

goHappy



  
TUPELO HONEY

# How a Southern Restaurant Chain Is Streamlining Frontline Communication and Empowering People Leaders



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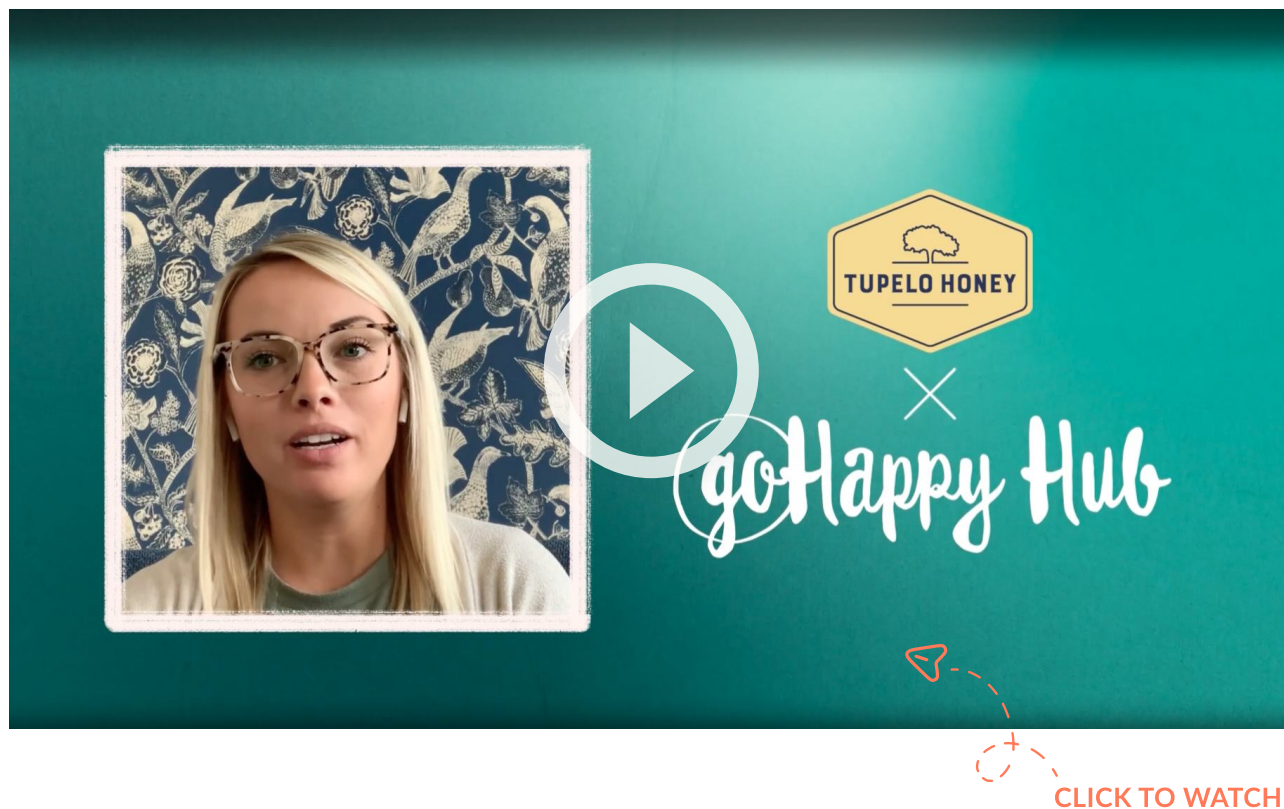
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# How goHappy Works for Tupelo Honey



## Background

Established in 2000, Tupelo Honey is a kitchen/bar concept serving up responsibly-sourced, scratch-made Southern revival fare in 22 locations across 14 states. When it comes to farm-to-table Southern hospitality, food is only a part of the equation—creating memorable customer experiences starts with empowering happy employees with a desire to serve.

Tupelo Honey partnered with goHappy in July 2020—a tumultuous time for restaurants everywhere—to overhaul its frontline communications, which were

previously based on verbal and email communication. The company also sought to accelerate the employee feedback cycle to better equip managers for more robust employee development.

