

LIFE TIME®

Keeping every team member in the loop, from the pool deck to the weight room

See how the athletic club pioneer streamlines internal communication and elevates the frontline employee experience at 180+ locations using a mobile-first platform for deskless teams.

The premier athletic club needed a better way to reach its always-on-the-move frontline staff with important updates. Using Beekeeper, employees across 180+ clubs can now stay informed, complete daily tasks, and connect with their teams — all from a single mobile app.

Key results:

- Replaced Microsoft Yammer with a **mobile communication platform built for deskless teams**
- **Connected workers across 180+ clubs** with real-time updates and targeted messaging
- **Simplified club operations** by digitizing daily checklists and task assignments

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— Laura Kennedy, Director of Team Member Communications, Life Time

CHALLENGE

With 42,000 team members across 180+ clubs — and 60% of them without company email — Life Time was struggling to keep its frontline connected and aligned. Yammer was cluttered and lacked structure, making it hard to find timely, relevant updates. To work for busy club teams, communication had to be simple, mobile-first, and flexible enough to fit each location’s unique needs.

SOLUTION

Life Time uses Beekeeper as its go-to hub for all frontline communication. Club leaders can share important resources and updates, while corporate teams can distribute company-wide messages targeted to the right people. The platform also streamlines everyday tasks, with digitized forms and one-click access to frontline tools like Workday, ServiceNow, and the company’s LMS.

RESULTS

Life Time now has a simpler, more reliable way to reach its frontline teams. Today, 92% of workers use Beekeeper, with over 70% engaging monthly. Leaders now have visibility into communication across all clubs and can quickly spot where support is needed. In 2025, Life Time earned the prestigious Great Place to Work® certification, driven in part by a more connected and engaged frontline workforce.

“Beekeeper has changed the way we think about internal communications. It’s taken us from a tactical team to true strategic partners.”

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Reaching on-the-move frontline teams without email

Walk into any Life Time athletic club and you’ll see frontline teams in action. They’re checking in members, coaching classes, lifeguarding at the pool, and serving guests in the café. These employees are the face of the brand, keeping daily operations running across more than 180 clubs.

But with most of Life Time’s 42,000 employees working on the floor — and 60% of them without company email — critical information didn’t always reach the right people. From safety protocols to club policies, important updates often got lost in the shuffle.

Life Time used Microsoft Yammer to stay connected internally, but the tool soon became unmanageable. “Yammer was the Wild West of communication,” says Laura Kennedy, Director of Team Member Communications at Life Time. “Everybody who wanted a group or a channel created one, and it was very difficult to find anything timely or relevant.”

Messages couldn’t be filtered by role or location, so employees were overwhelmed with updates that didn’t apply to them — and often missed the ones that did. “Our time-poor team members couldn’t spend an extra half hour or 45 minutes trying to find the information they needed to do their jobs,” says Kennedy. “They would just find other ways to do it outside of our designated tools.”

Yammer also wasn’t flexible enough for Life Time’s club-by-club needs. “Each of our locations is unique — the employee base, the members we serve, the communities we’re in,” explains Kennedy. “We needed a communication platform we could scale, but also tailor to each club.”



Club managers — called lead generals — felt the strain too. “A lead general is like the mayor of their individual club. They’re expected to run a business and stay connected to 10-plus departments, all while leading from the floor,” says Kennedy. “Since club leaders are rarely behind a desk, desk-based communication tools weren’t practical for delivering the resources they needed to educate and coach their teams.”

Without a mobile-first platform designed for the frontline, communication was inconsistent and hard to act on. “We needed a tool that wasn’t email-based to reach our non-desk workers,” says Kennedy. “And with team members ranging from 15 to 80 years old — with different roles and tech comfort levels — it had to be simple.”

Building a central hub for frontline communication and daily tasks

In 2018, Life Time launched Beekeeper to better meet the needs of its frontline. After a successful pilot with the swim and group fitness departments — two teams that had been heavy users of Yammer — the rollout expanded to all 30 markets.

“We really focused on showing local leaders what was in it for them,” says Kennedy. “Beekeeper’s not just another tool — it’s a way for our clubs to get the information they need, save time, and focus on serving members.”

Beekeeper quickly became the company’s primary communication tool for frontline teams. Each club has its own stream, allowing local leaders to post operational updates, recognize great work, and align teams across departments. Kennedy can also easily share corporate initiatives — like promotional campaigns or policy changes — while tailoring messages to relevant teams.

