

BACKGROUND

Community Coffee Company has sold premium quality coffee since Henry Norman “Cap” Saurage began serving coffee out of his country store in 1919. Cap named his coffee “Community” in honor of his community of friends. Today, the company, which is headquartered in Baton Rouge, Louisiana, has grown into an 800-employee strong organization and one of the largest family-owned and operated retail coffee brands in America. Community Coffee can be found in grocery and convenience stores, offices, hotels, and many of the best restaurants throughout 22+ states within the U.S. and is available worldwide through CommunityCoffee.com.



CHALLENGES:

While Community Coffee has a number of desk-bound employees, the vast majority are “deskless,” including truckers delivering the coffee, factory workers packaging the product, and those literally working in the field. Unlike their counterparts in the company’s Baton Rouge headquarters, the vast majority of the Community Coffee workforce does not sit at desks or use computers as part of their day-to-day work. They also don’t necessarily have easy access to company email or the company’s intranet, among other communications channels.

Before starting to work with theEMPLOYEEapp, the company’s internal communications strategy leveraged more traditional methods of communicating with employees including email, traditional mail, the company’s intranet (Sharepoint), as well as newer tools such as social media. Because so many channels were being used, information was coming at employees from numerous directions resulting in *information overload*.

The company sought a way to bring structure to all of the information so that they could provide the information that employees wanted and needed when they wanted and needed it. The company sought to put its employees first and implement a digital solution that would accomplish the following:

- Improve KPIs related to employees
- Drive employee engagement scores
- Create opportunities for education of and connection to workers
- Bring consistency and timeliness to information
- Help attract, develop, and retain engaged, high-performing team members who would foster an environment of respect and collaboration to drive excellent business results

“The ‘Our People’ app has not only improved employee engagement, it has empowered our employees and fostered a stronger emotional and intellectual connection within our organization.”

– Candace Tucker
Communications Specialist,
Community Coffee

CASE STUDY COMMUNITY COFFEE COMPANY Continued



SOLUTIONS:

After conducting extensive research of solutions available, Community Coffee decided to work with theEMPLOYEEapp by APPrise Mobile for several important reasons:

- The company required a solution to structure its communications efforts in a way that provided the information that employees wanted in addition to resources they required, all through the most widely used and preferred method of communication – their mobile device.
- Community Coffee wanted to be able to connect with all employees instantaneously and to bring consistency and timeliness to information important to them in their work. This included the ability to push information and have alerts appear on the home screen of the device.
- Since the company didn't provide employees with mobile devices, they needed a solution that would allow employees to use their own personal mobile devices, while providing a secure mechanism for the company to distribute information.
- theEMPLOYEEapp allowed the company to have a quick to deploy, easy to use and cost effective means to have their own branded app; APPrise Mobile's experience in corporate communications was critical to ensuring a successful deployment and content strategy that would be well received and adopted by its employees.

RESULTS:

Community Coffee Company launched the company-wide kick-off of the "Our People" branded app in January 2018. Through its partnership with APPrise Mobile and within eight months of launch:

- 89% of the entire Community Coffee workforce registered for and was using the app.
- The app has increased overall employee reach beyond the desk-bound workers and more specifically to the predominant deskless employee.
- The communications team now has the opportunity for real-time dialogue with employees, including communicating critical issues, and can tailor messages to different locations and categories of employees as needed.
- Broadcast alerts have allowed the company to communicate instantaneously with employees during weather advisories and other crisis situations.
- Employees are now empowered with resources at their fingertips that they can access easily through an intranet-like folder interface or scroll through and view through a high-level news feed reinforcing the company's values.