## Accelerating Messaging with Frontline Workers

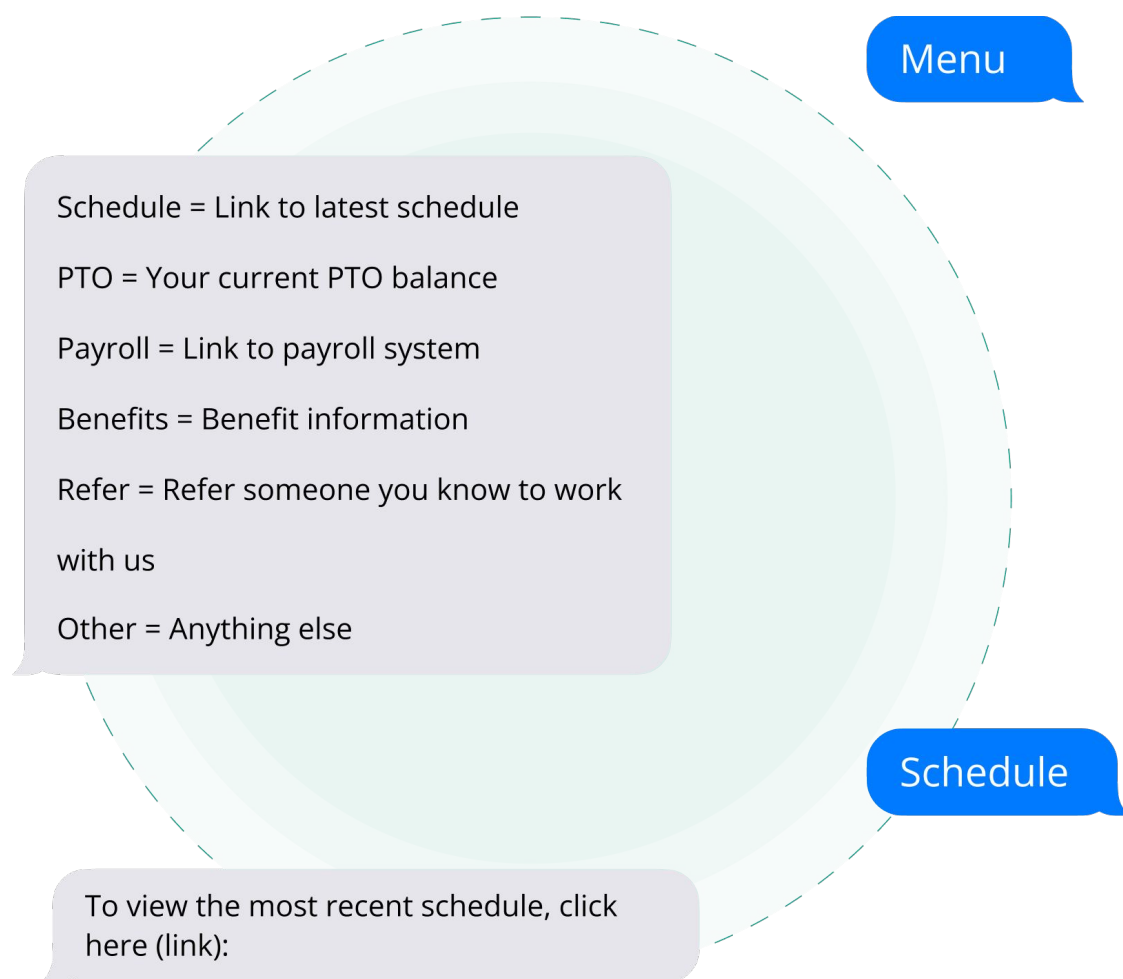
Tupelo Honey wanted a faster, more direct way to communicate with its frontline staff. Previously, the team relied on emails and direct manager interactions to relay crucial information to its frontline.

The problem? Like most deskless employees, restaurant staff aren't regularly logging onto computers throughout the day.

**“We quickly learned that there’s no better way to get information to our staff directly than by sending them a text message,”**

*Alesha Sisk, VP of Culture & People, Tupelo Honey*

By switching to goHappy’s messaging module, Tupelo Honey could send those texts faster, with personalization and at-scale.



## Enter goHappy's Messaging Module

Tupelo Honey valued goHappy's messaging module from the start. Its intuitive interface drove fast adoption as the chain's primary frontline communicating system. Soon, managers and HR leadership were using the messaging module to keep staff informed on everything from day-to-day prep to larger policy information around employee benefits.

