

Case Study





\$50,000
cost savings

73
locations connected

1,500
total users

50%
of workforce is non-desk

About

Holcim (Schweiz) AG and Holcim (Italia) S.p.A. - subsidiaries of the world-wide LafargeHolcim Group Ltd - are leading building materials and solutions providers. They offer cement, aggregates and ready-mix concrete for a wide range of applications including infrastructure, commercial and residential construction projects. The products are tailor made to meet the requirements of even the most challenging environments, from underwater construction, high-rise buildings, low energy housing to complex geologic conditions like tunnels. Holcim (Schweiz) AG and Holcim (Italia) S.p.A. are managed as one market region.

Challenges

Holcim Switzerland & Italy needed a team communication tool for operational use primarily in their Swiss and Italian manufacturing plant, quarries, and office service areas to connect approximately 1,500 workers. The main priorities for Holcim Switzerland and Italy when implementing Beekeeper were:

- Reach workers on the manufacturing plant floor and remote locations
- Distribute company information and content quickly from small to large, dispersed teams in over 70 locations
- A multi-functional and safe digital space for plant workers with variable literacy and who speak multiple languages with minimal adoption hurdles
- Align local Holcim communities into one online community



Solution

Together with plant managers, leadership created a matrix that is updated monthly to group Holcim's workforce in terms of language, level of hierarchy in the organization, which business unit they belong to, and which plant they work at. Communication campaigns are tailored accordingly, and Holcim uses an official News Stream to distribute information to employees as well as direct chat messaging to engage them.

Onboarding sessions were held in some of the plants for the rollout of Beekeeper. Having plant managers on-board who frequently use Beekeeper and are supportive of the new communication tool was critical for the implementation strategy to onboard plant workers. Beekeeper customer support was readily available and responsive, working in tandem with Holcim for the implementation process, which Holcim communication leadership described as an "excellent collaboration."

Substantial Reductions in Print Collateral Costs

One pivotal shift for Holcim Switzerland & Italy's internal communications is the format of their employee magazine. Published in three issues a year, the company decided to move the entire publication online. Holcim now saves over \$50,000 per year by not printing the employee magazine, including invaluable cost savings when it comes to employee labor used to produce the magazine.



"Digital awareness is very important for our industry because manufacturing is quickly moving towards digital. Beekeeper contributes to digital literacy and lessens anxieties around use of digital communication tools. The use of a team app like Beekeeper strengthens an overall awareness of how important digital technology is to our workplace. Beekeeper helps us to wrap the strategic issues in stories."

Salome Ramseier

Head of Communications & Public Affairs, Holcim Switzerland & Italy



The employee magazine is hosted online, and feature links to the stories are stored and shared through Beekeeper.

