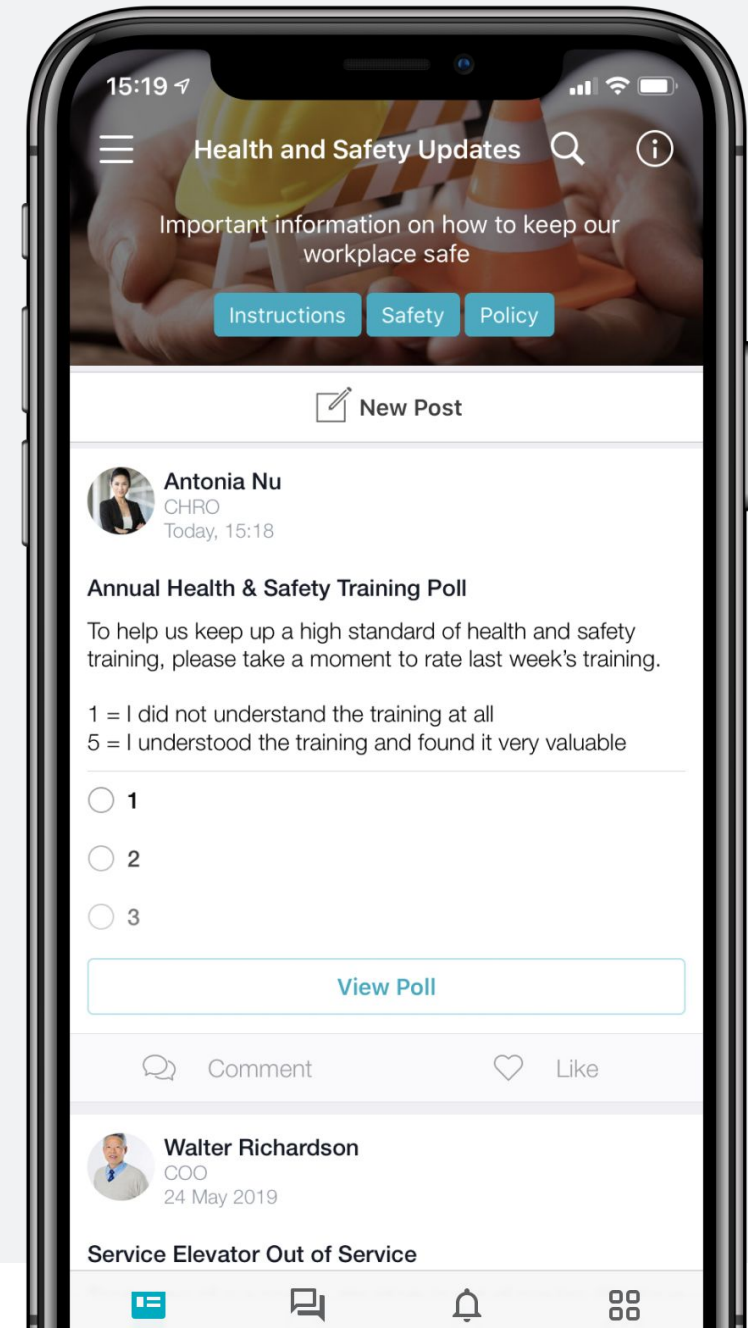
GATHER VALUABLE DATA
WITH SURVEYS

Deliver quick surveys to your employees' pockets

- Gather instant feedback and data from your workforce on any topic.

- Measure participation rate, analyze responses, and monitor drop-off rate with advanced survey analytics.

Want to get even more in-depth?

Add on an advanced mobile surveys integration, like Betterworks Engage or Butterfly AI!
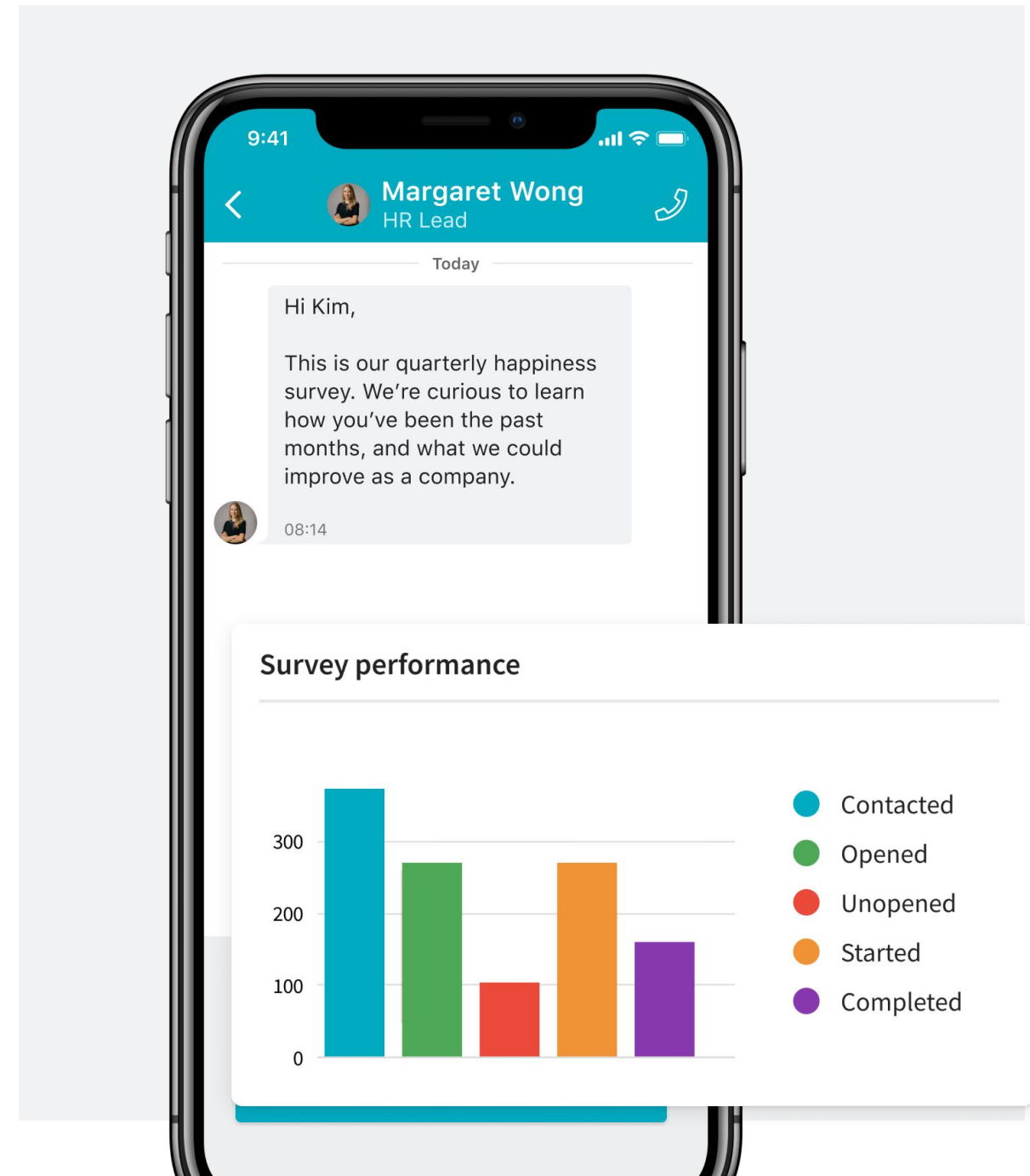
GET THE METRICS
AND IMPROVE

Maximize the impact of your digital enablement

- Get metrics on active users, readership confirmation, contribution patterns and engagement.

- Benchmark usage data across your organization and use it to motivate leaders.

- Get an easy overview of the most popular content from across the platform to improve your content strategy.

Pictured: Admin Dashboard Analytics
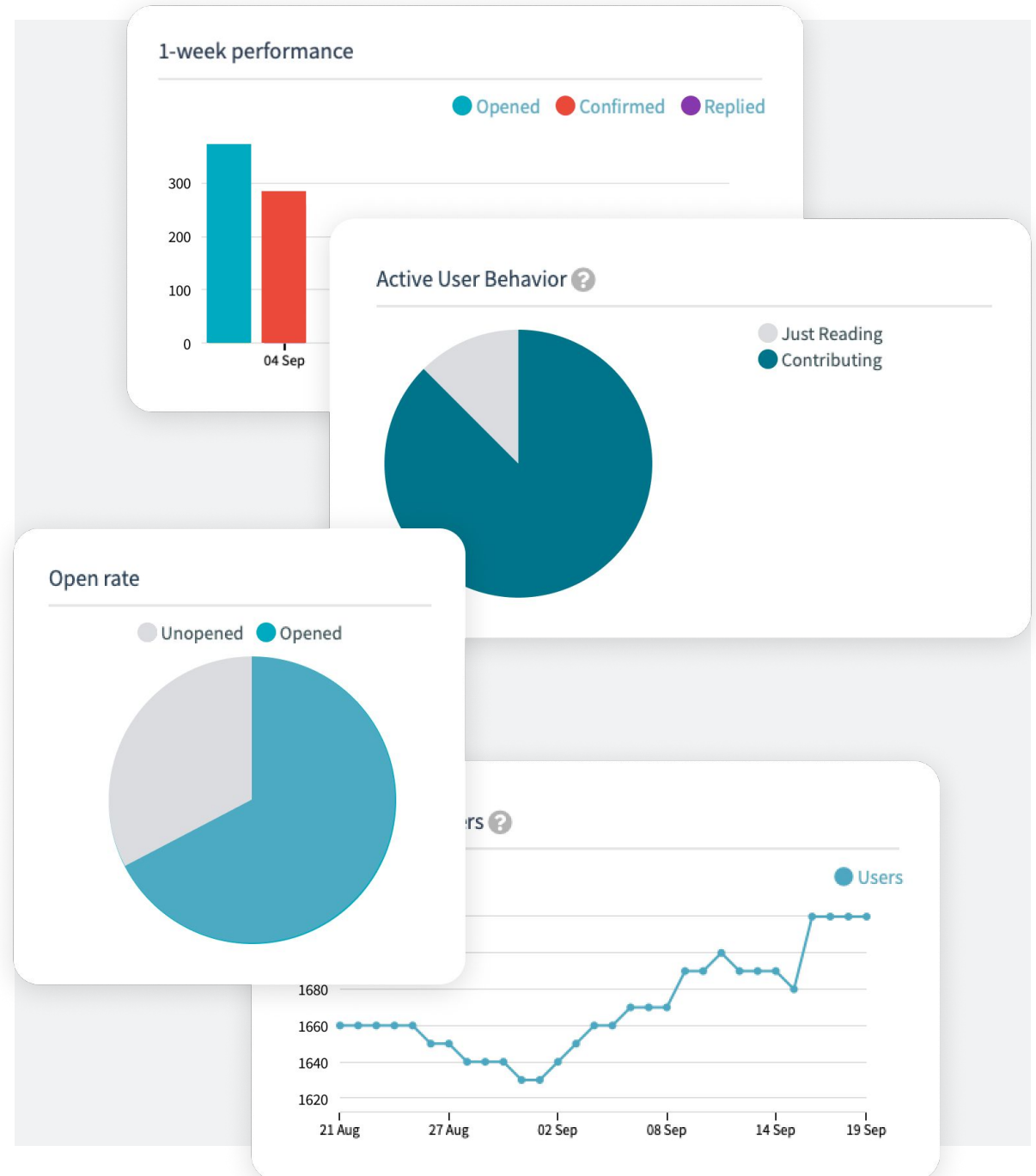
BEST PRACTICES FOR AGILITY

How our customers use Beekeeper to adapt fast and stay agile

DRIVE CHANGE MANAGEMENT
IN REAL-TIME

Proactive and clear communication at everyone's fingertips

- Don't risk losing your valuable employees in times of change.

- Keep everyone in the loop with accessible communication in their preferred language.

- Create cross-departmental communication channels where teams can collaborate on quick solutions in unfamiliar territory.
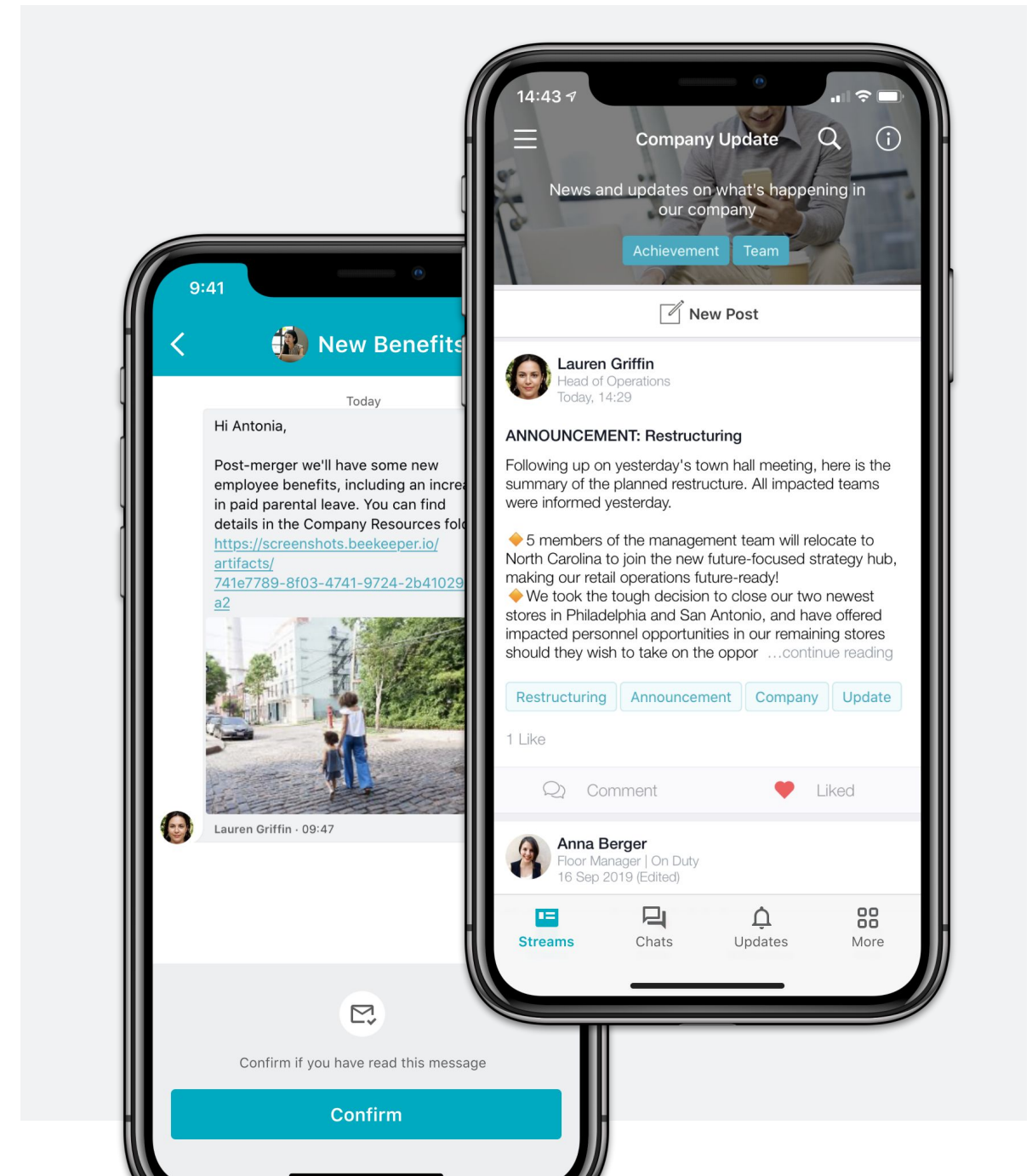
Pictured: Campaigns and Streams combine for effective change management

RETAIN KNOWLEDGE
FOR CONTINUOUS IMPROVEMENT

Your workforce demographics are changing. Transfer valuable knowledge before it is lost

- Promote best practices with videos and dedicated channels for knowledge transfer and onboarding.

- Give experienced employees a space to share their knowledge with new hires, in a digital-native friendly format.