In the first year, Tupelo Honey relied on the messaging module to:

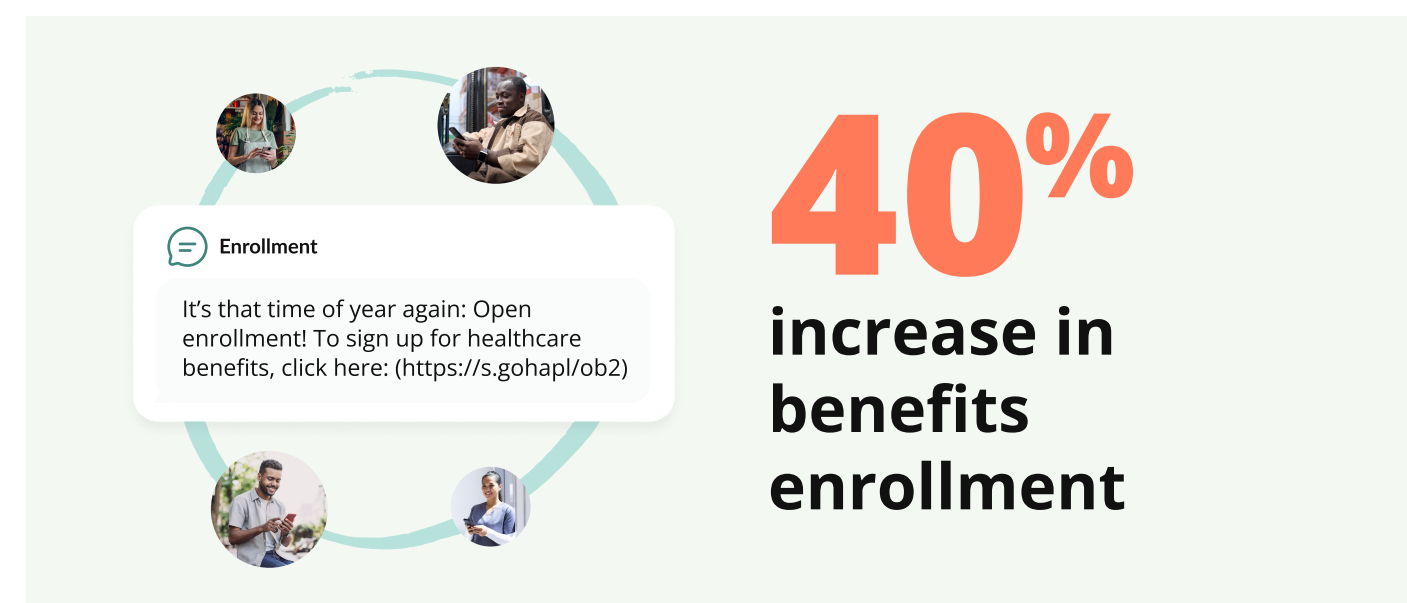
- ✓ Inform workers about open enrollments
- ✓ Brief staff on relevant menu changes
- ✓ Communicate changes in its fair start wage policy

## Better Inputs = Better Outcomes for Frontline Initiatives

By meeting its workforce where they are for business-critical messages, Tupelo Honey unlocked across-the-board improvements for communicating HR initiatives to the benefit of leadership and frontline staff alike.

- ✓ Increased benefit awareness led to a **40% increase** in successful health insurance enrollments
- ✓ Drove interest in a sign-on bonus program for new employees
- ✓ Successfully launched "The More You Know, The More You Tupelo" video series to empower frontline staff with comprehensive benefits information and education on core topics

"Our team has been very vocal about the increased efficiency with which they're getting information to our staff," Sisk says. "They really like that we're giving them information directly, instead of having to funnel it through managers or email communications."







#### Surveys

We'd love to hear from you on how we can improve. This survey is 100% confidential and will take less than 2 minutes to complete.