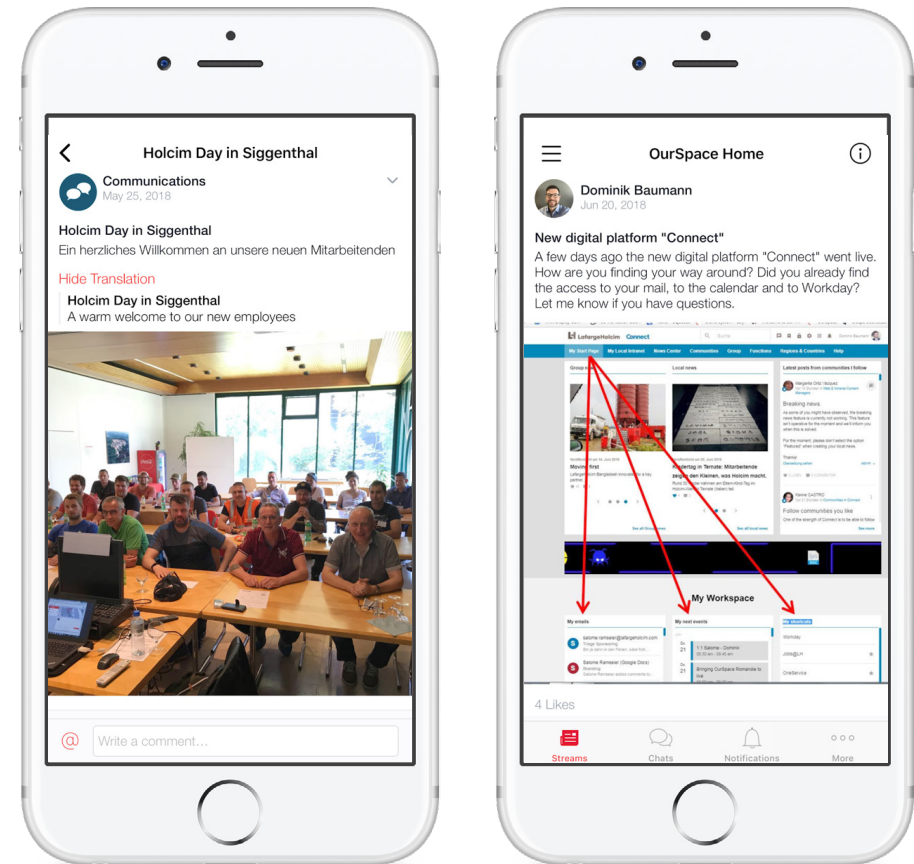
Beekeeper Effect

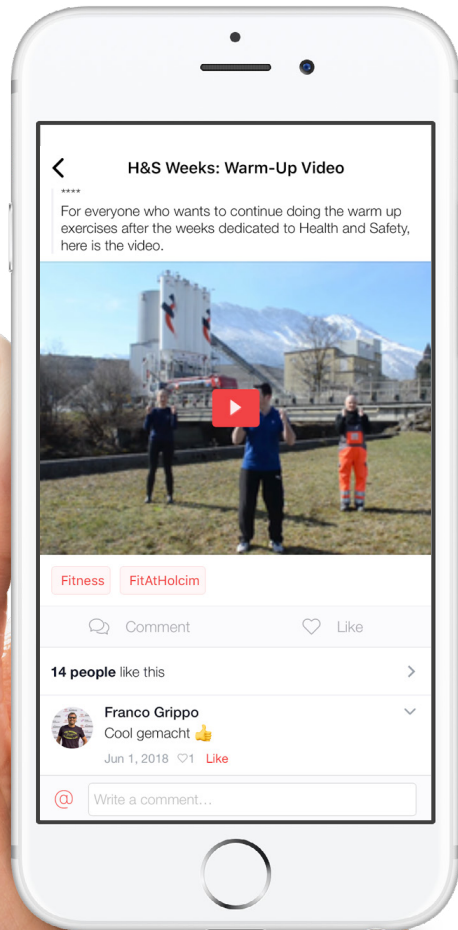
Inline Translation to Connect Geographically Dispersed Teams

With a diverse workforce that speaks many languages including French, German, Italian, and English, Beekeeper's inline translation feature has proven to be an essential mechanism for ensuring company-wide communications are easily accessible. Users simply click "See Translation" and the translated text is displayed based on their phone's default language.

Digital Companion to the Company Intranet

Holcim recently launched the new company intranet, Connect, and announced the new digital hub via Beekeeper. Complete with detailed screenshots from the internal communications platform that demonstrate where to find calendars, email, and HR materials, Beekeeper provides a centralized digital place for resource sharing where Holcim team members can learn how to access the company intranet and what it provides.





Health and Safety Best Practices Communication Streams

In addition to videos that demonstrate warm-up exercises for construction and plant workers before beginning their physically-strenuous work at a jobsite, Holcim shares H&S Tips, such as what to do in extreme heat conditions when working outdoors, that contribute to a safe working environment.

