



# Serving up connection: How the quick-service restaurant giant reaches 7,500 associates instantly

Learn how the quick-service restaurant group operating over 200 Wendy's, Panera Bread, and Noodles & Company locations uses Beekeeper to improve the frontline experience for over 7,500 team members – enhancing internal communication, streamlining safety audits, and boosting employee engagement. Operating over 200 Wendy's, Panera Bread, and Noodles & Company locations, this restaurant group uses Beekeeper to enhance the frontline experience. With real-time employee communication, mobile safety audits, and integrations with ADP and Snappy, Beekeeper keeps over 7,500 associates informed and engaged.

## Key results:

- Creates a sense of community, **connecting 7,500 employees on one mobile platform**
- Streamlines performance check-ins and safety audits, **improving on-time completion rates**
- **Boosts engagement in HR programs, increasing HERO Fund participation by 15%**

**“When I saw Beekeeper, it was one of those aha moments. I saw how we could put communication in every single person’s hand.”**

– Sonja Breuer, Senior VP of HR, Hamra Enterprises

## CHALLENGE

With 7,500 employees across over 200 restaurants, Hamra struggled to keep its frontline teams informed. Without email access, associates relied on outdated flyers, while manual safety audits and performance check-ins pulled managers off the floor. Hamra needed a mobile-first solution to improve communication, simplify daily workflows, and give employees instant access to essential resources.

## SOLUTION

Hamra implemented Beekeeper's Frontline Success Platform to connect frontline teams and replace paper-based processes. Employees receive instant updates, while managers can complete tasks on the go. Integrations with ADP for payroll and Snappy for recognition create a one-stop shop for everything employees need, boosting adoption, engagement, and the overall frontline experience.

## RESULTS

With Beekeeper, Hamra has built a more engaged, connected frontline. Participation in the HERO Fund – a vital company initiative – has risen by 15%, safety audits are faster and more reliable, and managers spend less time on paperwork. Employees across over 200 restaurants now have a single mobile hub to access company updates, resources, and support, creating a stronger sense of community.

**“Beekeeper is our one-stop shop. It’s the only platform we have where we can reach every single employee.”**

— Sonja Breuer, Senior VP of HR, Hamra Enterprises

### Creating a direct line to every employee, no email required

Hamra Enterprises, the operator of over 200 Wendy’s, Panera Bread, and Noodles & Company locations, sees itself as a people company first — not just a restaurant business. Yet, with over 7,500 employees across 11 states, reaching every worker — especially part-time employees — was a challenge.

“Our employees range from 16 to 60 years old,” says Sonja Breuer, the company’s Senior VP of HR. “Trying to reach and engage all of them was very difficult.”

While managers had access to company email, crew members and associates were often left in the dark. “We had no way to communicate with associates other than through flyers and posters on the wall — which soon turned into wallpaper,” says Brauer. “We needed a better way to communicate with all of our restaurant employees, all the way down to our part-time employees who only work one day a week.”

In addition to improving communication around day-to-day operations, Brauer also wanted to bring awareness to the [Hamra HERO Fund](#), an emergency relief fund for employees created through employee donations and company matching.



“Since Hamra was founded on a vision of improving employees’ lives, we wanted to highlight the programs available to support them,” explains Brauer. But when asking employees whether they knew about this fund, the answer was often no. “I really saw a need to increase awareness, because this is at the core of what we do.”

Hamra also needed to modernize its time-consuming, paper-based processes — like performance check-ins and safety audits — so managers could spend less time on paperwork and more time leading their teams. The reliance on printed forms, manual signatures, and tedious uploads slowed operations and pulled managers away from the restaurant floor.

“Documents were being printed, signed, scanned, and uploaded to our document storage system. It was so archaic,” says Brauer. “Our managers are always on the floor, always moving. They need mobile solutions, not desk-based ones.”

## Putting company communications and resources in every employee's hands

When Brauer first saw Beekeeper, she immediately recognized its potential. "It was one of those aha moments," she says. "I saw how we could put communication in every single person's hand."

With [Beekeeper's Frontline Success Platform](#), Hamra Enterprises can instantly connect with employees and managers across over 200 locations. The platform provides an accessible, mobile-first solution that ensures every associate has direct access to company updates, resources, and recognition programs.