- Support experience-led everyday learning and continuous improvement across your workforce.
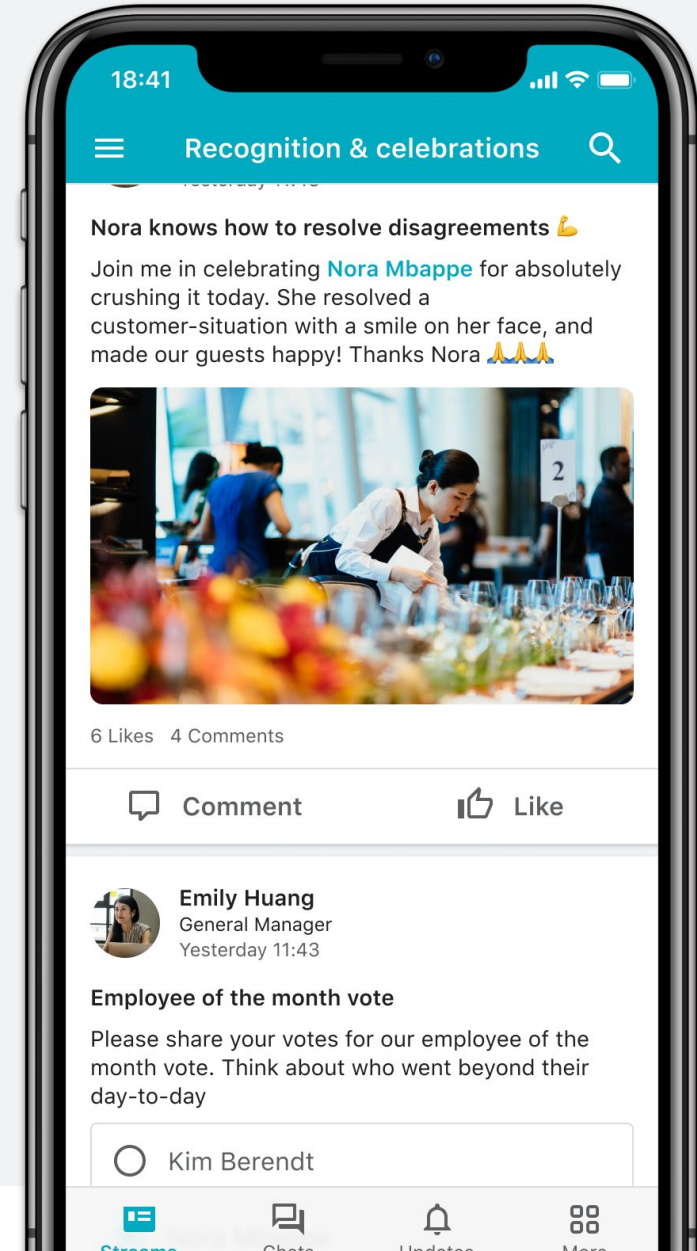
BOOST PRODUCTIVITY

Frontline workers waste 3 hours per week looking for information. Give them a single source of information to free up time for more productive work.

BOOST PRODUCTIVITY
WITH DIGITALLY ENABLED TEAMS

Give frontline staff all the information and tools they need to succeed

- Provide a single source of truth and collaboration for your frontline teams.

- Free up time for frontline managers by automating and simplifying communication.
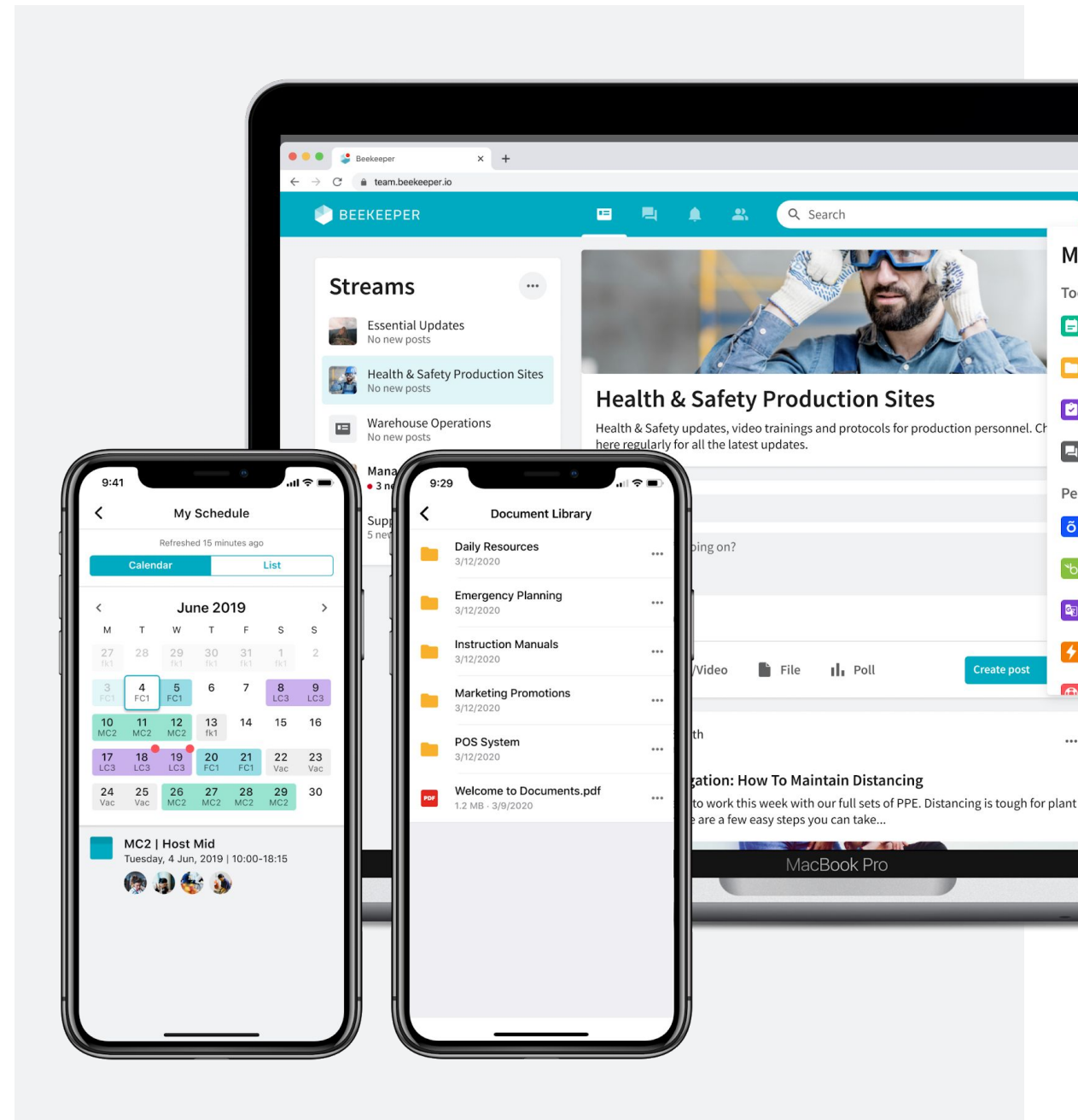
Pictured: Streams on the web app, mobile chat inbox, shift schedule, document library

MAKE TOOLS ACCESSIBLE
FOR FRONTLINE TEAMS

Save time for frontline workers with easy access to external systems, websites and resources

- Provide easy access to equipment order forms, employee vouchers, safety protocols, checklists, internal job boards, and more.

- Add an integration from Beekeeper's Marketplace to provide seamless SSO access to training platforms, checklists, HR systems and Microsoft tools.

Pictured: Integrations, quick links and tools in the More tab
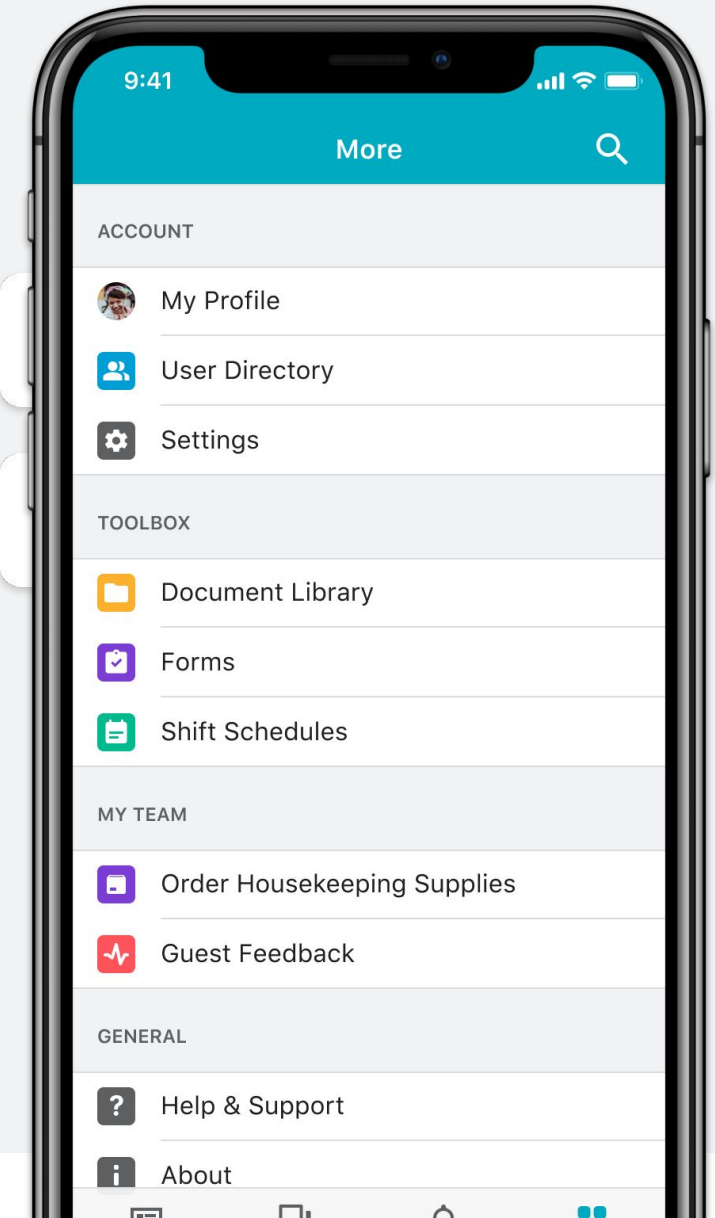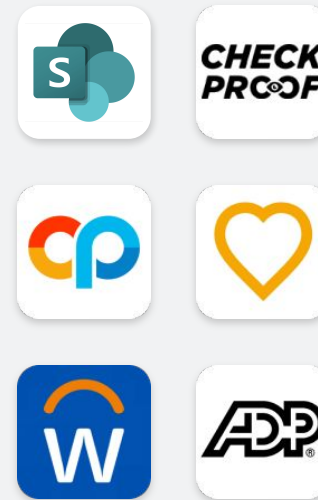
PROVIDE INSTANT ACCESS
TO ESSENTIAL DOCUMENTS

The document repository for your frontline workforce

- Store safety procedures, employee benefits and time off policies in one central repository.

- Manage visibility based on department or location.

- Share links to secure files in chats, posts and confirmation campaigns.

Want to connect to Sharepoint or an intranet?

Connect Beekeeper's Document Library to your head office intranet with a custom integration, or use our out of the box Sharepoint integration!

Pictured: Document Library, a document shared in a chat.
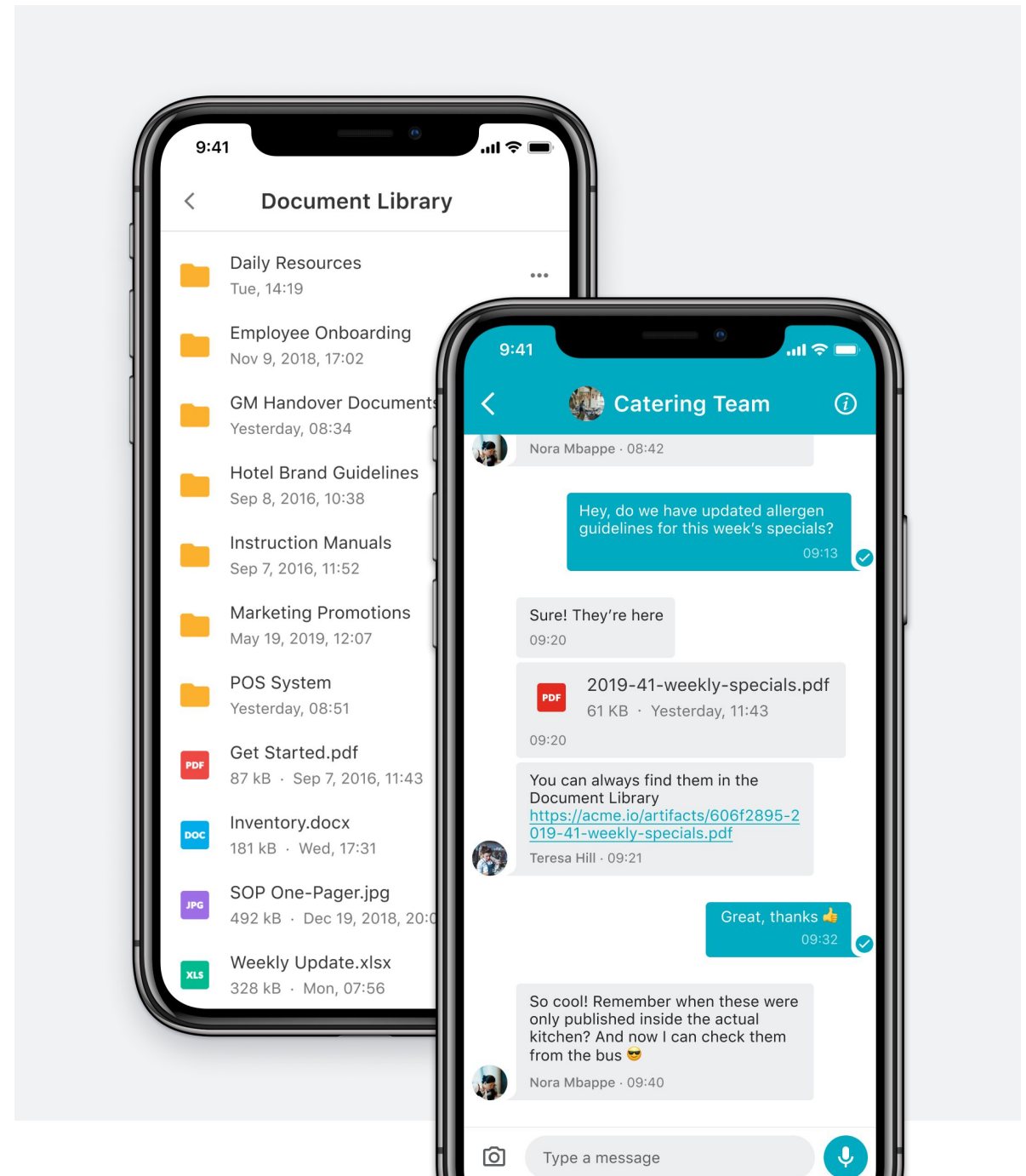
SHARE UP-TO-DATE
SHIFT SCHEDULES

Increase workforce productivity by covering every shift with Beekeeper

- Reduce miscommunication. Make personalized shift schedules available to everyone on mobile.

- Save admin time and costs by automating the schedule communication process.

Want to integrate with your existing scheduling tool?

Connect Beekeeper to your preferred scheduling tool, or use our out of the box Kronos integration to deliver shift schedules and updates in Beekeeper!
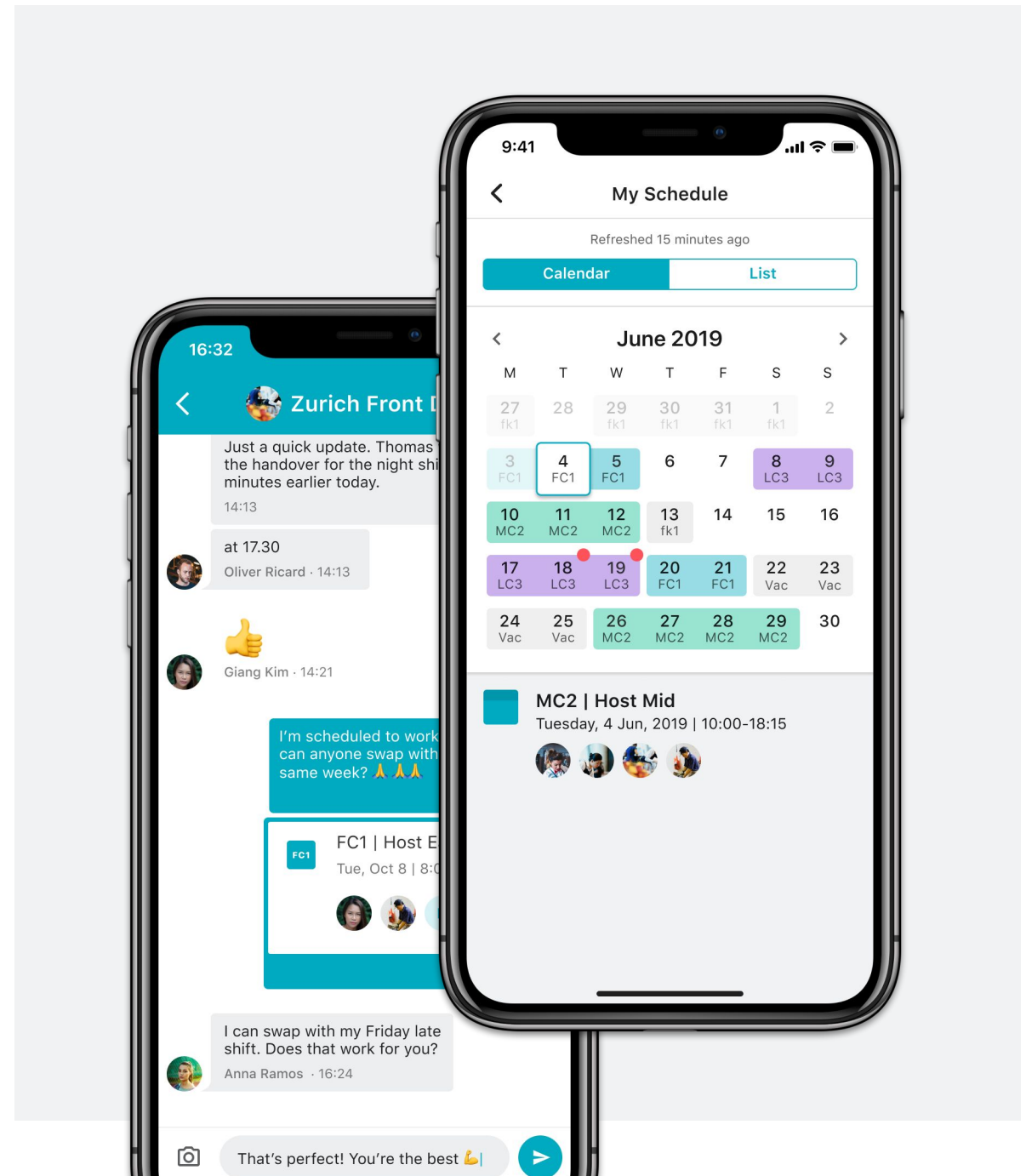
STREAMLINE PROCESSES
WITH DIGITAL FORMS

Save time and paper with forms in Beekeeper

- Streamline recurring processes such as cleaning checklists, equipment checks, PTO requests and event registrations.

