

# BEEKEEPER

## Cargill Case Study



*“By late December of 2020, we had deployed the Beekeeper app to all Cargill Protein locations in the U.S. and Canada. Since then, more than 12,000 non-wired employees have opted into using this tool and are now easily connected to information, resources, and communication they didn’t have before.”*

**Jay Knoll**

Sr. Communications Specialist, Cargill



**96%**  
Beekeeper adoption  
in various sites

**12,000**  
previously non-wired employees  
are now connected

**< 1**  
year to completed  
roll-out

### About Cargill

Cargill is a global food corporation with the unique purpose to nourish the world in a safe, responsible, and sustainable way. The company employs 155,000 individuals across 70 countries worldwide. Specifically, Cargill Protein - North America, is responsible for the production and distribution of high-quality products to customers in retail, foodservice, and food manufacturers.

### Challenges

Cargill Protein - North America staffs more than 28,000 team members in the U.S. and Canada. Within these frontline teams, there are more than 30 different languages spoken. Not only did the organization struggle with connecting a dispersed workforce across 40+ locations, but **language barriers** between employees and supervisors, reliance on **paper-based processes**, and **limited access to a two-way communication** channel were negatively impacting **operational efficiency and employee engagement**. The Cargill Protein team realized these significant communication gaps and launched its efforts to find a solution.

### Goals

1. Bridge the frontline communication gap between wired and non-wired and multilingual teams
2. Safely reach and communicate with employees during the COVID-19 pandemic
3. Enhance employee engagement and inspire alignment with the company’s customer-driven culture
4. Establish operational (and cost-efficient) processes by eliminating unnecessary paper-based practices

### Solution

In early 2020, Cargill partnered with Beekeeper to implement the mobile collaboration tool that would bring its dispersed, non-wired frontline workforce together. The company launched its pilot program in February but quickly adapted as the pandemic spurred stay-at-home orders and newly evolving workplace health and safety protocols. In less than one year, Cargill deployed its new communication tool to all 40+ Cargill Protein locations. At a time when they needed it most, employees were better **connected**, more **informed**, and **recognized** for their hard work.

## Results

Since adopting Beekeeper, Cargill has seen employee adoption take off. In less than one year of full implementation, **they have achieved a 52% activation rate with some locations reaching as high as 96%**. The company is also operating more efficiently with a significant reduction in costly paper-based processes. **Now, employees have access to shift schedules, forms, and resources right at their fingertips.**

What are the keys to their quick success? It starts with **establishing solid local deployment leaders** to oversee the roll-out. Cargill empowered teams within each facility to have ownership over their location's program, content, and adoption tactics. Why? Because they know what matters most to those frontline workers.

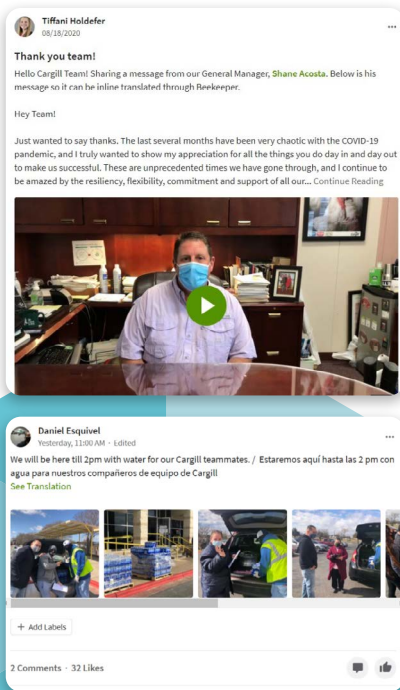
Additionally, leadership engagement through the app's dynamic capabilities made a significant difference. For example, **plant managers recorded videos and shared them on local Streams**. Also, environmental, health, and safety (EHS) leaders communicated workplace and food and safety best practices across locations to ensure operational practices were consistent.

As the Cargill team looks ahead, their priority is to continue aligning their frontline workforce with their **customer-driven culture**. Using Beekeeper as their collaboration and productivity platform, Cargill's essential employees are more engaged and better equipped to drive efficiencies for the benefit of their customers.

*"We moved to an environment where the data employees needed was at their fingertips when they needed it. And, two individuals in the same plant that couldn't previously communicate without an interpreter were now able to communicate - and that was amazing."*

**Kimberly W. Wolff**

Protein Emerging Capabilities BRM, Cargill



## About Beekeeper

Beekeeper is the leading mobile collaboration platform for frontline workers. With all communications and tools in one place, teams can improve employee engagement and business agility, productivity, and safety. Teams can resolve issues faster and manage non-routine work more efficiently, thanks to an intuitive employee experience and seamless integrations. Connect directly with your manufacturing workforce from the head office to the shop floor.

[Get Started](#)

For more information, visit [beekeeper.io](https://beekeeper.io) and follow us on LinkedIn.