The ease of implementation — coupled with the onboarding support offered by Beekeeper — made for a seamless rollout. "Beekeeper was so easy to get up and running," says Brauer. "The customer success team was great at guiding and working with us. It wasn't a cookie-cutter process — they saw our vision and helped us implement Beekeeper in a way that was customized for us."

Beekeeper has also become a central hub for essential HR and operational processes, eliminating outdated, paper-heavy workflows. Instead of managers juggling printed forms, scanning documents, and manually uploading files, they can now complete safety audits, performance check-ins, and compliance tasks directly from their mobile devices — without ever leaving the floor.

Hamra also takes advantage of Beekeeper's integrations with ADP and Snappy to create an all-in-one frontline employee experience. Through ADP, employees can instantly access their paystubs, while the [integration with Snappy's gifting platform](#) makes it easy to reward and recognize top performers — reinforcing a culture of appreciation across every location.

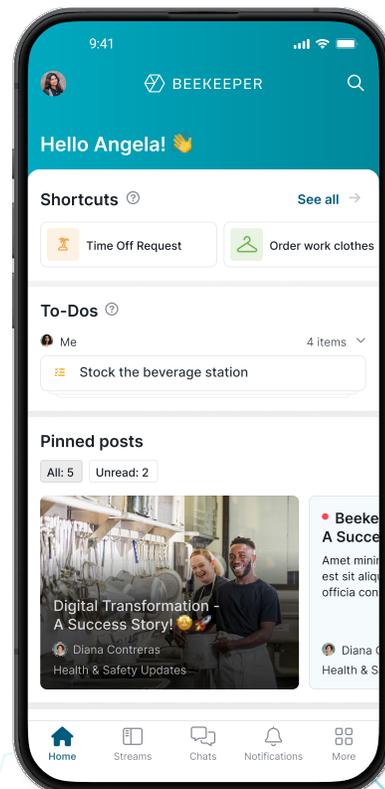
"We wanted to put everything at our employees' fingertips — and Beekeeper makes that possible," Brauer explains. Now, employees can check schedules, access the company handbook, submit documentation, and engage with company-wide initiatives — all from a single, intuitive mobile app.

## Product features

- [ADP and Snappy integrations](#)
- [Digital safety forms](#)
- [Document library](#)
- [HR workflows](#)

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## Enhancing the frontline experience, cutting costs, and improving safety

After Hamra launched the Frontline Success Platform, it didn't take long to start seeing positive results.

Participation in the HERO Fund jumped from 60% to 69% in just six months as employees became more aware of the program and its benefits. Tuition reimbursement applications also increased, demonstrating employees' growing awareness of career development opportunities. For Hamra, this means a more engaged workforce, stronger employee retention, and a culture that prioritizes growth and support. Managers now complete safety audits in real time from their mobile devices, eliminating time-consuming paperwork. "The on-time completion rate of our monthly safety audits has increased significantly, simply because managers can do them on the spot," says Brauer.

Using Beekeeper has also led to significant cost savings by reducing the need for printed documents. With fewer forms to print, sign, and store manually, the company has lowered administrative costs and improved operational efficiency.

Beyond the numbers, Beekeeper has been instrumental in strengthening Hamra's culture. Leaders can now publicly recognize employees for their hard work, and team members across locations engage with one another in ways that weren't possible before. From celebrating achievements to promoting collaboration, Beekeeper has created a strong sense of connection and camaraderie at Hamra.

"We operate across 11 different states, but Beekeeper brings us into one community," says Brauer. "We didn't have that before."

The success of Beekeeper at Hamra has been so transformative that the company retired its internal mobile site entirely, along with the Crew App and various Sharepoint landing pages. With all communication, resources, and tools centralized in one place, Beekeeper has become Hamra's go-to platform for keeping its frontline informed, engaged, and empowered.

"Beekeeper is our one-stop shop," says Brauer. "It's the only platform we have where we can reach every single employee."



### About Hamra Enterprises

Founded in 1975 by Sam Hamra with a single Wendy's in Springfield, Missouri, Hamra Enterprises has grown into a leading operator in the quick-service restaurant industry. Today, the family-owned company operates over 200 restaurants across 11 states, with a team of over 7,500 employees.



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