- Choose from 25+ pre-templated forms, or design your own with us.

Want to use a best-of-breed frontline workflow tool?

Add an out-of-the-box checklist or workflow integration, like CheckProof or Whispr!

REACH PRODUCTIVITY FASTER
FOR NEW HIRES

It takes 2 months for new hires to reach full productivity. Get there faster with automated onboarding workflows.

- Send automated welcome messages with relevant company information when a new hire joins.

- Get new employees up to speed faster.

- Save time for managers and administrators.

BEST PRACTICES FOR PRODUCTIVITY

How our customers use Beekeeper to save time for frontline workers and managers

INCREASE PRODUCTIVITY
WITH ACCESS TO INFORMATION

Make Beekeeper the hub for everything that's worth knowing

- Easily find conversations, files, updates, and people.

- Access a mobile-friendly Document Library, personalized shift calendar, quick links, mobile forms, and more.

- Search 3rd party file drives via chatbot.

- Provide access to information from other systems without buying extra licenses.
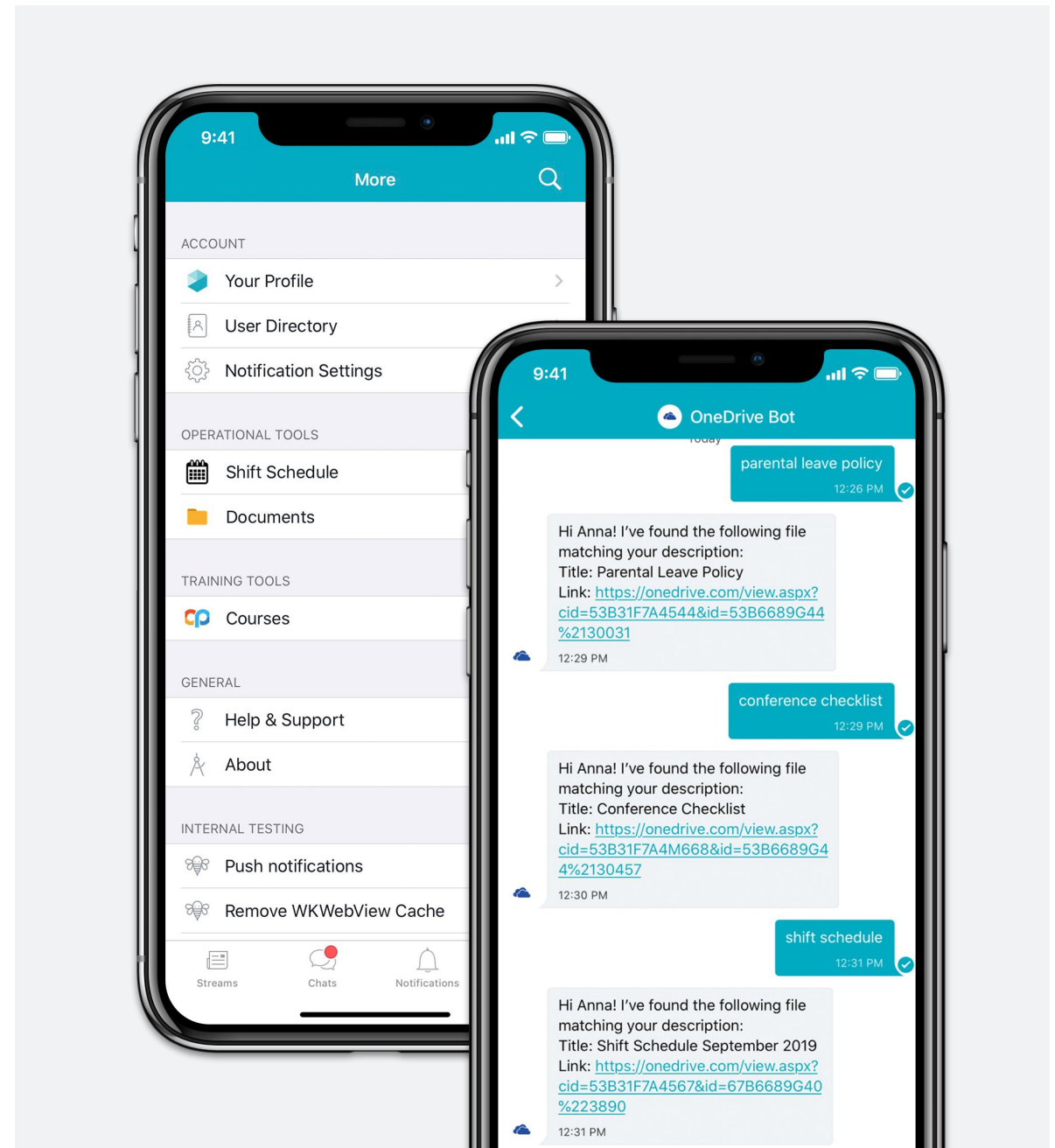
SAVE TIME WITH DIGITAL
TASK MANAGEMENT

Solve problems faster with task reporting and management at everyone's fingertips

- Take a photo and share it in a dedicated stream with a description of the problem and a "Maintenance" label.

- Add mobile maintenance request forms that share to a maintenance Stream.

- On-duty staff can comment on progress.
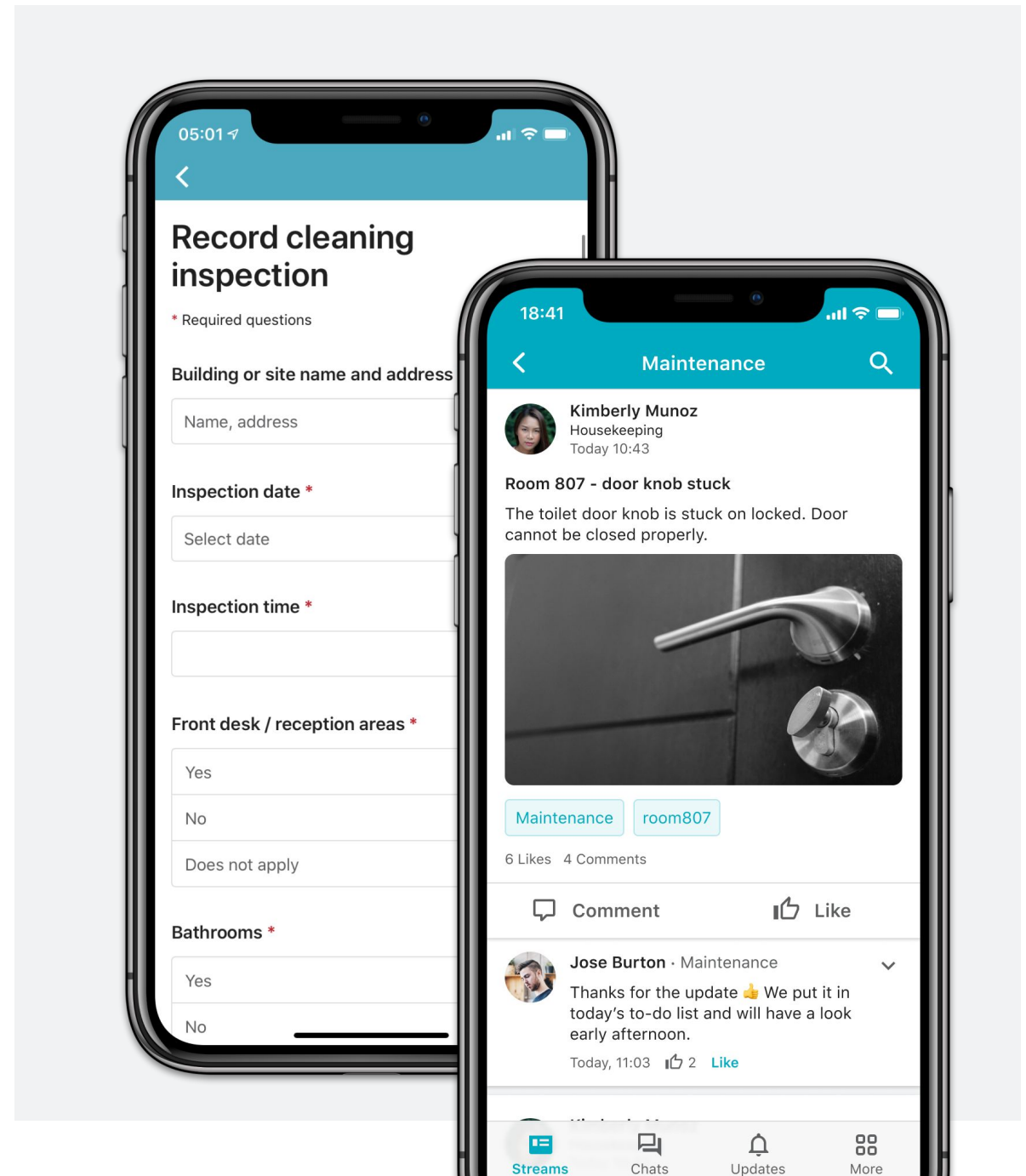
INCREASE SAFETY

Reduce safety incidents with improved training and efficient communication.
Ensure your message reaches your whole workforce during emergencies.

INCREASE SAFETY
WITH ACCESSIBLE INFORMATION

Fast, secure, mobile lines of communication for a safer workforce

- Increase safety with video training, best practices and mobile-accessible guidelines.

- Save up to $40,000 per year by reducing safety incidents.
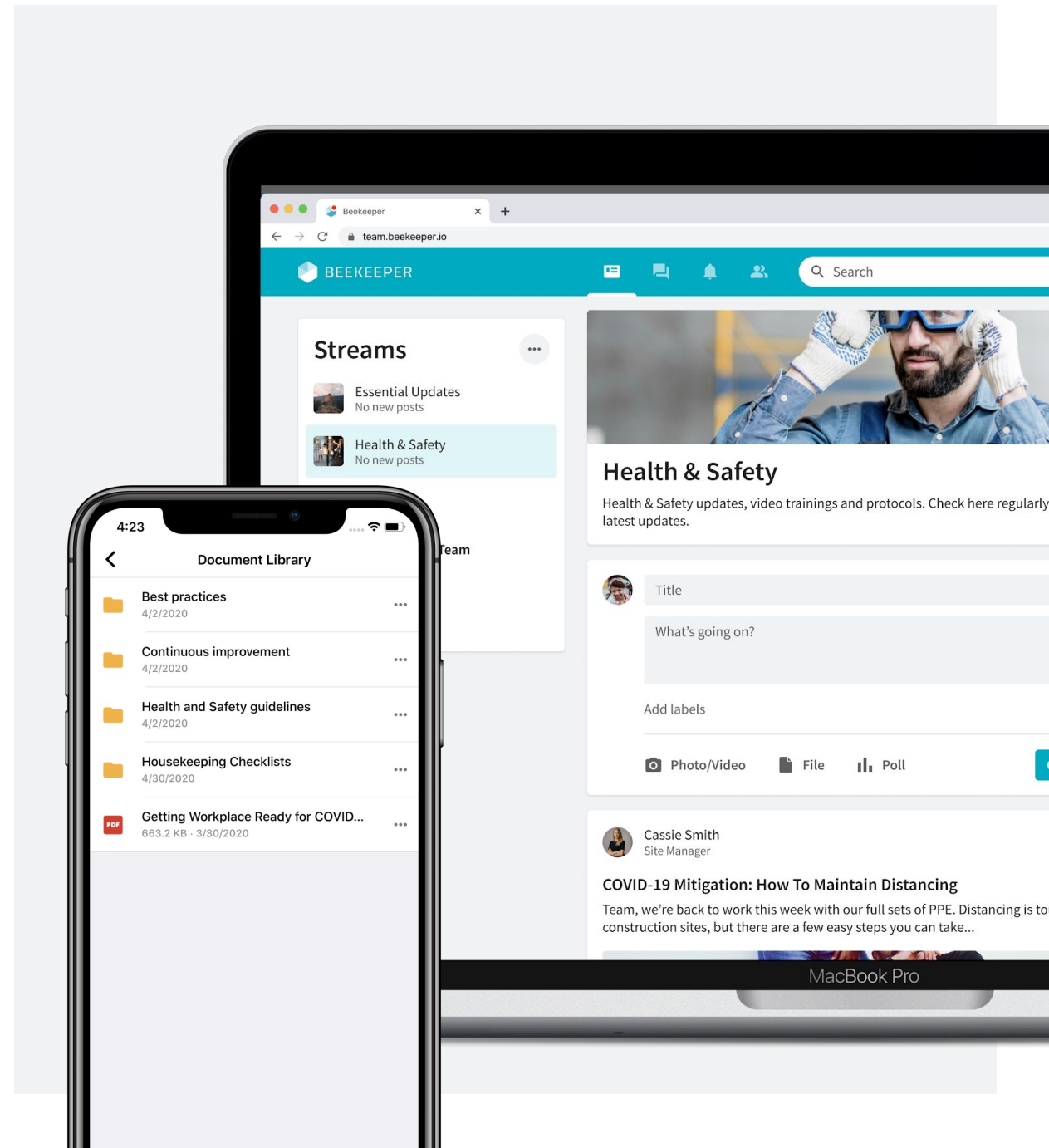
COMMUNICATE FAST
IN EMERGENCIES

Push urgent updates when it matters most

- Customers have used Beekeeper as a support communication channel in emergency situations.

- Keep everyone in the loop when "business as usual" is interrupted.

- Push a single urgent message direct to everyone's chat inbox and request a read confirmation.

MAKE PROTOCOLS
EASILY ACCESSIBLE

If it's essential knowledge, it's on Beekeeper.

- Make the latest guidelines and resources available to everyone.

- Relevant resources for each audience thanks to access restrictions.

Want to connect to Sharepoint to minimize admin effort?

Connect Beekeeper's Document Library to Sharepoint with an out-of-the-box integration! Maintain just one drive of health & safety policies and trust that all information is current.
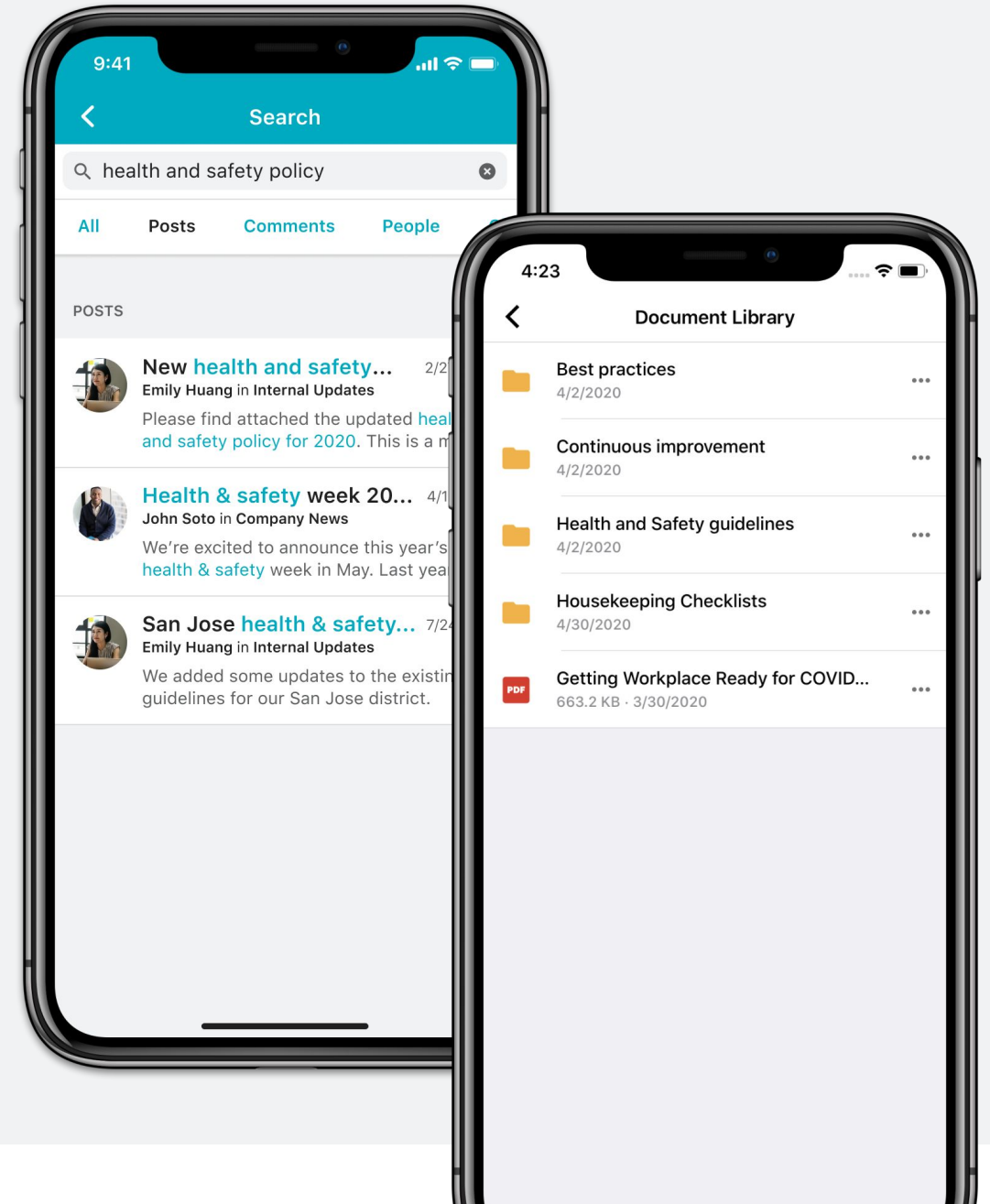
KEEP TRACK OF
HEALTH AND SAFETY RISKS

Collect structured data to reduce risks

- Use digital forms to keep track of hazards.

