



Wanzek Construction Case Study

WANZEK

a MasTec company



“We never had a tool for our craft-level employees to be a part of, which was unfortunate because that’s the majority of our workforce. And when you’re talking about recognition, who should we be recognizing but the people in the field that are doing the work?”

Brianne Hoffman, Senior Manager of Internal Communications

70%
field employees

73%
activation in 6 months

525
employee referrals in 3 months

About Wanzek Construction

Wanzek is a North Dakota-based company specializing in the construction of renewable energy and heavy industrial with projects spanning across the country. To run these complex jobs, the company relies on its dedicated workforce and a set of core beliefs, which include information and communication. When its workforce tripled from 800 to 2,500, with 70% of its employees spread out across big job sites, delivering on those proved challenging.

Challenges

One of the most significant challenges was having **no direct line of communication with field workers in remote locations**. This was critical because team leads need to communicate safety and wellness alerts to every employee.

What’s more, the company’s annual engagement survey revealed that employees wanted the opportunity to **connect with people in other divisions** of the organization. Wanzek also employs a diverse, multilingual workforce, but **communicating with non-English speaking team members was a challenge**.

Goals

Wanzek had a few specific goals when rolling out Beekeeper’s employee app:

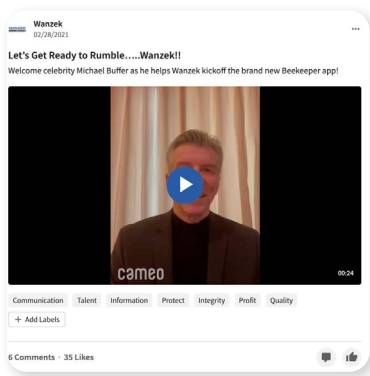
1. Connect directly with field employees, and in their preferred language
2. Adopt a flexible, scalable frontline collaboration tool that could grow alongside the business
3. Get critical safety and wellness messaging in the hands of all employees
4. Achieve a 50% activation rate in one quarter and 70% after two

Solution

Wanzek’s communication team partnered with Beekeeper and focused on the following areas:

- Opening instant communication channels field workers need to access important safety-related information
- Adopting inline translation to communicate with all employees in their preferred language
- Establishing direct communication between field workers and executive leadership
- Improving overall engagement and creating a stronger workplace culture by activating a mobile way for field employees to provide feedback





With on-site rollouts, incentive programs, and activation training, the initial Beekeeper launch was a rapid success.

Results

Today, Wanzek has created a mobile-first connected community with every employee. Communication is **faster, smoother, and more efficient** through one digital hub.

Since launching Beekeeper, the company **reached its goal of 50% activation by the second quarter of 2021 —71 days earlier than expected.** Wanzek exceeded its second milestone goal and reached 73% after six months.

The company leveraged the refreshed sense of employee engagement to extend the platform's reach into company recruitment. For example, it developed a mobile-first employee referral program that makes it easier for team members to refer their personal contacts to HR. In just three months, Wanzek **generated 525 new employee referrals.**

Now, every employee is readily equipped to:

- **Stay connected and informed** on the business without communication bottlenecks
- **Expand their business knowledge** and internal networks
- **Ensure workplace safety** measures are consistently met
- **Build better connections** with team members at other sites, divisions and areas of the business

Most importantly, the company was able to break down language barriers by using Beekeeper's inline translation. Wanzek employees can now receive information in their preferred language, resulting in more meaningful knowledge exchange and collaboration.



"It's doing exactly what we hoped for. The metrics are outstanding. We're able to see all the metrics available and can share that with leadership, so they have visibility into how successful the tool has been."

Brianne Hoffman, Senior Manager of Internal Communications

About Beekeeper

Beekeeper is the mobile collaboration platform for frontline workers. With all communications and tools in one place, teams can improve employee engagement, productivity, and safety. Employees are empowered to resolve issues faster and manage non-routine work more efficiently, thanks to an intuitive employee experience and seamless integrations.

[Get Started](#)

For more information, visit beekeeper.io and follow us on LinkedIn.