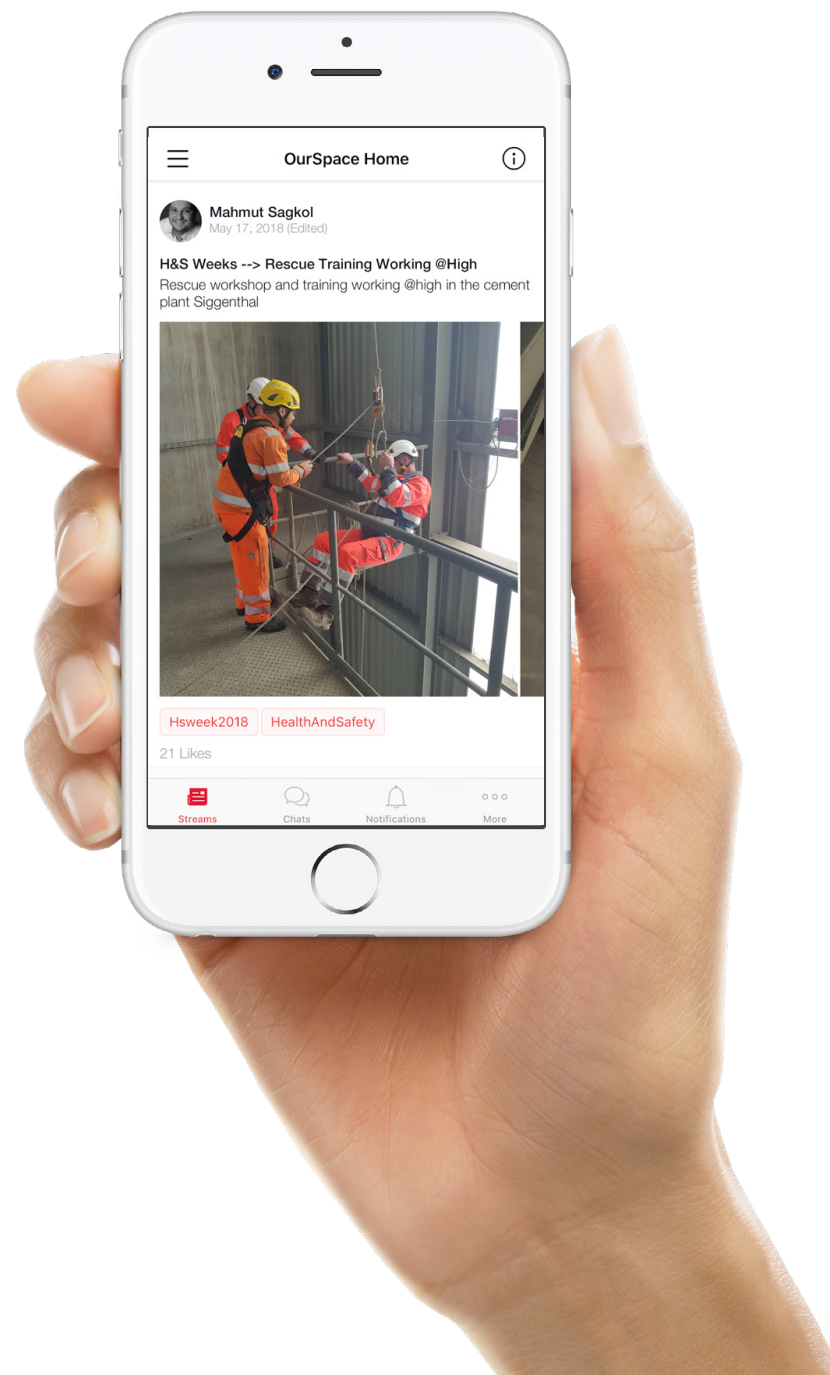
During the Health and Safety weeks, workshops are conducted throughout Holcim's manufacturing plants and offices where team members brainstorm, strategize, and learn about the latest best practices when it comes to reducing worksite hazards and risk. Photos and key takeaways from these sessions are uploaded to Beekeeper communication streams, such as photos of contributions from workers written on Post-It notes. Plant managers use the workshops as a way to better engage and connect with workers and follow-up on questions raised through Beekeeper.



