



from FACEBOOK

# Connect every one of your employees to deliver the best hospitality experience

Connect everyone from the front of the house to the back office to solve these industry challenges

## Strong company collaboration increases staff retention

Hospitality companies go through high staff turnover, with a [74.9%<sup>2</sup> rate in the restaurant and accommodation industries](#). The cost of recruiting, onboarding and training staff is significant, impacting productivity and profitability. Companies need to create a culture of collaboration, recognition and support to motivate employees to provide the best customer service and increase staff retention.

## Better internal communication is crucial for seamless customer experience

The amount of disruptive technology in the [hospitality industry has tripled<sup>1</sup> in less than a year](#), providing companies the opportunity to create unique and personalized offers to stay ahead of the competition. As most of the staff don't sit behind a desk, they have limited opportunities to learn about new offers and easily relay customer feedback to their head office. Companies can only provide a seamless customer experience if they give their employees a platform to keep informed of company updates, communicate with the head office and each other.

Workplace empowers hospitality companies to connect everyone, talk to everyone and listen to everyone

Workplace is a mobile-first and easy to use communication tool that connects everyone in an organization using familiar Facebook features like Chat, video calling, posts and Groups.

## Boosting staff communication

You can share company updates, information on new services and receive feedback from all employees through features like Groups and Live Video. [Workplace helps companies deliver updates to their frontline employees who don't sit behind a desk up to 34% faster<sup>3</sup>](#). When all employees are aware of new offerings and policies, they are more equipped to provide a great customer experience.

## Connecting teams on the frontline

You can easily give access to your employees who don't have an email address with Access Codes. Workplace Chat and Groups offer a platform for employees to communicate and collaborate with each other and share best practices. [More than 90%<sup>4</sup> of Workplace users say they have more engaging interactions with one another](#). Strong collaboration among teams leads to better customer service and increased employee and customer retention.

## Supporting staff regardless of location

Urgent updates can be delivered via personalized News Feed so staff can see the most relevant news first. Restaurant or hotel managers can flag issues to HQ and receive real-time support. [It can be 21%<sup>5</sup> faster for frontline employees to provide feedback to management using Workplace](#). Staff retention increases when employees feel valued and supported by the company to do their jobs effectively.

Workplace inspires hospitality teams around the world to connect and collaborate better



## Workplace boosts engagement at Ennismore for nearly 50% emailless employees

Ennismore develops, operates and curates unique hospitality brands including Hoxton Hotels, with 250 people in London & New York offices and 2,500 people across their hotels and restaurants. As an ever-expanding company, Ennismore uses Workplace to motivate staff and create a unified company culture. With staff numbers increasing by almost one third in the space of 18 months, Ennismore implemented Workplace to onboard new starters, reward outstanding staff and train employees by circulating 'how-to' booklets via a bot and a series of Live Videos. Given that [nearly 50% of Ennismore employees don't have email](#), Workplace boosts their engagement with everyone across the company, enabling them to gain a sense of purpose by seeing how their role contributes to the bigger picture.

## HONEST BURGERS

## Workplace helped reduce problem-solving time from weeks to hours

The UK-based restaurant chain Honest Burgers has 35 branches and employs over 650 team members to serve their simple proposition: quality food and old-school hospitality. As part of their growth strategy, Honest Burgers uses Workplace to establish a more fulfilled employee community and overcome the big challenge of staff retention. Workplace helped create a sense of belonging by connecting everyone via Groups and building a culture of recognition. They also simplified processes through bots. The integration with Fourth allows the company to manage all onboarding, offboarding and people moves automatically, while providing people with the functionality to pull rotas and payslips from within Workplace Chat. [When colleagues united on Workplace to describe an issue with one of their menu items, the central production kitchen resolved the problem within hours rather than weeks.](#)



## BIG MAMMA

<sup>1</sup> Source: National Restaurant Association, 'Hospitality industry turnover rate ticked higher in 2018', May 2019 <https://restaurant.org/Articles/News/Hospitality-industry-turnover-rate-ticked-higher>

<sup>2</sup> Ernst & Young, Inside Hotels: The UK General Manager's Perspective on trading, operational challenges and guest demands, 2019

<sup>3,4,5</sup> Total Economic Impact Study of Workplace produced by Forrester Consulting, commissioned by Facebook, July 2019