



Case Study

Heathrow

Making every journey better





About

Heathrow is Europe's largest airport and one of the world's top international aviation hubs, powered by a team of 6,500 employees. As the UK's global gateway, Heathrow welcomes more than 78 million passengers every year. The airport is home to more than 80 airlines and is Britain's largest cargo port, helping to drive British trade growth by connecting the nation to more than 200 destinations around the world. Heathrow is currently ranked by passengers as the 'Best Airport in Western Europe' for the third year running and the 'Best Airport for Shopping' for eight years in a row. Terminal 2 also holds the title of the 'World's Best Airport Terminal' and is the Heathrow's most sustainable, now powered by 100% renewable gas and electricity.

From engineering, customer relationship managers, and security personnel, to health and safety, baggage handlers, and other essential airport operations team members, the nature of work for Heathrow's dispersed workforce is around the clock, 24/7/365, and necessitates a reliable, easy-to-use, and operations-focused mobile communication platform.

After deploying a multi-faceted assessment strategy to gather feedback from frontline workers on the pain points they experience in their daily jobs and researching technology that could deliver solutions to address them, the airport's internal communications team knew Heathrow needed an

operational communication tool to ensure employees felt connected, informed, and engaged. Heathrow built a digital workplace that includes Beekeeper, an operational communication platform designed expressly to connect and engage the mobile workforce while being desktop accessible for the organization's office-based employees.

6.5k employees	78M passengers/yr	80 airlines	200 destinations
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Challenges

Internal and operational communications at Heathrow were a "standard mix" of different, traditional communication channels, including printed paper notices in employee break rooms. There was no digital access at all prior to use of Beekeeper, including no email correspondence between Heathrow's frontline colleagues and teams. This left staff largely reliant on word-of-mouth information sharing or constantly having to monitor and check break room bulletin boards. For shift-based, full-time employees, with teams working in three shifts per day who are on their feet all the time apart from rest periods, this was especially difficult.



Goals

One of the primary difficulties for Heathrow's frontline airport teams revolved around shift scheduling and coverage. It was tough for employees to trade shifts or find last-minute or emergency shift coverage. Before adopting Beekeeper as a mobile communication solution, Heathrow's shift management process involved substantial paperwork. Importantly, airport employees had no reliable way to track that requests were received or accepted by colleagues. Heathrow identified the following criteria when researching, assessing, and implementing an operational communications tool for the airport's workforce:

- Improve communications between airport operations staff
- Ensure a constant flow of communication between these teams and management
- Address shift scheduling and coverage inefficiencies
- An easy-to-use, mobile solution to help drive BYOD (bring your own device) policy and optimize accessibility





Solution

What was missing from Heathrow's internal communication equation? Simply put: real-time communication. Heathrow decided to pilot Beekeeper in 2016 and refer to it as "Buzz." For two months, they asked a select group of users to rate usability, with mobile functionality being a key component and priority. Beekeeper received positive reviews when it came to usability, with the simple user interface cited as one of the main reasons. The team noted that whereas Microsoft products, such as Yammer, aren't as well-suited to frontline colleagues, user feedback pointed towards Beekeeper as a "very easy to use" communication app that can be accessed directly from a mobile phone.

The Beekeeper rollout process was conducted by department, one by one, and each department got their own communication stream. Department champions launched their stream by posting content over a couple of weeks, and then facilitated trainings to launch the operational communication tool with other staff. Aided by a launch guide, content guidelines were developed and shared with department champions and staff alike.



Beekeeper Effect

Beekeeper is now an integral part of Heathrow's digital workplace, used primarily for airport operations staff and for employee engagement purposes. Management reports that people feel more connected than ever with Beekeeper. Since implementing the operational communication platform, Heathrow's company culture has improved, and has made Heathrow a more proactive organization to measure and respond to feedback efficiently. Deploying Beekeeper as a delivery mechanism has made communication faster, and has made two-way, horizontal communication possible.