- Identify and react to risks faster.

- Train your workforce to be responsible and watchful for their own safety and that of others.

Want to collect data in Excel Online or Google Sheets?

Use Zapier to re-route submitted health and safety forms to any supported cloud-based tool or send as an email.

BEST PRACTICES FOR SAFETY

How our customers use Beekeeper to train their teams and reduce incidents

QUIZ YOUR WORKFORCE
ON HEALTH AND SAFETY

Follow up on trainings with a quick poll or quiz

- Quiz your team on the latest health and safety trainings with Surveys.

- Post a quick public Poll to make sure your frontline teams are engaging with your safety trainings.

Want to use a best-of-breed mobile learning tool?

Take your health & safety training to the next level with an advanced mobile learning platform, like Coursepath or MobieTrain! Integrations available in the Beekeeper Marketplace.
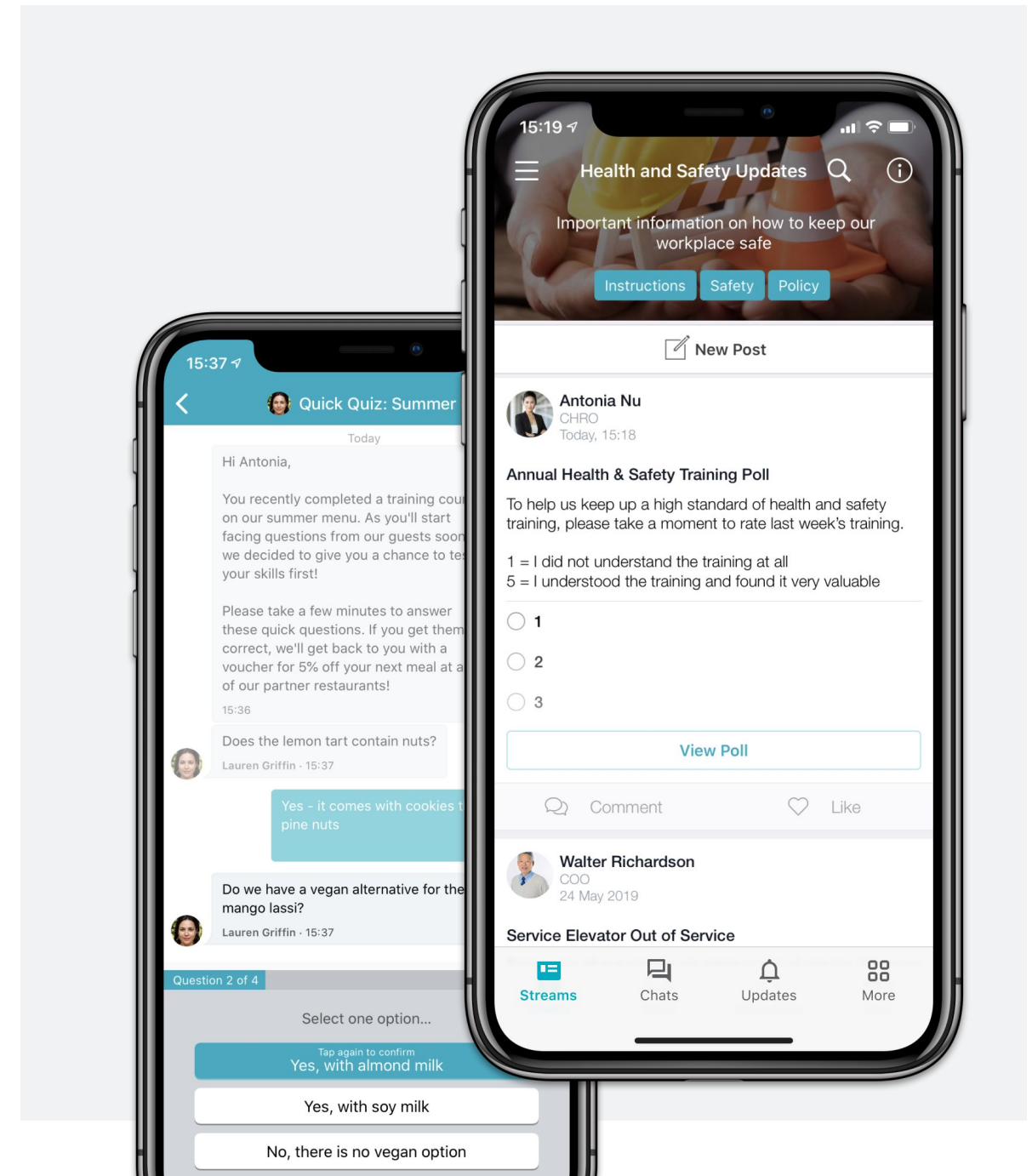
GET INSTANT ANSWERS
TO URGENT QUESTIONS

Set up a custom health & safety FAQ chatbot

- Create a custom FAQ with health and safety questions specific to your organization.

- Drag and drop your FAQ into a chat with an FAQ chatbot to provide instant answers to health and safety questions.

- Create and maintain your health and safety knowledge base in your preferred language -- the chatbot will translate questions and answers into 100+ languages!
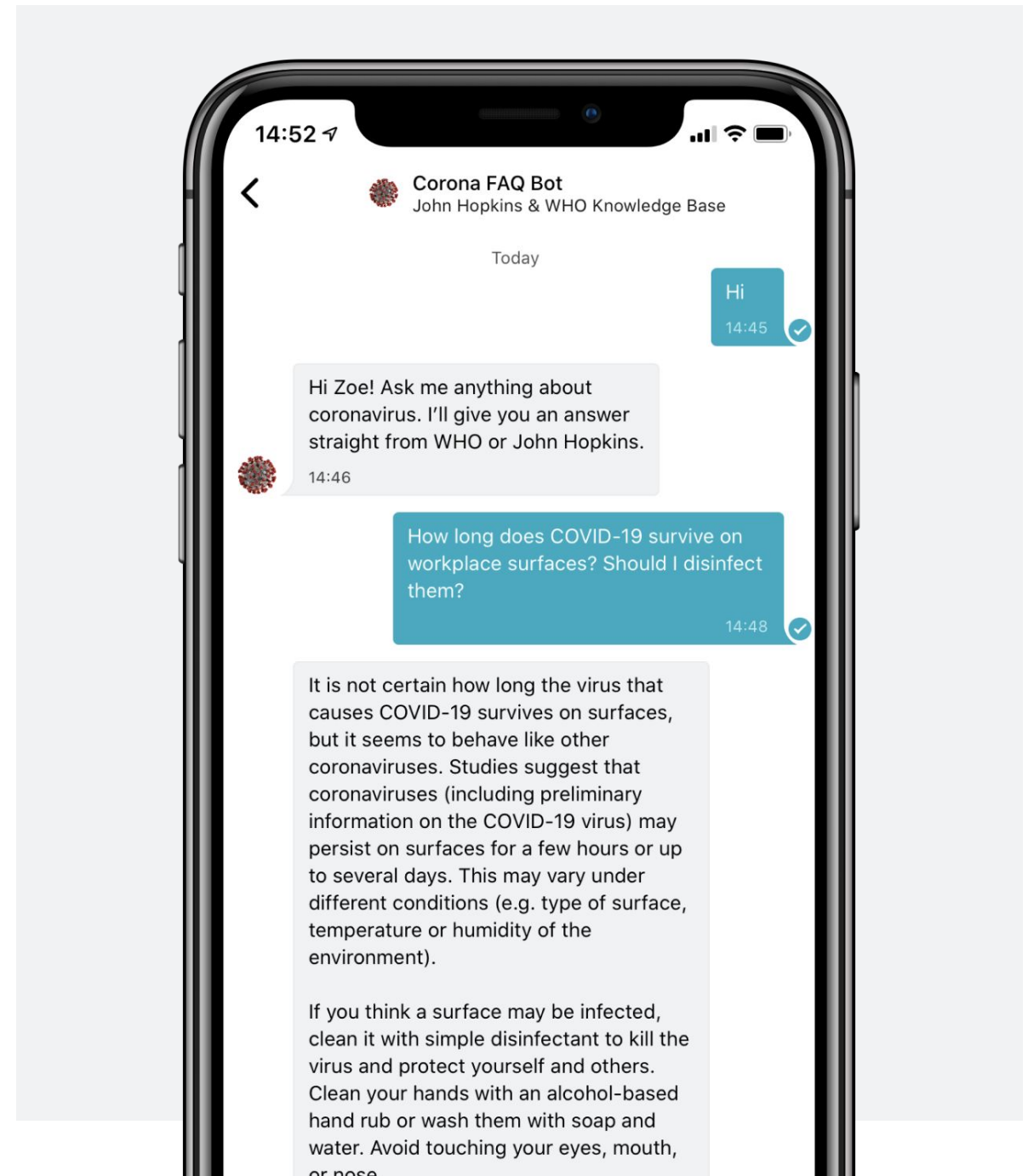
SHARE BEST PRACTICES
TO INCREASE SAFETY

Customers run health & safety campaign weeks on Beekeeper

- Encourage teams to share their knowledge with an internal Q&A community.

- Share engaging and accessible safety videos.

- Run competitions and reward health & safety conscious teams.
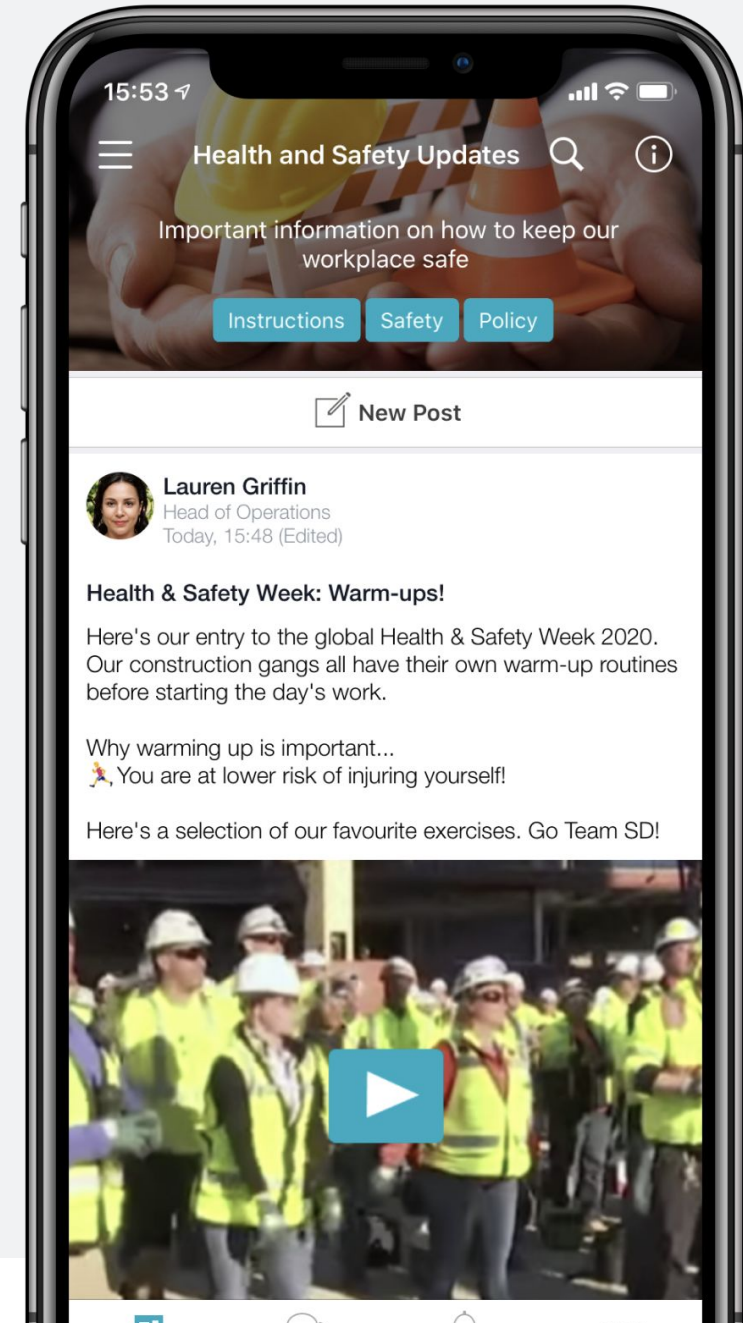
CREATE CLARITY
ON CORONAVIRUS

Combine Streams, Chatbots and Campaigns for COVID-19 management

- Set up a Coronavirus Response stream as a single source of truth internally.

- Our out-of-the-box COVID chatbot can answer general questions in any language.

- Schedule regular confirmation campaigns with internal updates.

Want to provide quick answers to internal FAQs?

We can help you to create a custom chatbot to answer internal FAQs and collect questions. You own the knowledge base and can keep it updated!
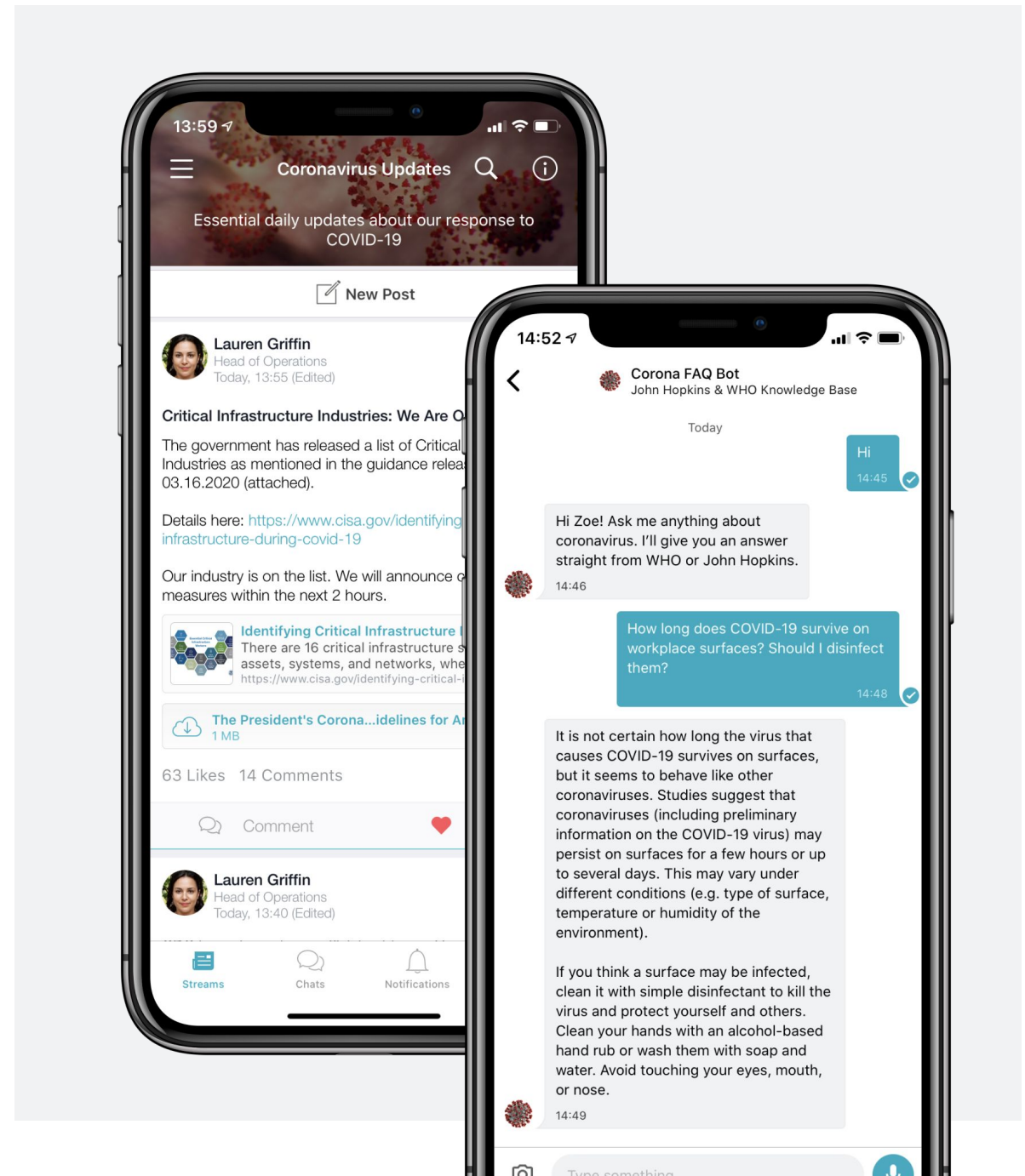
PREVENT COSTLY MISTAKES
WITH MOBILE CHECKLISTS

Keep staff safe with health & safety checklists

- Reduce roadblocks to safety — enable frontline teams to access and submit sick leave or PPE Request forms easily on mobile.

