



How the coffeehouse chain scaled without losing its tight-knit culture

Learn how the coffeehouse chain revamped its frontline communication strategy with Beekeeper to support rapid growth, engage employees, and preserve its close-knit company culture.

The premium coffeehouse chain uses Beekeeper to overcome frontline communication challenges caused by rapid expansion, replacing outdated tools with a modern platform that enables real-time collaboration and information sharing across its 800+ locations.

Key results:

- Gave frontline workers at 800+ locations **instant access to essential information**
- **Boosted engagement**, with 73% of frontline staff actively participating in Beekeeper
- **Strengthened team unity**, creating a bridge between corporate and the frontline

"Beekeeper has revolutionized the way we communicate at Caribou Coffee. Our teams are more connected, our managers are empowered, and there's a genuine sense of community across the entire organization."

— Jessica Monson, Chief Legal Officer, Caribou Coffee

CHALLENGE

Caribou Coffee wanted to preserve its close-knit culture and high-quality standards amid rapid expansion. However, keeping thousands of frontline workers engaged, connected, and informed of company updates proved challenging with outdated tools like phone trees and paper documents.

SOLUTION

The Beekeeper Frontline Success Platform became the central hub for frontline teams, making critical information accessible to store employees and field managers from any device. The platform also makes it easier for frontline teams to share ideas, celebrate wins, and voice concerns.

RESULTS

With Beekeeper, Caribou Coffee enhanced employee engagement and strengthened the company's sense of community. Beekeeper facilitates instant updates and easy access to information, empowering employees with greater control and fostering a more connected, cohesive workforce.

"Communication is the backbone of any successful organization, and Beekeeper has transformed the way we connect and collaborate with our teams, especially in the field."

— Lindsay Bosley, Brand Communications Manager, Caribou Coffee

Keeping a frontline workforce aligned and connected during rapid expansion

Premium coffeehouse chain, Caribou Coffee is beloved for its commitment to quality, exceptional customer experiences, and strong community ties. But with over 800 locations and ambitious plans to double its U.S. presence by 2030, maintaining the company's consistent quality and close-knit culture became increasingly difficult.

Effective frontline communication became a pressing issue as Caribou continued to open new stores. The company struggled to keep everyone informed of company news and policy updates, relying on outdated methods like the "Red Book" — a physical journal for in-store notes — that often led to bottlenecks and miscommunication.

The fast-paced nature of the quick-service industry, coupled with pandemic-related disruptions, further exposed the limitations of Caribou's frontline communication practices. The company needed a more efficient way to connect its entire workforce, from corporate offices to field leaders and baristas, while preserving the sense of community that defines the brand.

To continue delivering excellent customer and employee experiences, Caribou needed to tackle several internal communication challenges:

- **Maintaining alignment:** Ensuring consistent messaging and operations across a widespread workforce
- **Building employee connection:** Creating a sense of belonging and ensuring frontline employees felt heard despite being spread across numerous locations
- **Supporting managers:** Providing general managers with streamlined communication tools so they could focus on leadership and team development
- **Increasing executive visibility:** Strengthening connections between company leadership and employees to boost engagement and retention