One of the most impactful features has been chat campaigns, which enable the team to send direct messages to employees and track confirmed reads through built-in receipt acknowledgment. “Our CEO always asks, ‘How do we know that our team members know what they need to know?’” says Kennedy.

“With chat campaigns, we can confidently answer that. We can see open rates, follow up directly in their inbox, and make sure the message got through.”

As adoption grew, Beekeeper started playing a bigger role in operations. Life Time now uses it to digitize daily forms, including the twice-a-day walkthroughs completed by club leaders. It’s also used to assign tasks to facility operations teams responsible for cleaning locker rooms and maintaining equipment.

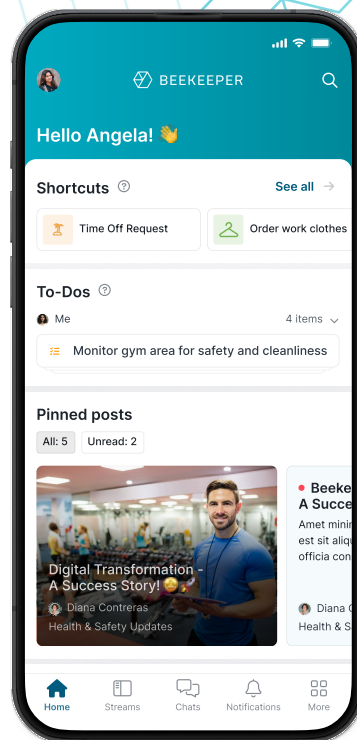
Known internally as LT Grid, Beekeeper has become the single point of access for all workforce tools and information. It gives frontline workers quick access to Workday, the LMS, and LP Central — Life Time’s internal library for policies, SOPs, and benefit documents — through shortcut links on the homepage.

“Beekeeper is the one-stop shop for everything our frontline needs,” says Kennedy. “And with multifactor authentication through PingID, employees can log in once and access what they need without having to authenticate every time.”

Looking ahead, Life Time plans to deepen its integration with frontline tools even further, using [pre-built connectors from the Beekeeper Marketplace](#). “We’re currently working toward connecting Beekeeper with tools like Workday and ServiceNow,” says Kennedy. “The more we can bring into one place, the smoother the experience is for our team members.”

Strengthening culture and performance through better communication

Beekeeper makes it easier for teams to access updates, employee resources, and each other. What started as a fix for scattered communication has grown into a central hub where frontline teams can connect, stay informed, and manage day-to-day operations — all in one place.



Today, 92% of team members are using Beekeeper, with over 70% engaging monthly and 40% using it daily. For the internal communications team, the value goes well beyond sending updates. With real-time data on engagement and activity, they can see where communication is clicking — and where teams might need more support. “Our role is to remove roadblocks for the team members serving our members every day,” says Kennedy. “Beekeeper gives us the visibility to see where challenges are popping up, without having to track down every individual leader.”

That visibility helps Kennedy’s team identify patterns and dig deeper when something shifts — like a drop in engagement after a leadership change, or a sudden spike when a new leader prioritizes communication more intentionally. “It gives us the opportunity to get curious and ask questions,” she says. “Beekeeper’s turned communication insights into a strategic lever for improving club performance.” It’s also helping club leaders lead more effectively. One standout example comes from a New Jersey club that had been part of Life Time’s “club improvement” program — a designation for underperforming clubs needing extra support. The lead general embraced Beekeeper as his team’s exclusive communication channel, using it to build alignment and engagement.

“He turned that club from an improvement-level club to an award-winning club within a year,” says Kennedy. “If you asked him how he did it, he’d point to communication — and specifically Beekeeper — as the key to keeping his team connected and moving in the same direction.” And the impact of better communication on company culture isn’t going unnoticed. In 2025, Life Time was recognized with the prestigious Great Place to Work® certification. [According to the survey](#), 74% of team members say Life Time is a great place to work — far above the national average — and 86% said they felt welcome when they joined.

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LIFETIME®

About Life

Headquartered in Minnesota, Life Time operates more than 180 athletic country clubs across the U.S. and Canada. With fitness, wellness, and lifestyle offerings under one roof — from yoga studios and pools to cafés and kids’ programs — Life Time helps people of all ages live healthier, more connected lives.