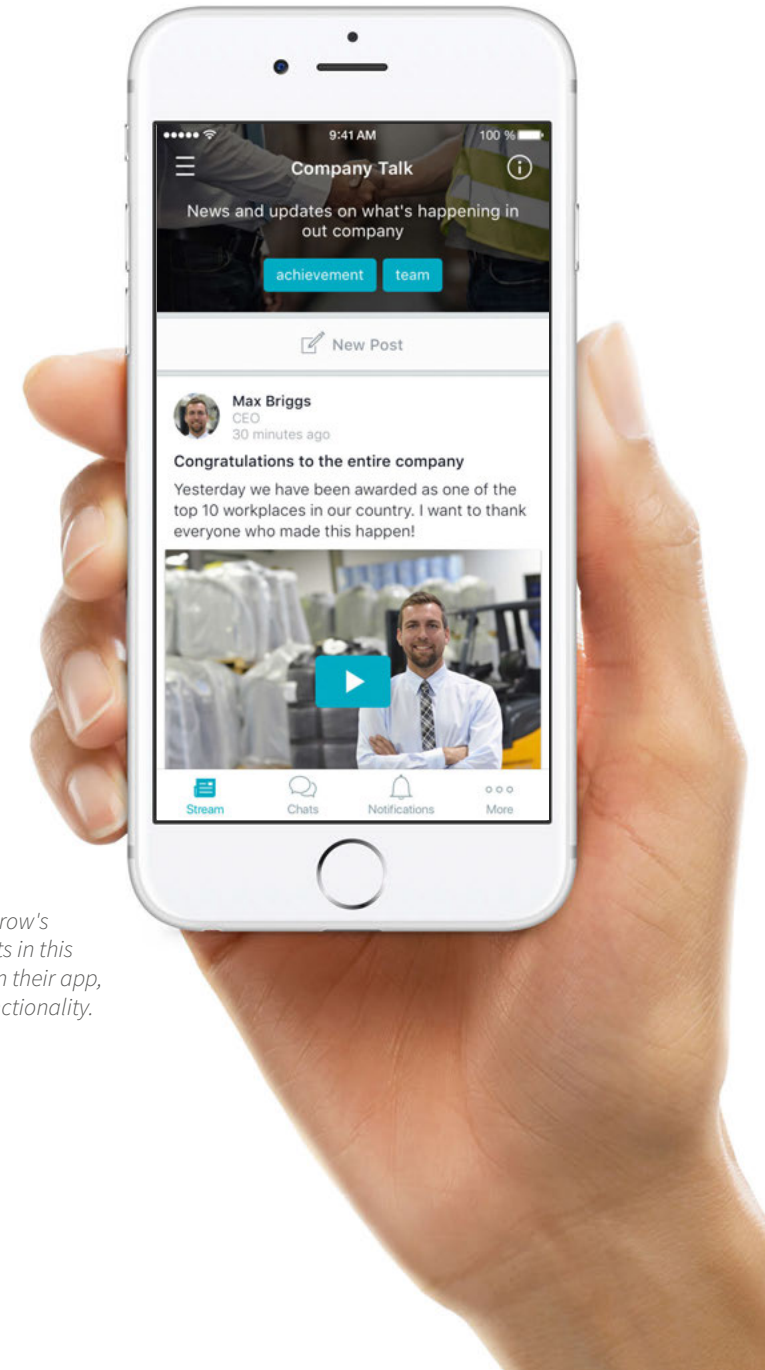
"Beekeeper has moved the company culture forward by giving us an agile working culture. You can use the Beekeeper mobile app at home, on the bus, or on the train, and be connected 24/7/365. It keeps everyone up-to-speed, even when they're not in the building."

—Heathrow

Measuring and Improving the Employee Experience

Given that employee engagement and providing a way for staff to weigh in on their daily experiences at work specifically, was a core priority for Heathrow, Beekeeper has allowed employees to share photos and comments about what could be improved. Beekeeper provides “eyes on the ground,” and the ability to surface issues.

With employment at historic lows, improving work conditions allows Heathrow to better maintain employee loyalty and allows for increased transparency. Conversations started within Beekeeper communication streams allows the organization to make necessary changes to improve engagement.



Note: To protect Heathrow's privacy, the screenshots in this case study are not from their app, but show the same functionality.



In addition to sharing customer success stories and announcing new hires, management encourages employees to use the popular label, #lifeatheathrow, to tag photos from terminals, the runway, and all-around work at Heathrow as a fun and engaging way for airport employees to share what goes on during their shift.

"With Beekeeper, there's really good visibility into the issues people face in their daily jobs at Heathrow. For example, we have had some of the equipment in the airport improved and changed. We have also made changes to the working environment. The motivational side, and continually improving the feeling that staff have working at Heathrow, is very important. Content shared in Beekeeper has allowed us to improve the business in this way."