- Provide mobile checklists and guidelines to ensure teams have what they need to stay on track.

Want to get even more in-depth?

Add on an advanced checklists or workflows integration, like CheckProof or Whispr!

CHECK PROOF
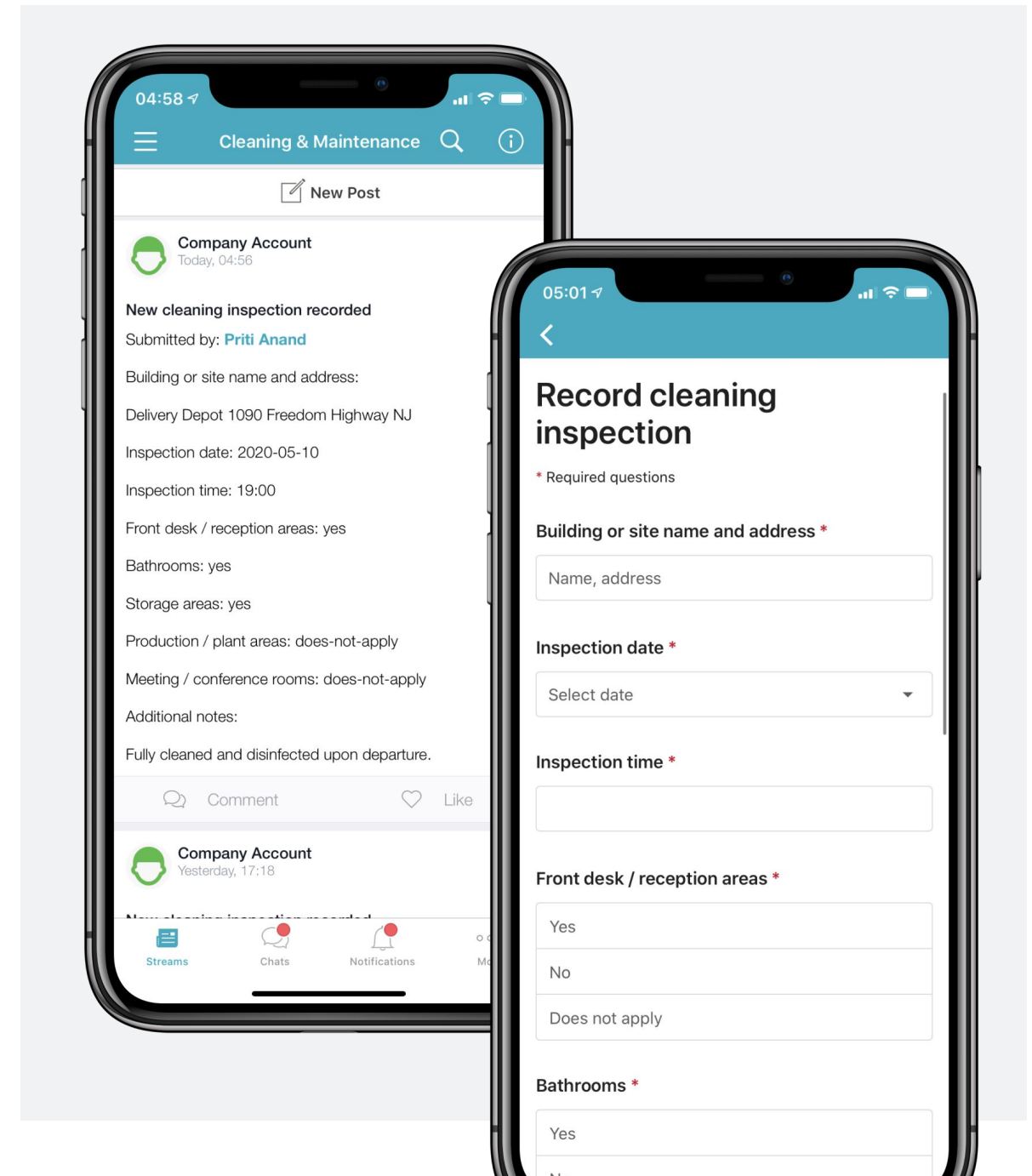
ENHANCE CUSTOMER EXPERIENCE

Engaged frontline teams provide better customer experiences. Boost revenue and market share with a team that goes the distance for customers.

DELIVER BEST SERVICE WITH
MOTIVATED EMPLOYEES

Training, culture and collaboration for an outstanding customer experience

- Create a customer-obsessed culture, reward great work and motivate teams.

- Get closer to your frontline workforce with dedicated engagement tools.
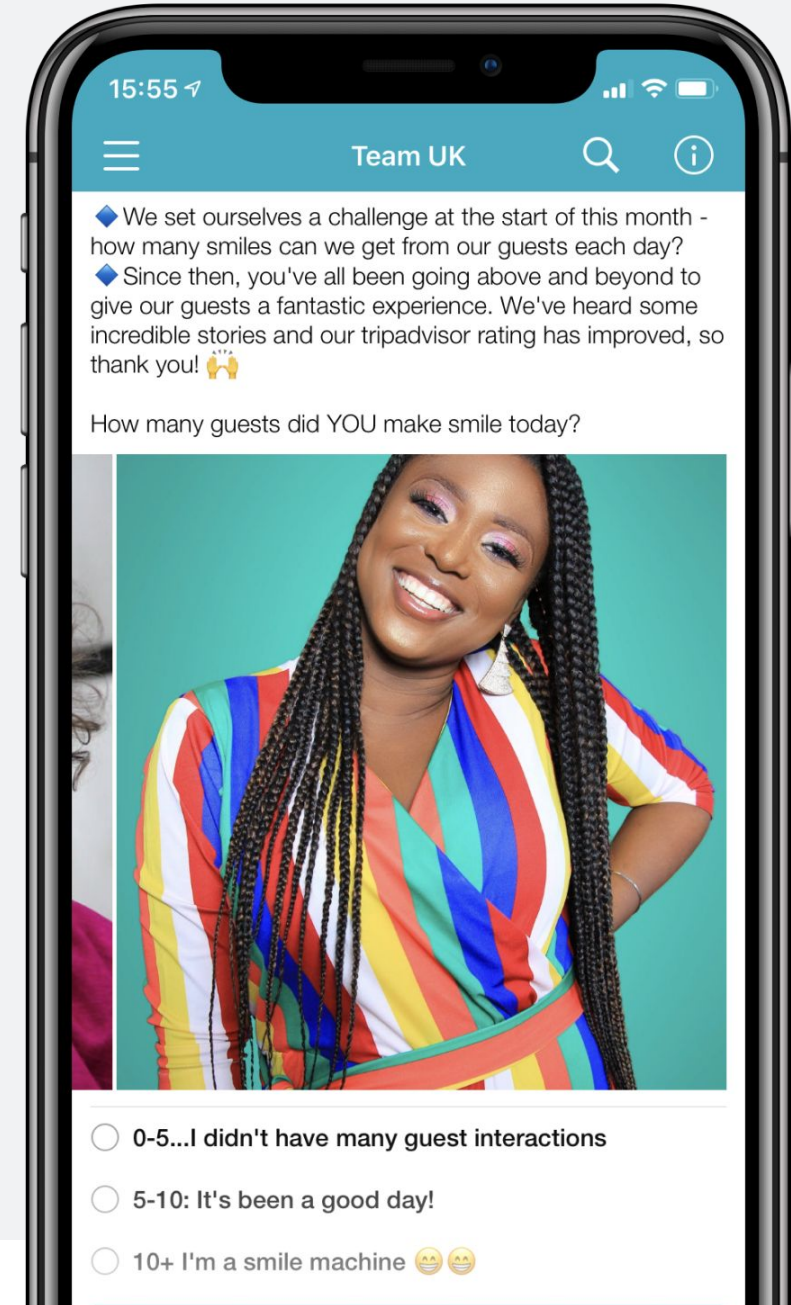
COLLECT OPEN FEEDBACK
TO RETAIN EMPLOYEES

Create an open dialogue to help employees feel valued

- Poor retention impacts profits, morale and productivity - reverse the trend!

- It's not just about reaching your frontline workforce: it's about listening to them.

- Show your workforce their opinions matter. Use their ideas to drive innovation.

Add a Question　　　　　　　　　　　×

◉ Multiple choice	⊏⊐ Free text

What would help you share work better within your team?|

Cancel　　Save

CUSTOMIZE CONTENT
FOR EACH LOCATION

Empower GMs with relevant content

- GMs can curate access to links and documents for their location.

- Upload the latest version of a link or file in seconds.

- From safety procedures to canteen menus, give employees access to the information that's relevant for them.
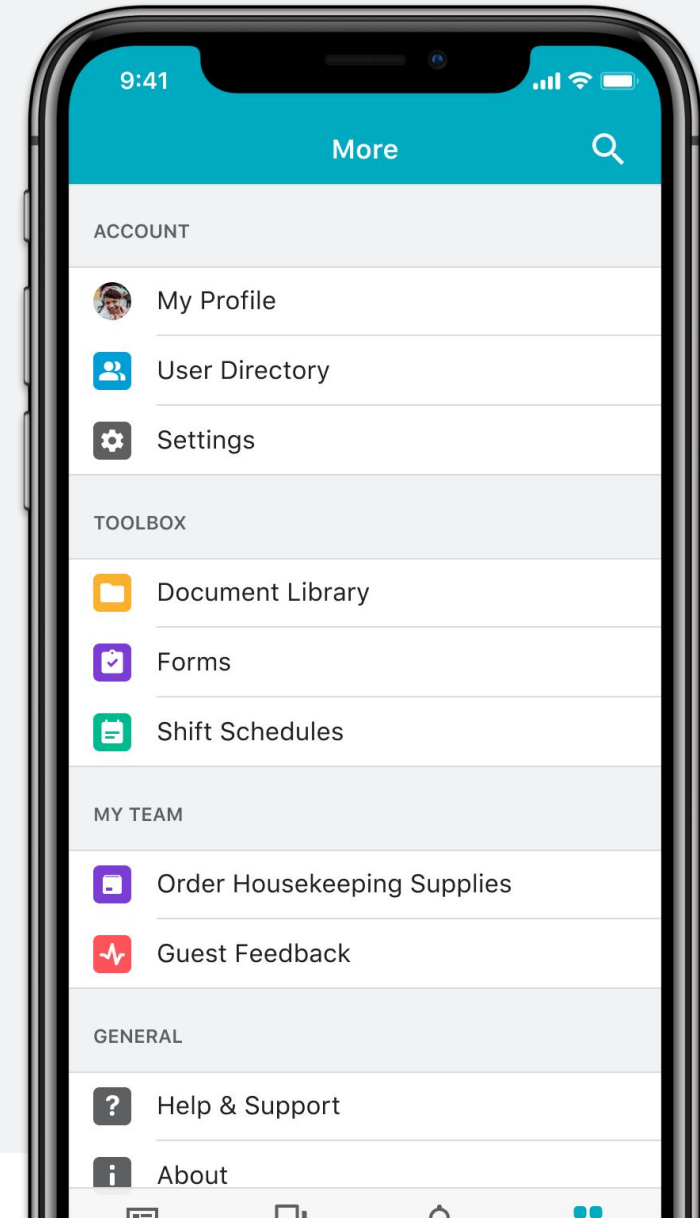
SAVE TIME WITH ON-THE-GO
EMPLOYEE TRAINING TESTS

Increase participation and save time with Surveys and Polls

- Quiz your team on the latest sales trainings and brand standards.

- Post a Poll or send out a quiz to test a team's knowledge about a weekly menu, current offers, or customer service best practices.

Want to use a best-of-breed mobile LMS?

Beekeeper's Marketplace has integrations with advanced mobile learning platforms, like Coursepath or MobieTrain!
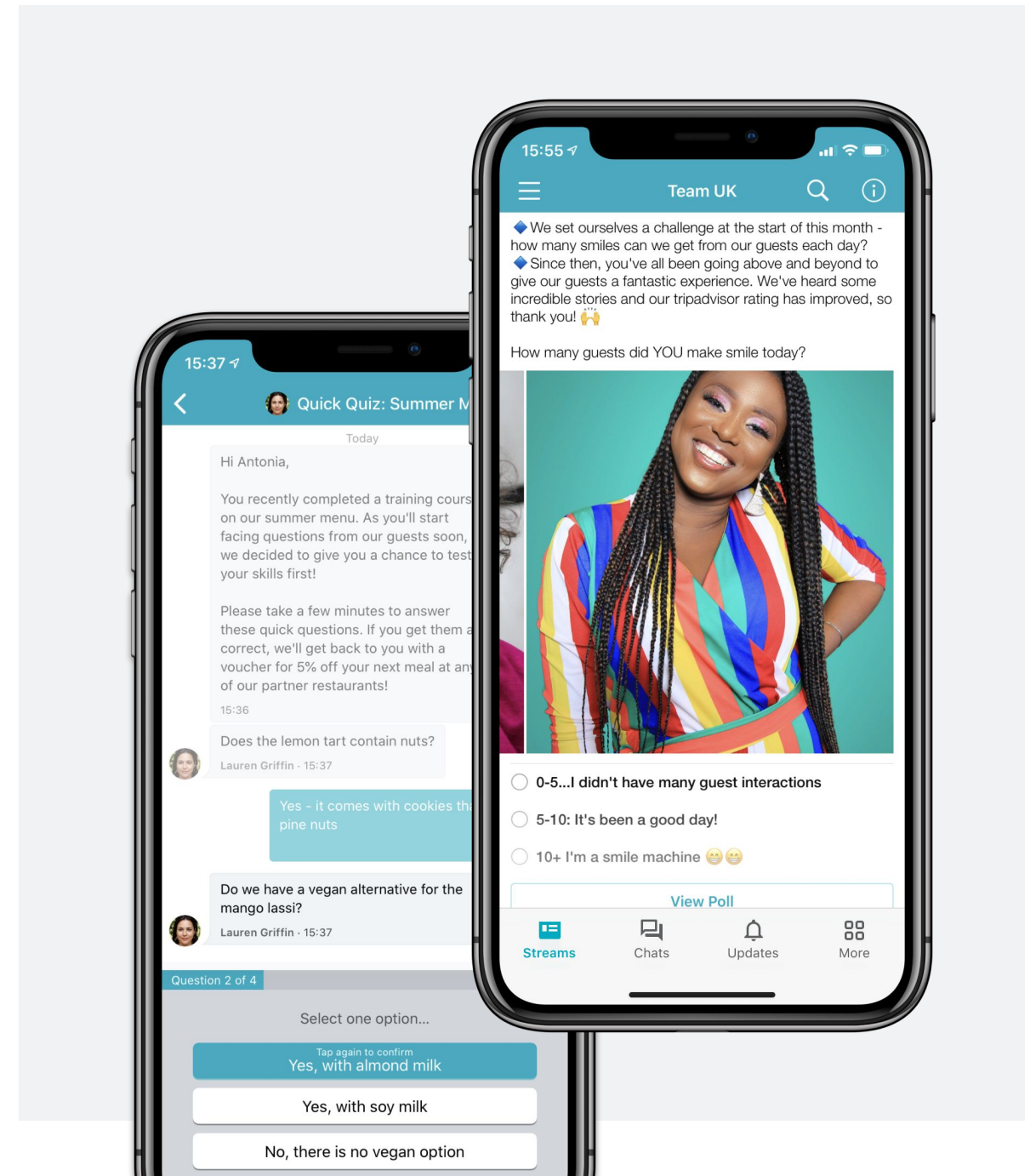
BEST PRACTICES FOR SERVICE QUALITY

How our customers use Beekeeper to create an exceptional customer experience

ENCOURAGE GREAT WORK
WITH RECOGNITION AND REWARDS

Improve retention and amplify quality work

- Create a real-time recognition channel where employees can give shout-outs to each other.

- Use Surveys to vote on Employee of the Month.

- Show your workforce how much you value them and their contributions by saying thanks.