Connecting frontline workers with easy access to real-time information

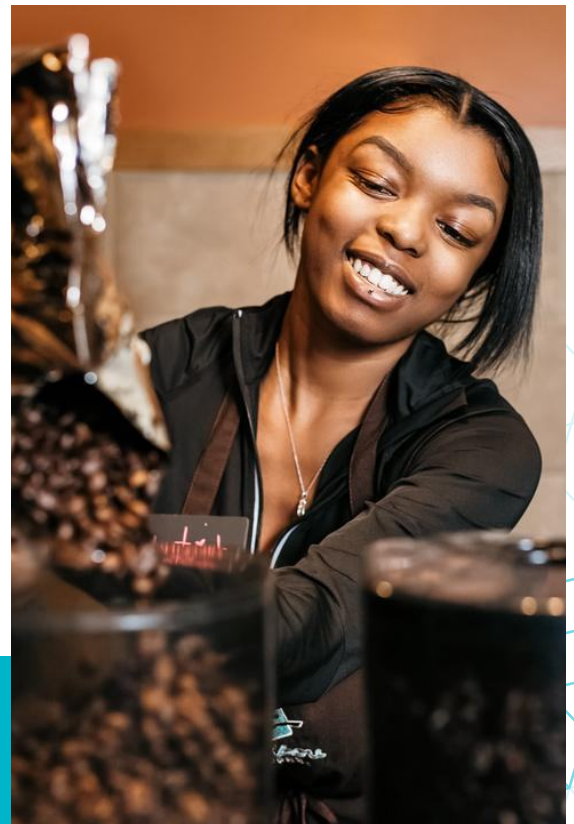
Recognizing the need for a communication upgrade, Caribou Coffee integrated Beekeeper's Frontline Success Platform into its daily operations. The platform became the central hub for all company information, accessible from any device. Store managers can now share updates instantly, ensuring everyone stays in the loop. Employees no longer need to hunt down physical workbooks, sift through paper documents, or rely on in-person updates — they can quickly and easily access the information they need.

To boost employee engagement, Caribou launched the "Spark Stories" stream within Beekeeper. Initially intended to be used during the company's annual BouCon leadership conference, the channel soon evolved into a company-wide space where all employees can connect and share. In 2023 alone, employees generated thousands of posts in the stream, averaging eight new posts per day. Spark Stories has not only enhanced collaboration but also bridges the gap between corporate and in-store employees, creating stronger ties and a unified sense of purpose.

Beekeeper also empowers Caribou's frontline teams with two-way communication features like surveys, polls, and chats, enabling employees to share ideas, celebrate wins, and raise concerns. Managers benefit from streamlined communication capabilities, replacing inefficient methods like phone trees. Regular contests and challenges within Beekeeper keep employees engaged and motivated.

Celebrating achievements has always been part of Caribou's culture, and with Beekeeper, peer-to-peer recognition has become even easier. Employees can now acknowledge each other's contributions in real time, visible to the entire company. Beekeeper's targeted communication capabilities have also made managing urgent issues and crises more efficient.

"Beekeeper has transformed the way we connect and collaborate with our teams, especially in the field," says Lindsay Bosley, the coffee chain's Brand Communications Manager. "With its user-friendly interface, mobile capabilities, and powerful features to streamline internal communication, Beekeeper has become an indispensable tool for Caribou."



Boosting frontline engagement and building community with Beekeeper

With Beekeeper, Caribou Coffee has significantly improved frontline operations, driving efficiency and strengthening team communication. The platform has made it much easier for critical updates to be shared quickly and for training to be consistently rolled out, saving managers valuable time and smoothing out daily operations.

Beyond operational improvements, Beekeeper has played a pivotal role in building a more cohesive company culture. With 73% of frontline employees and 100% of general managers actively using the platform, Beekeeper has become central to Caribou's day-to-day operations. This widespread adoption has reduced miscommunication and helped employees at different locations feel like they're all part of the same team.

On the ground, Caribou employees feel more valued and heard. The simplicity of Beekeeper has accelerated problem-solving and given employees a greater sense of control over their work environment. The positive shift in communication has also turned employees into passionate brand ambassadors for Caribou Coffee. They're not just engaged internally — they're helping strengthen the company's reputation outside the organization.

"Beekeeper has revolutionized the way we communicate at Caribou Coffee," says Jessica Monson, Chief Legal Officer at Caribou. "Our teams are more connected, our managers are empowered, and there's a genuine sense of community across the entire organization."



About Caribou Coffee

Founded in 1992 with a vision to bring personal connection to the coffeehouse experience, Caribou Coffee has grown into a cherished premium coffeehouse chain. Based in Minnesota, the company has over 800 locations in 11 countries. With a team of over 7,000 employees, Caribou Coffee is dedicated to creating memorable "day-making experiences" for its customers, employees, and communities.

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