## Keeping a Finger on the Pulse of Employee Engagement with the Feedback Module

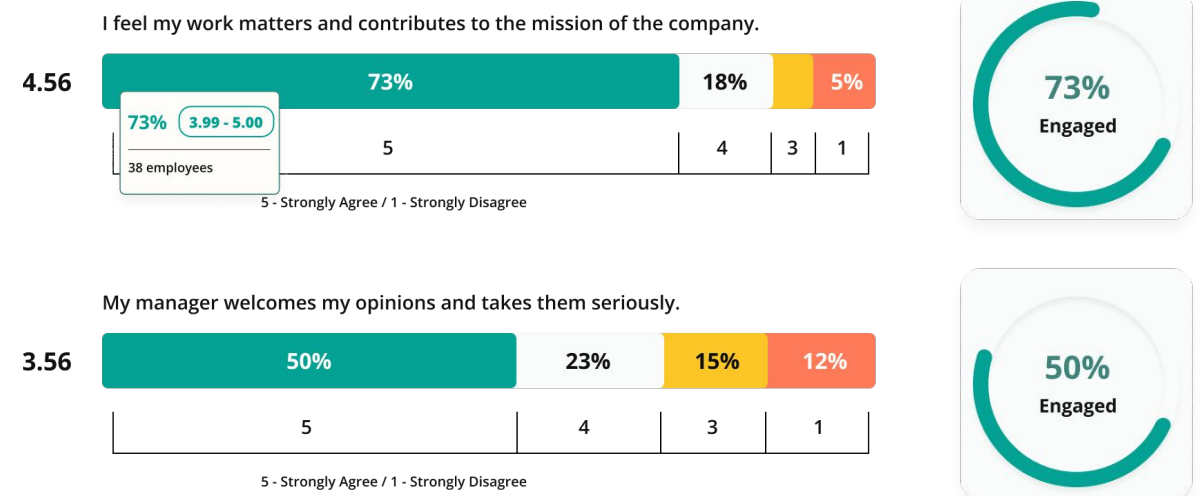
Prior to goHappy, Tupelo Honey worked with a large vendor for collecting employee feedback. The problem? The surveys were long—and so were timelines for sourcing and actioning the data.

But with the larger restaurant industry reeling from the impacts of the pandemic in 2020, goHappy knew it needed a better way to temperature check employee sentiment.

“We were really looking for a quick way to get a pulse on our company as a whole post-COVID,” Sisk says.

This was the driving force behind adoption of goHappy’s Feedback Module that same year.

“We wanted to make sure we were hearing our staff and their opinions and really taking into account what they needed and the things they thought we should work on,” Sisk says.



## Drawing a Line from Engagement Data to Management Training

Leaning on goHappy’s feedback module, Tupelo Honey could tune into the needs of its frontline staff—and management team—in dynamic new ways.

One of those ways was by launching an engagement survey, the results of which helped them pioneer a leadership training video curriculum for managers. In other words, the team used feedback results to draw a straight line from employee sentiment to development tools for managers.

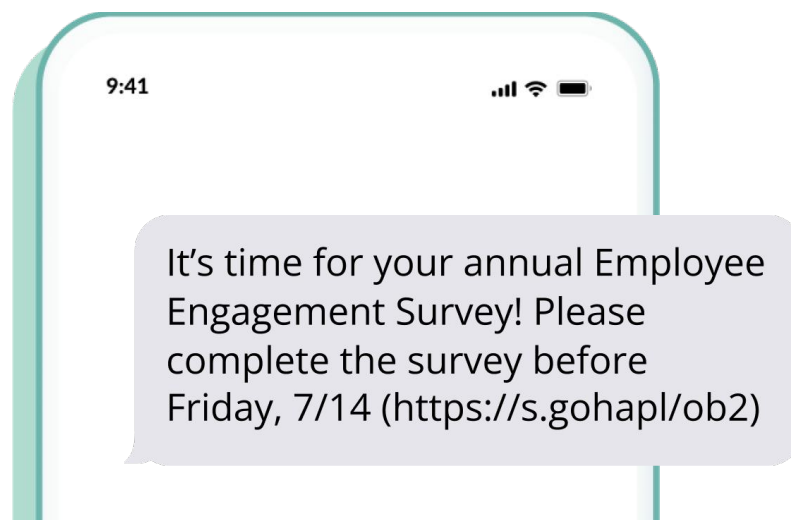


“The insights we gained from our engagement survey have allowed us to put a larger focus on our management training and growing those leaders after a really tough year,” Sisk says.

Some of the specific results from the engagement-informed training include:

- ✓ Better communication across teams
- ✓ More growth and development opportunities
- ✓ The ability to prioritize organizational tweaks as needed

**“goHappy’s quick and easy survey took (frontline employees) less time and was a much faster process for everyone involved—allowing us to take quicker action as a company.”**



## The bottom line

Switching to goHappy empowered Tupelo Honey to reach employees quicker and more effectively. It also kicked off a feedback loop of employee engagement data that’s driving a new generation of management leadership at the company. The app-free solution works with any mobile device, making it an efficient communication option for deskless employees. It offers transparent one-way communication while allowing companies to collect real-time, actionable feedback.

Want to replicate Tupelo Honey’s success in building a world-class frontline workforce? Book [a free 30-minute demo today!](#)