- Connect Beekeeper with your preferred rewards & recognition system to notify employees when they've received points.
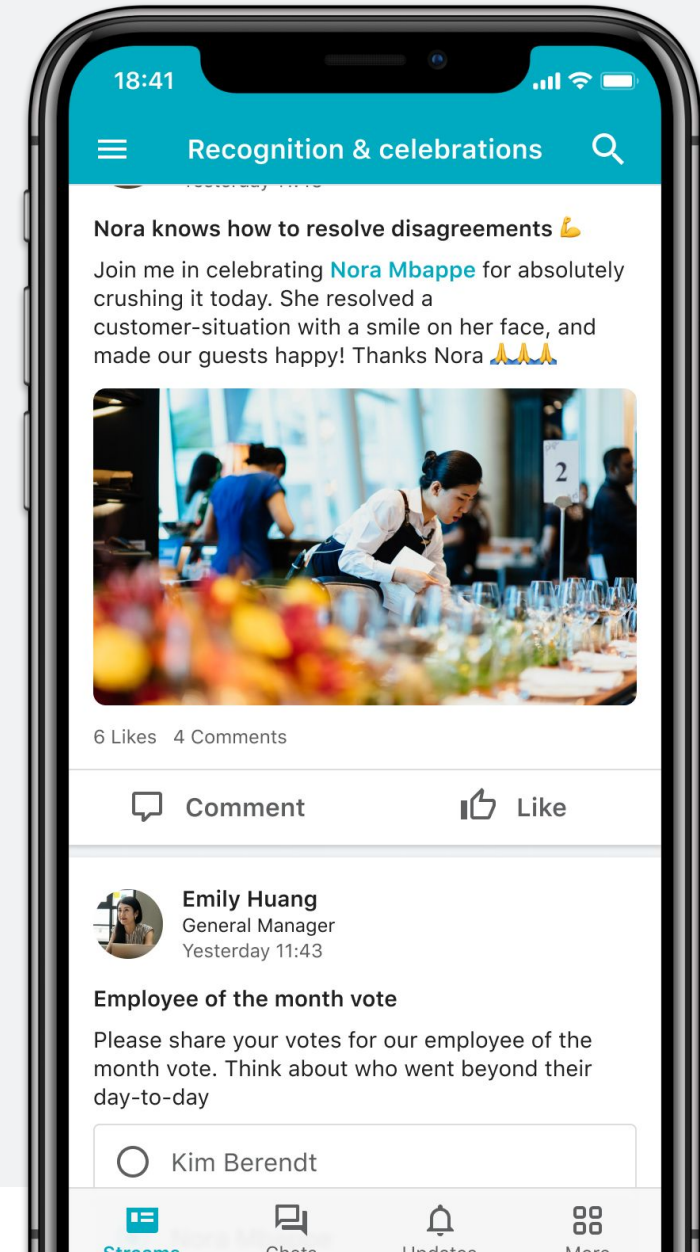
CUSTOMIZE AND SCALE

Productivity, safety and agility fit for your unique organization.

FRONTLINE DIGITAL ENABLEMENT
FOR INNOVATIVE ENTERPRISES

Transform your operations on the front line with a tool that scales for enterprises

- Customize your digital workplace to meet the unique needs of your organization.

- Partner with frontline technology experts for digital transformation that sticks.

STRUCTURE BEEKEEPER
LIKE YOUR BUSINESS

Map departments, teams, and locations into Beekeeper

- Target communications to any team or location.

- Give team leads access to relevant analytics and communication tools for more effective team management.

- Save time and improve security: automate user creation, deletion and name or team changes by syncing Beekeeper with your cloud-based HRIS tool.
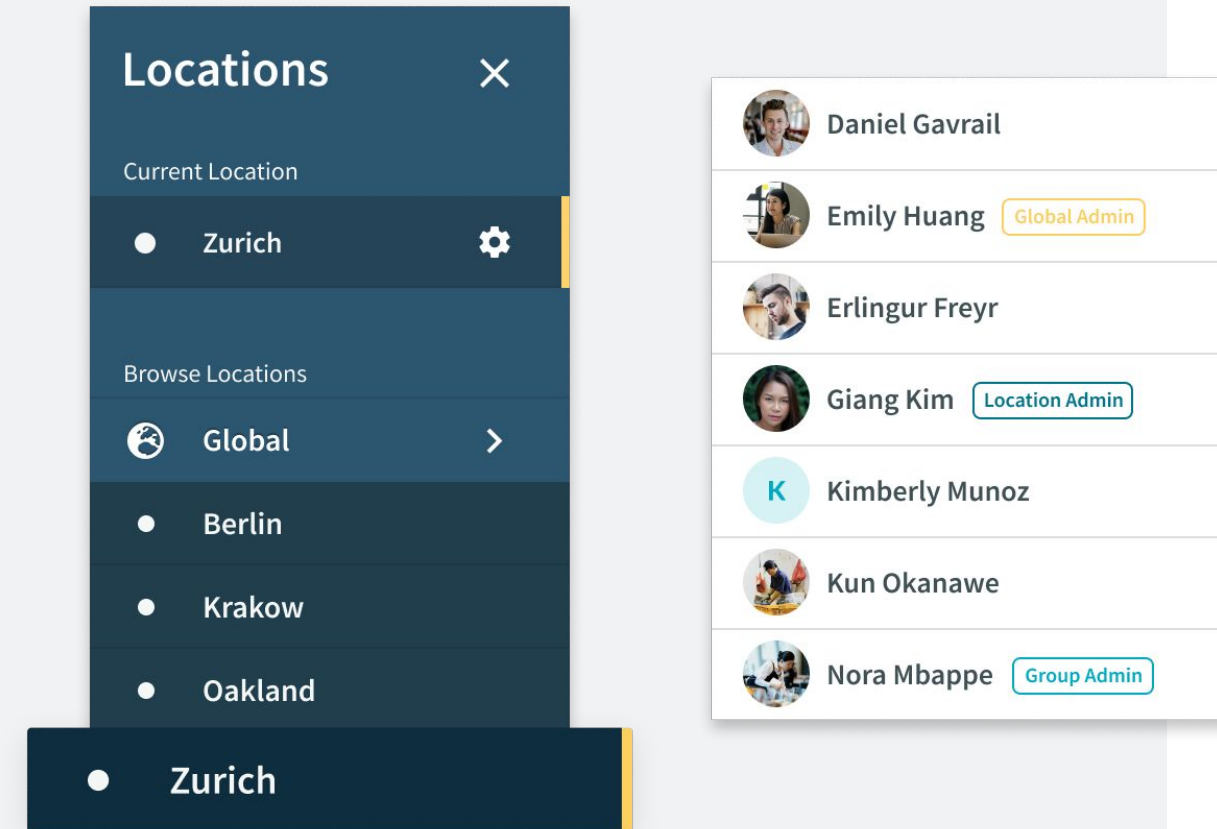
FEEL AT HOME
WITH A BRANDED INTERFACE

Recreate your corporate identity in-app

- Customize your Beekeeper platform with your brand images and colors.

- Help employees feel at home with a custom branded interface.
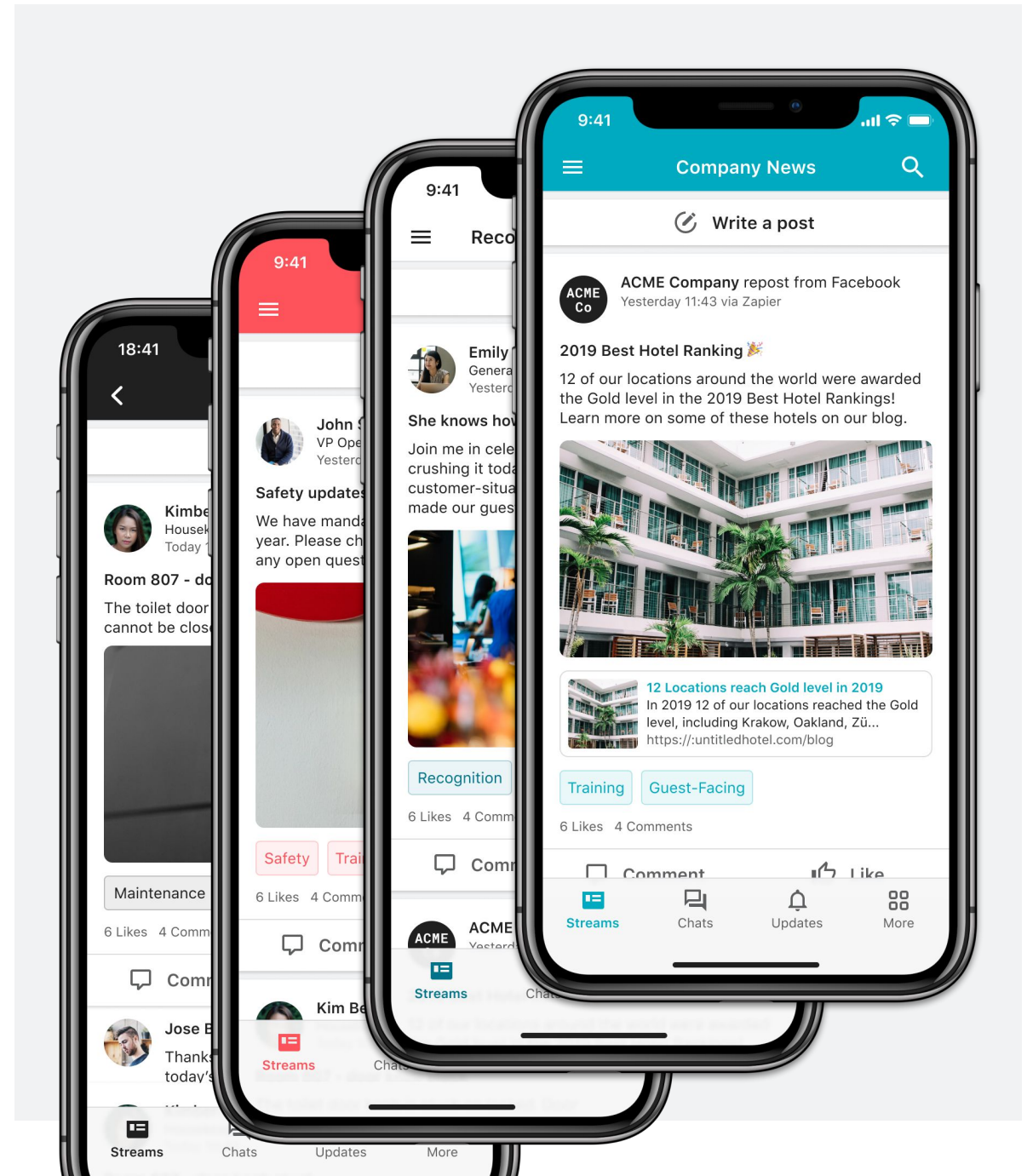
CUSTOMIZE CONTENT
FOR EACH AUDIENCE

Enable every team with relevant content

- Managers can curate access to links and documents for their brand, department or location.

- Upload the latest version of a link or file in seconds.

- From safety procedures to brand guidelines, give employees access to the information that's relevant for them.
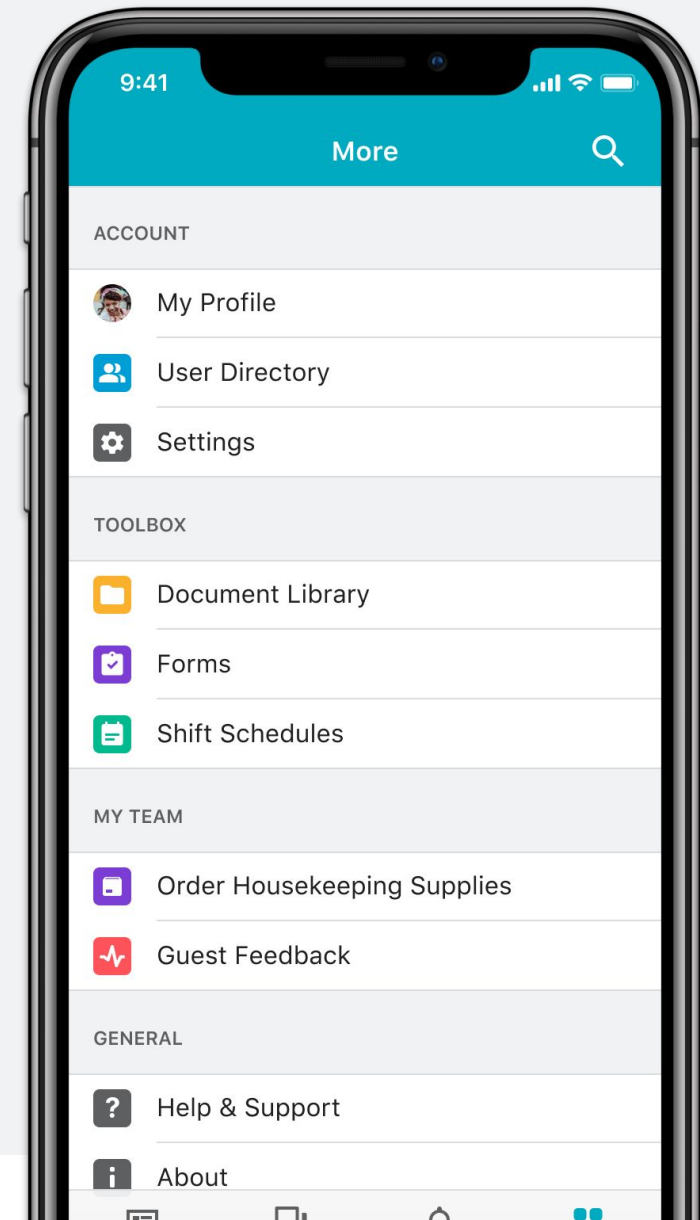
LEVERAGE EXISTING SOFTWARE
FOR THE FRONTLINE

Drive adoption of the right tools with easy access from Beekeeper

- Log in securely to any tool using Beekeeper as an Identity Provider (IDP).

- Install and roll out Marketplace apps to drive usage of best of breed frontline software.

- Make the most of your existing technology investments.
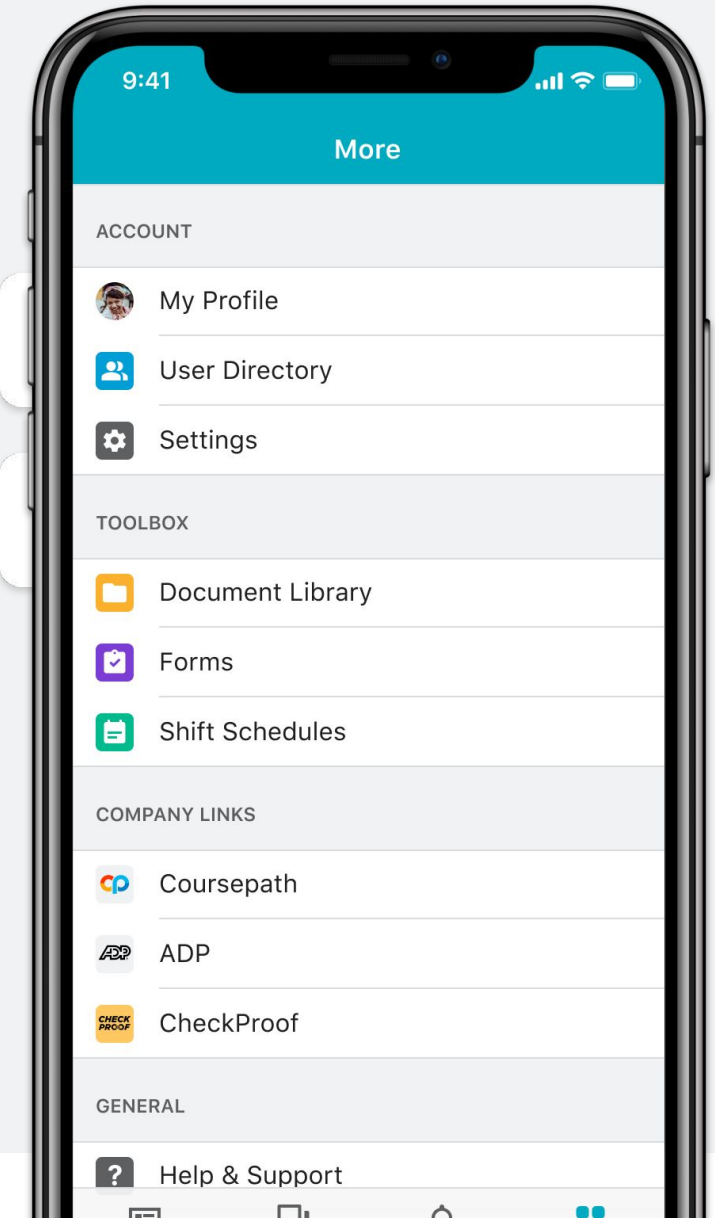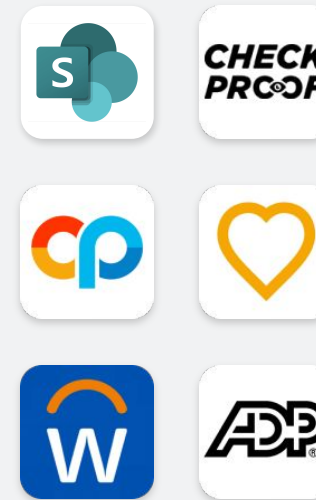
LIMIT WORK COMMUNICATION TO
WORK HOURS ONLY

Automatically mute push notifications outside work hours with Do Not Disturb mode

- Respect off-duty workers and reduce legal risks related to wage and hour labor laws.