Laura Bettazza
Project Manager,
Health and Safety,
Holcim Switzerland &
Italy

"Health and safety is our overarching value in everything we do. With Beekeeper, we are able to engage and share best practices with numerous colleagues, no matter how remote their working place is. The app provides real added value to our health and safety campaigns."

Beekeeper has become the place to share pride in and convey important health and safety improvements have been implemented by employees such as rescue drill trainings that are broadcast in real time. This encourages other sites to follow suit and to also invest efforts in making their workplace safer.





Connecting Manufacturing Plant Communications

Using Beekeeper, plant managers and staff share updates on equipment maintenance, such as new acquisitions or improvements to existing construction infrastructure. Since Holcim partners with many leading design firms and other building industry companies, Beekeeper is the ideal platform to share site visits that showcase the latest innovations at these partner businesses that ultimately become a part of Holcim's projects.



Mike Suter

Plant Manager, Siggenthal
Cement Plant, Holcim
Switzerland & Italy

"My crew includes around 110 people. They are out and about our plant all day and I hardly ever have the opportunity to talk to them all at once. Beekeeper offers me the opportunity to connect with them and to strengthen the company cultural changes."

Worksite Announcements, Updates, and Visuals

Colleagues are excited to announce any new partnerships and building contracts on Beekeeper. In the communication streams, they outline the scope, region, and project area for the relevant teams. For example, Holcim announced progress to the expansion of a quarry in their Switzerland-based gravel plant in Kehrsiten, Oberzingel. The post provided pictures as well as written updates on the project and cited that it remained on track for completion and within the company's budgetary goals.



Dominik Baumann

Team Lead Internal
Communications, News-
room & Digital Channels,
Holcim Switzerland & Italy

"With Beekeeper, we can create a sense of belonging for everyone, not just the ones who are already vocal and active participants. It is a timely app in that it answers a lot of questions many share in our industry, such as how to cultivate our values, save costs, and help the bottom line."



Facilitating Wellness Programs and Employee Engagement Initiatives

Through the Beekeeper platform, employee engagement events such as Parents Day or group exercise activities are championed. Holcim employees are not only encouraged to participate, but celebrated on Beekeeper through pictures and anecdotes from each event. Tagged with “FitAtHolcim,” these events can be easily categorized for quick future retrieval and sorting. Beekeeper is also the go-to place to share personnel portraits and interviews, such as the team behind Health and Safety at Holcim.

Showing and Telling Customer Stories

One of the best and most simple-to-use features of Beekeeper, sharing photos or videos is an easy, instant way to visually acknowledge and re-cap an important company event, all-hands meeting, or valuable customer insights. When a retail customer visited one of Holcim’s Italian quarries to find out more in-depth technical information about where building materials come from, photos from the visit provided a transparent visual pathway between Holcim’s workforce and customer base.



"We are involved in exciting projects and I see a lot of great construction sites where our building materials are used. Most of my colleagues never get the opportunity to witness our products and services in action. Beekeeper allows me to share my pride in these projects with my colleagues no matter where they work."

Heinz Eisele

Sales Consultant, Holcim (Schweiz) AG





About Beekeeper

Beekeeper is an award-winning employee communication platform that digitizes the non-desk workforce by connecting operational systems and communication channels within one secure, intuitive interface. Beekeeper connects colleagues across locations and departments in real time via mobile or desktop devices, and includes an intelligent dashboard to help companies improve internal communication and streamline business processes. Secure, automated, and relevant information is readily distributed, searchable, and measurable in one central hub for an efficient digitized workflow. The company is based in Zurich and San Francisco and supports users in more than 130 countries.

Get a Free Demo

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