—Heathrow



Beekeeper Helps to Usher in BYOD Policy

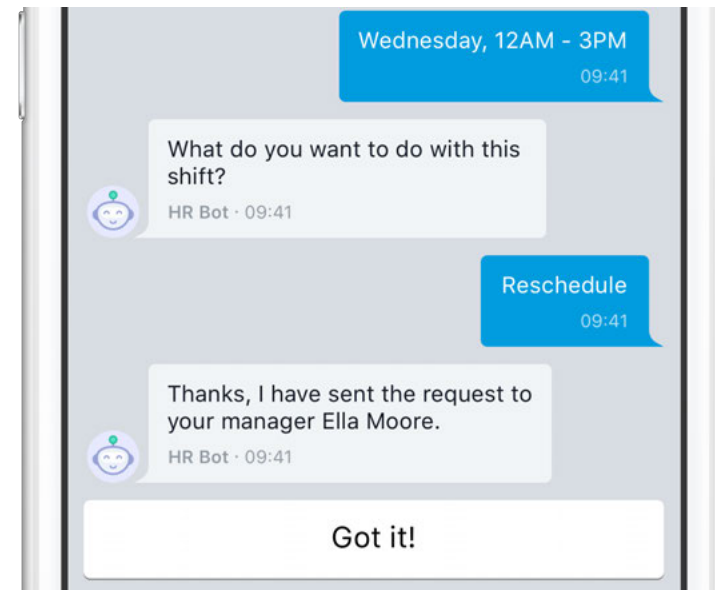
The BYOD rollout has gone well for Heathrow, and the importance of good digital security is a key component of this. Aside from providing Heathrow's workforce flexibility in how they receive and share work information with one another, Beekeeper enables mobile, agile working for Heathrow's operations teams. Beekeeper ensures Heathrow's employees are always up-to-date with any and all airport operational information, such as weather conditions, and passenger forecasts.

Shift Management and Schedule Swapping

In addition to maintenance reporting, another core operational use case for Beekeeper is shift management. Shift management used to be paper based, but since moving the process online, the organization has greatly reduced the time this process takes from a week to just a day or two. Push notifications ensure that the shift exchange happens quickly, and coverage can be facilitated peer-to-peer.

A Digital Tool for Employee Recognition and to Improve Workplace Safety

In alignment with one of the core priorities for implementing Beekeeper at Heathrow, the organization now leverages the operational communication platform for employee recognition initiatives. One of the primary ways



Heathrow uses Beekeeper in this way is to demonstrate and promote excellent service. Another way Heathrow accomplishes this is to use Beekeeper to communicate airport safety messages directly with colleagues across departments and teams. This has improved safety by notifying employees instantly when safety communications are posted.



Digital Distribution of Daily Briefing Sheets

Imagine trying to get hundreds of employees in the same place for a pre-shift check-in. Even if different teams call in to the same video meeting or conference call, this is an inefficient method of conveying mission-critical information to Heathrow's dispersed teams throughout the airport. Coordinating schedules for in-person meetings for a rotating 24/7 workforce is nearly impossible, not to mention costly from a business perspective.

The solution? Heathrow now ensures their frontline workers receive the need-to-know information for their shift by distributing daily briefing sheets directly through Beekeeper.

Posted in dedicated communication streams, these briefing documents are accessible directly from their mobile device. From security personnel and gate agents to airport runway and maintenance teams, this form of digital distribution delivers on Heathrow's goals to make internal communications easily accessible when they need it, no matter where they work.

"We use Beekeeper for daily briefings. Beekeeper enables this kind of increased preparation in terms of getting info that is relevant to your shift. The ability to communicate with colleagues has improved significantly since the adoption of Beekeeper."

—Heathrow



About Beekeeper

Beekeeper is a mobile-first and desktop-friendly operational communication platform that lets you reach every employee across functions, shifts, locations, and languages through real-time peer-to-peer and group messaging. Dedicated streams get important messages and news to your entire workforce, or specific subgroups, through centralized top-down and bottom-up operational communication. Managers can easily send automated messages and measure responses with a robust analytics dashboard.

Quick to implement and even easier to use, Beekeeper integrates with the existing operational systems you rely on and makes them accessible to everyone in one centralized access point. Beekeeper keeps your frontline workforce on-task while combating turnover. The company is based in Zurich and Oakland and supports users in more than 130 countries.

Get a Free Demo

For more information, visit www.beekeeper.io and follow us @BeekeeperSocial.