- Set expectations around your digital workplace—off the clock means off the clock.

- Connect Do Not Disturb Mode to your preferred shift scheduling or time clocking tool to mute push notifications with no effort on the part of frontline workers.

AUTOMATE SHIFT SCHEDULE
COMMUNICATION

Cover every shift with automatic shift communication

- Ensure shifts are covered without training your shift managers on a new scheduling system.

- Cover every shift with automated updates about shift changes, and a personalized, up-to-date shift schedule in the hands of every employee.

Want to integrate with your existing scheduling tool?

Connect Beekeeper to your preferred scheduling tool, or use our out of the box Kronos integration to deliver shift schedules and updates in Beekeeper!
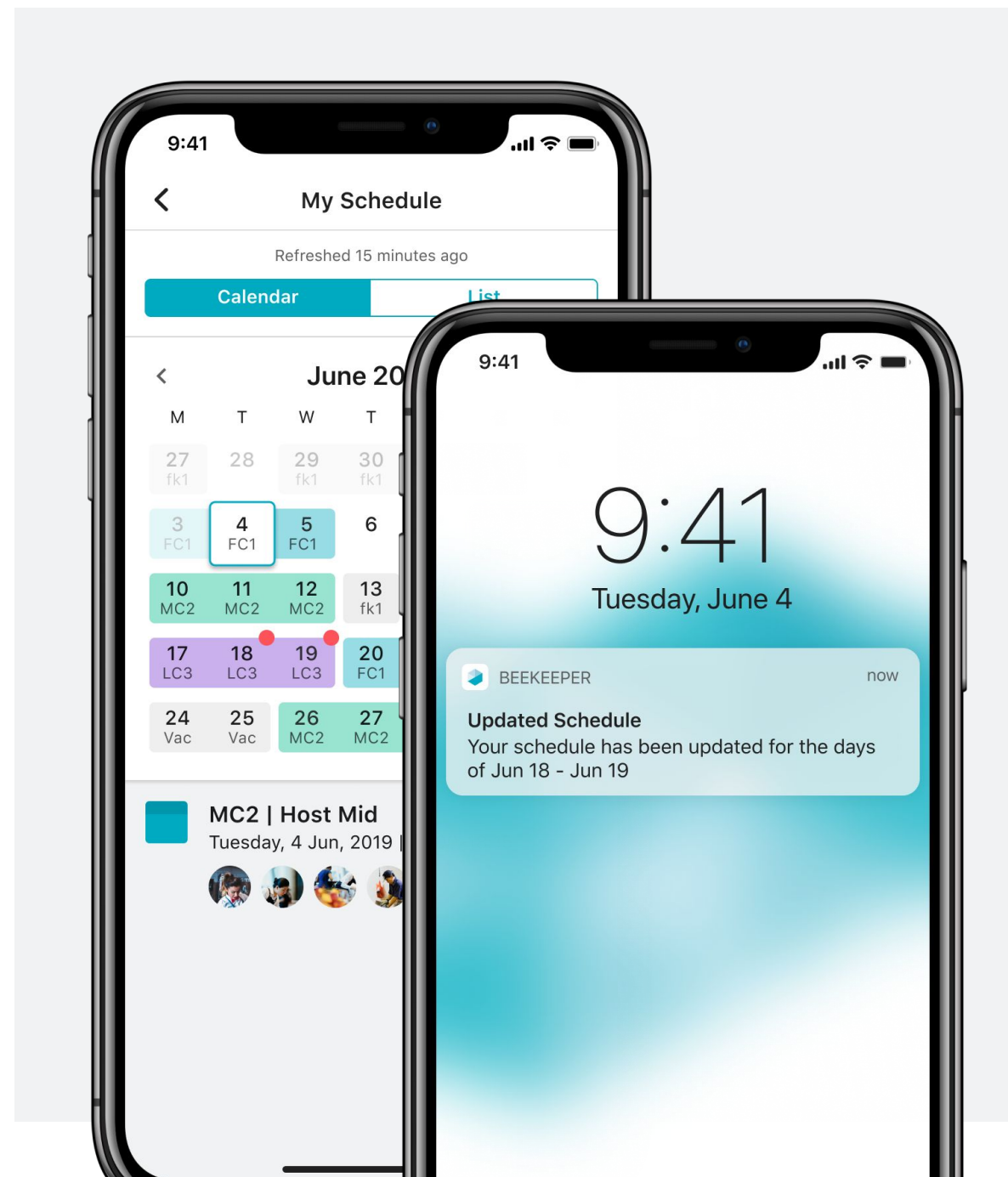
ALIGN THE OFFICE
AND THE FRONT LINE

Forget about maintaining multiple drives!

- Align your head office with your frontline without maintaining two file drives.

- Automatically sync selected files between the intranet your desktop workers use and the Document Library your frontline workforce loves.

Want to connect to Sharepoint?

Connect Beekeeper's Document Library to Sharepoint to automatically mirror selected Sharepoint files and folders in Beekeeper.
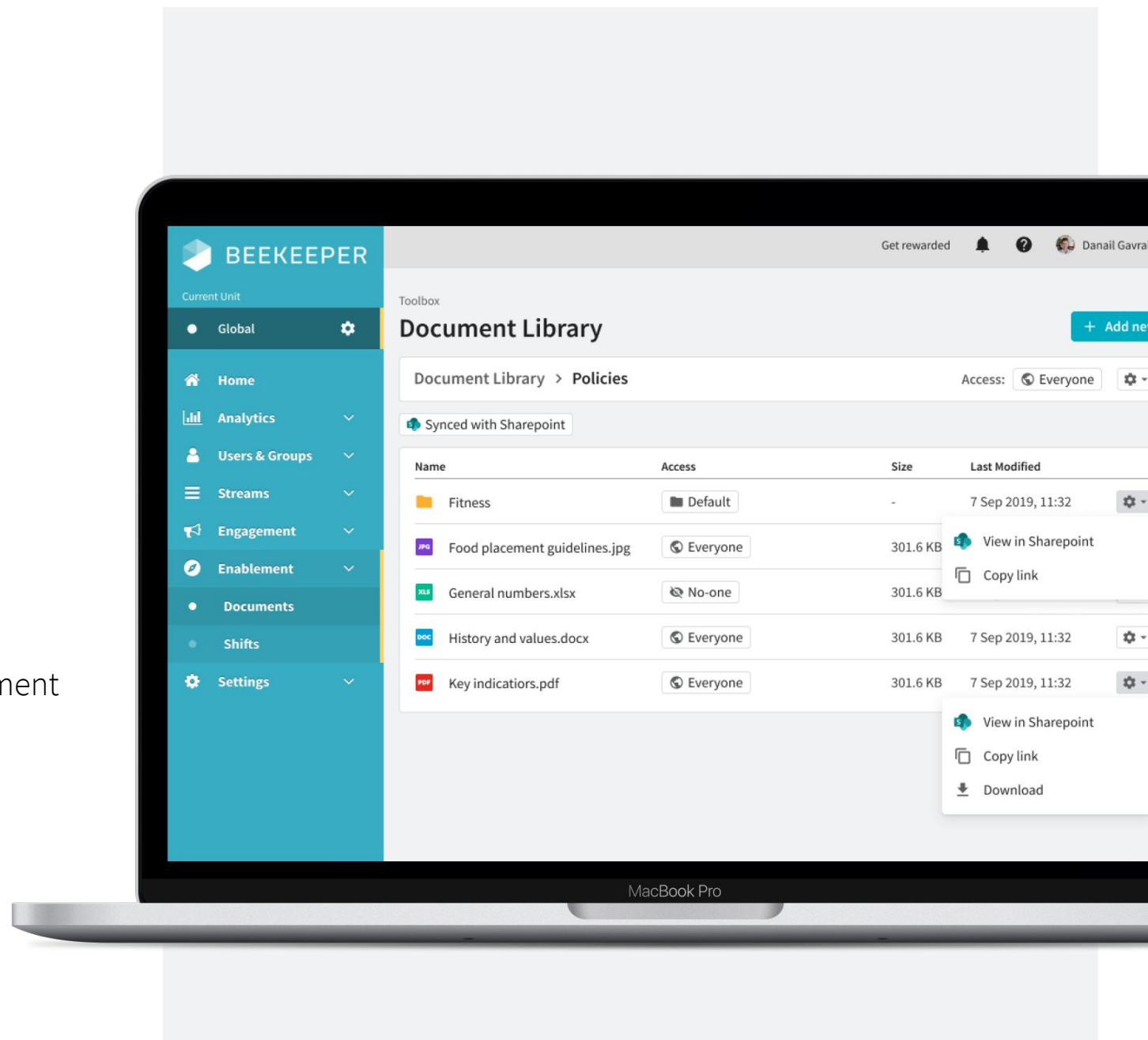
ANSWER FAQs FASTER
WITH A CUSTOM BOT

Provide instant answers to frequently asked questions

- Upload and constantly improve internal FAQs. This bot will automatically answer questions based on your FAQ document, saving time on the front line.

- Maintain your knowledge base in your preferred language — the bot will understand and translate answers into 100+ languages!

Want to pull in information from other tools?

Connect Beekeeper Chats with tools on the Zapier marketplace to build your own chatbot integrations without writing any code!
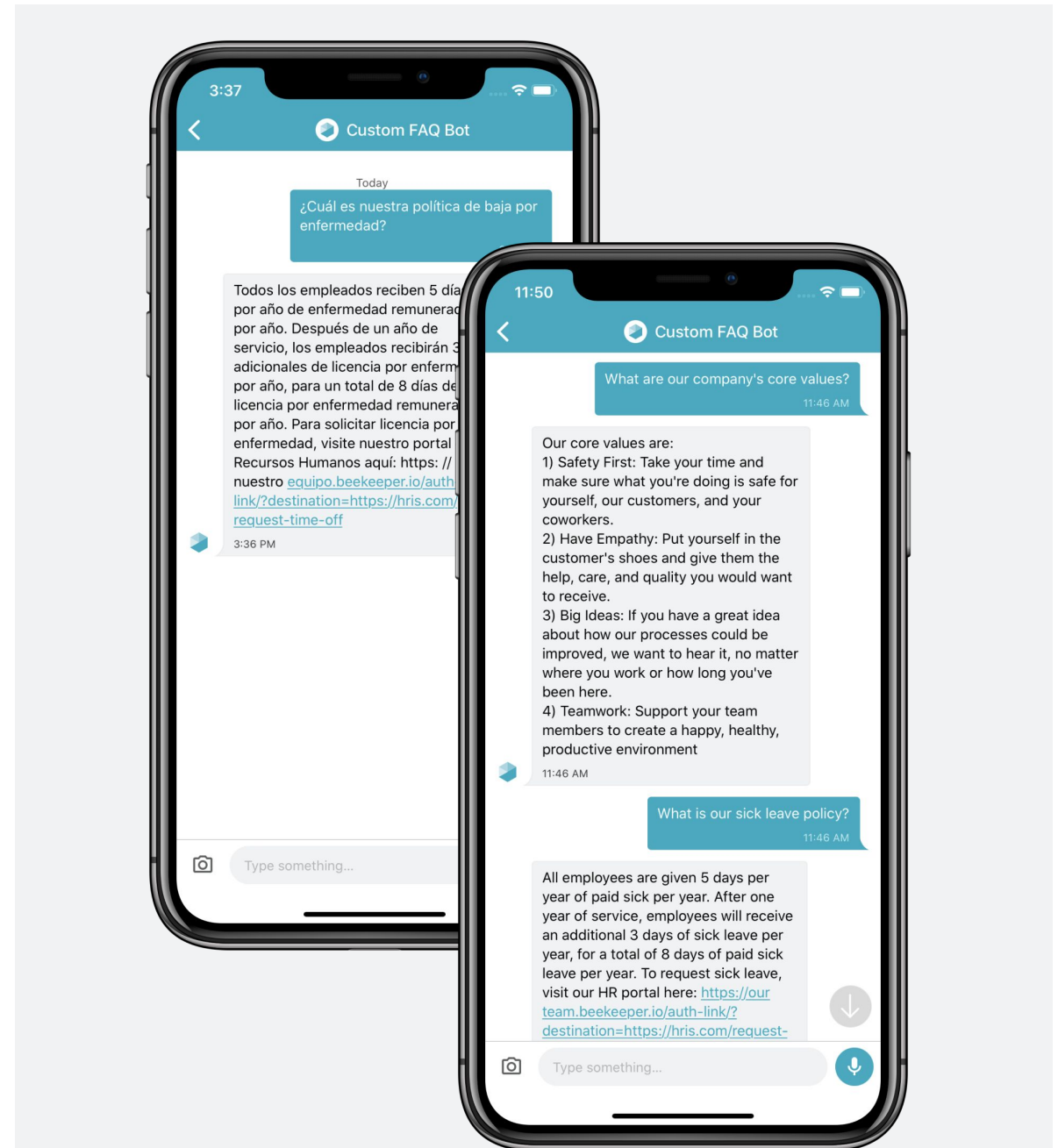
YOUR OPTIONS FOR CUSTOMIZING AND SCALING

How our customers use Beekeeper's flexibility to create perfect solutions for their business

ALIGN THE HEAD OFFICE
WITH THE FRONT LINE

Integrate with Microsoft to provide the perfect solution for desk-based and frontline teams

- Sync files and folders with Sharepoint or user information from Azure AD with an out-of-the-box integration.

- Connect Beekeeper to Outlook, Teams, Yammer, To Do, OneDrive, with no coding via Zapier.

- Add an iFrame to Sharepoint to give your head office a constant view of what's happening on the front line.

- Sync content from Microsoft to Beekeeper via RSS Feed so you never have to duplicate work.
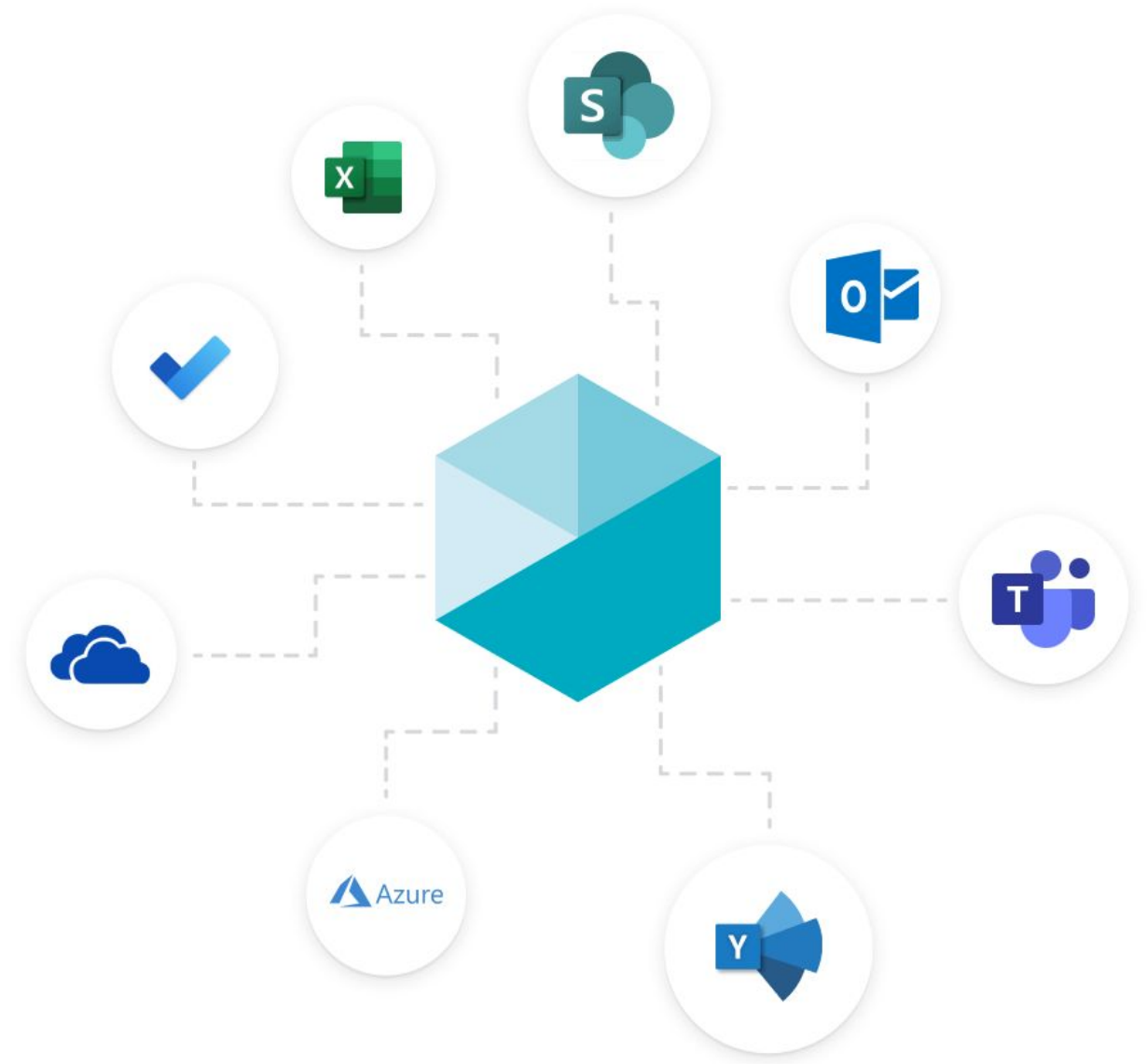
ELIMINATE PASSWORD PAIN
WITH SSO FROM BEEKEEPER

Automatically log into external systems from Beekeeper

- Help teams find and access the tools they need on the front line without having to reset passwords.

- Set up Single Sign On via SAML protocol or JSON Web Tokens for seamless access to 3rd party tools.

- Install out-of-the-box integrations that come with SSO to solutions for learning, task management, HR, and more.
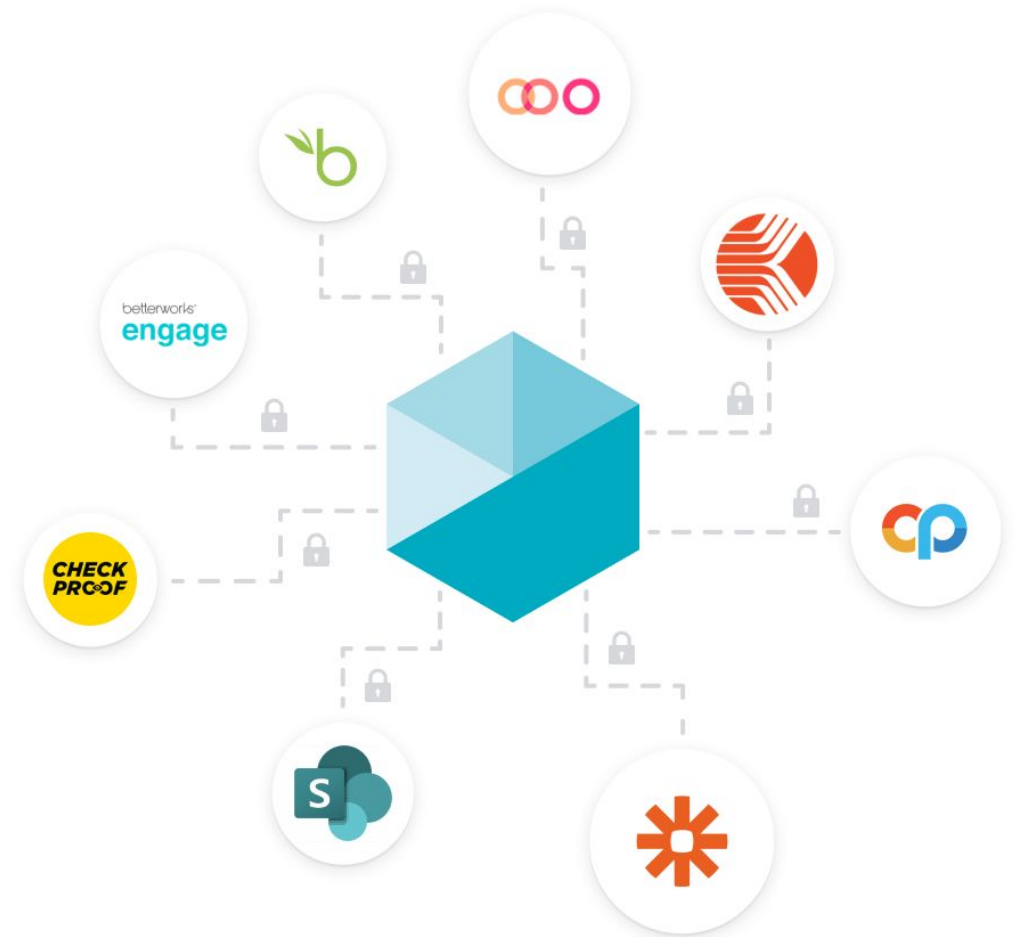
USER MANAGEMENT
TO FIT YOUR NEEDS

From 100 to 100,000 employees, we've got user management to fit your needs.

- Out-of-the-box user sync apps for automatic synchronization of user data from your HRIS system into Beekeeper.

- Custom user sync app for your HRIS.

- SFTP sync to automate user management without a user sync app.

- Excel upload and manual user creation.

+ zapier

BEEKEEPER
♥ ZAPIER

Best practices and ideas for custom inter-app workflows powered by Zapier.

![logo] + zapier

AUTOMATE TASKS TO
FREE UP TIME FOR MANAGERS

Save time without sacrificing employee satisfaction

- Get reminders about your team members' work anniversaries and birthdays.

- Set up automated announcements or messages to congratulate and acknowledge staff.

- Free up time for more impactful projects.

☝️ Quick reminder: Today is Joan Frasier's brithday! Remember to wish her a happy birthday when you see her, and post about her in the Front Desk Team Stream.
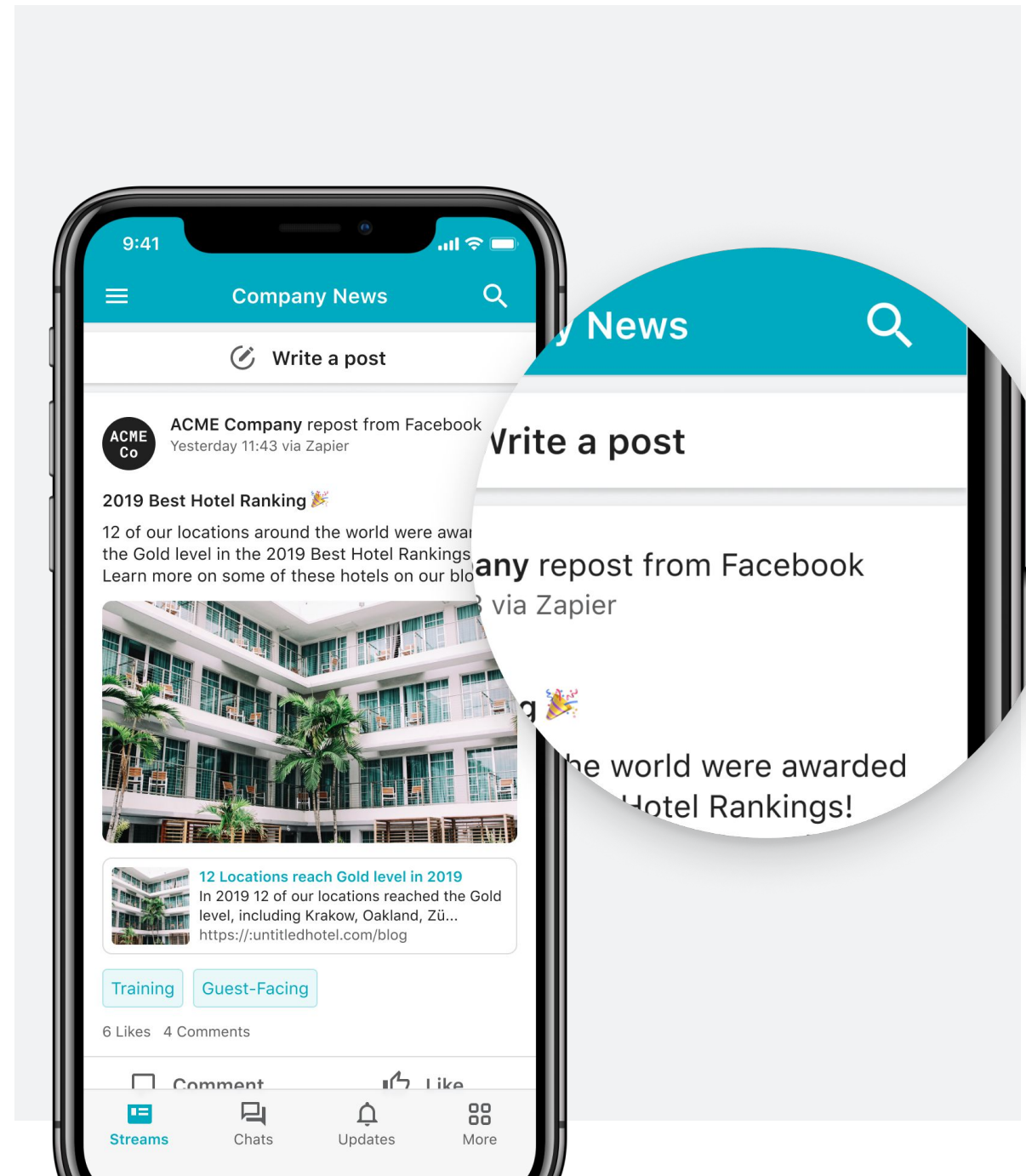
ACME Co · Emily Huang · 13:21

+ zapier

EXTEND YOUR COMMS REACH
WITHOUT DUPLICATING WORK

Save yourself the copy-paste. Automatically push all social media content from your company into Beekeeper.

- Give your employees a conversation starter for customer interactions.

- Keep your workforce up to date on the latest company-wide developments and initiatives.

- Save time for communications teams by automating content sharing from YouTube, Twitter, Facebook, Instagram, and more!

9:41

Company News

Write a post

ACME Company repost from Facebook
Yesterday 11:43 via Zapier

2019 Best Hotel Ranking 🎉

12 of our locations around the world were awar
the Gold level in the 2019 Best Hotel Rankings
Learn more on some of these hotels on our blo

12 Locations reach Gold level in 2019
In 2019 12 of our locations reached the Gold
level, including Krakow, Oakland, Zü...
https://:untitledhotel.com/blog

Training   Guest-Facing

6 Likes   4 Comments

Comment   Like

Streams   Chats   Updates   More

News

Write a post

any repost from Facebook
via Zapier

🎉

he world were awarded
Hotel Rankings!

INTEGRATE WITH MICROSOFT
NO CODE REQUIRED

Build custom workflows between Beekeeper and your favourite Microsoft tools.

- Align your head office and your front line with synchronized posting between Yammer and Beekeeper.

- Seamlessly communicate between the head office and the front line with code-free connectors to Microsoft Teams.

- Set up a chatbot to search for files in OneDrive from a Chat in Beekeeper.

- Automatically track employee performance and recognition with a code-free connector to Excel.
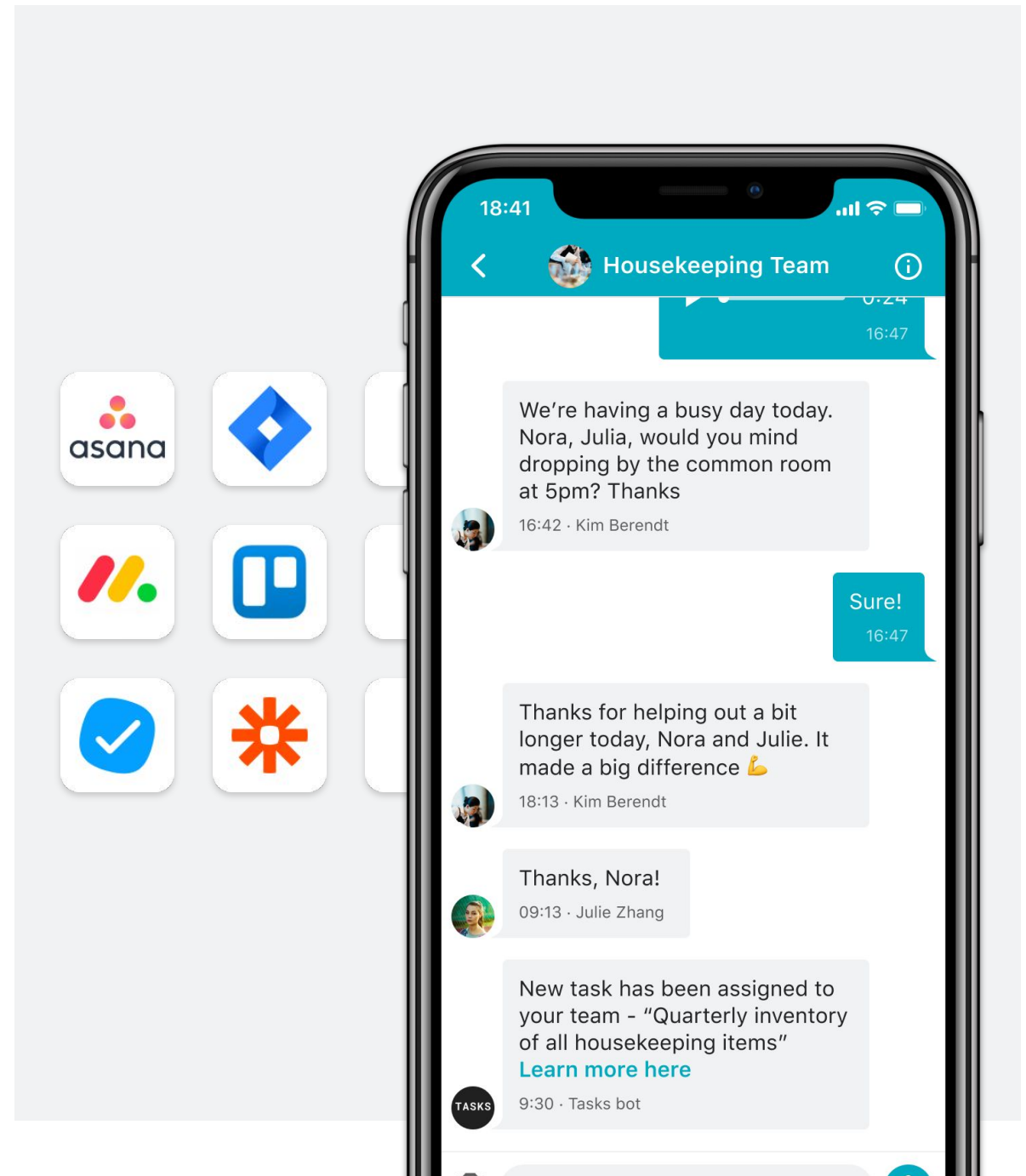
INTEGRATE WITH 30+
TASK MANAGEMENT TOOLS

Integrate with Asana, Monday and more via Zapier

- Push new tasks directly into group chats or news streams.

- Build a simple task chatbot without writing a single line of code.

- Ultimate flexibility for task management integrations enabled by Zapier.

BUILD CODE-FREE
CHATBOT INTEGRATIONS

Get fast information from 3rd party systems via chatbot

- Solve problems quickly as a team with a chatbot that delivers new Zoom meeting links.

- Get on the same page and plan ahead with weather bots, cloud drive bots, and more!

- Build chatbot integrations with hundreds of 3rd party tools without writing a single line of code.
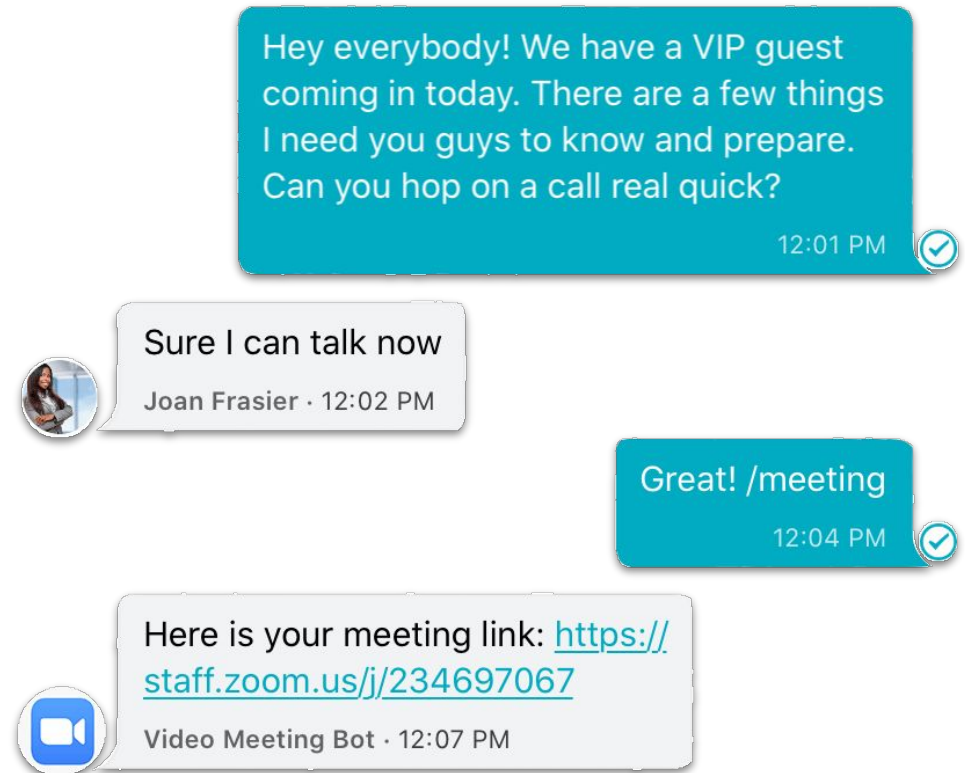
TRACK AND REWARD
GREAT PERFORMANCE

Track and share employee recognition to retain your best employees.

- Set up an Employee Recognition Stream where staff can recognize one another for great work.

- Automatically track recognition in a cloud-based spreadsheet and reward employees with the most mentions.

Pro Tip: Take it offline! Think about fun ways to regularly reward employees at events or in person based on the results of the recognition tracking.