



Connecting 20,000 Employees: The Raley's Companies' Success Story With MangoApps



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-Chelsea Carbahal, VP of Community Impact & Public Affairs, The Raley's Companies

UNIFYING TWO BRANDS ONTO ONE SYSTEM

After The Raley's Companies acquired Bashas' Family of Stores, the team expanded to over 20,000 employees across two popular grocery chains operating in four US states. Both brands had their cultural strengths, but understandably were operating on different systems for communication and collaboration.

When their team embarked on a journey to unify the culture and digital workplace of both companies on a single intranet and communications platform, it was important that they would be able to preserve their strengths and replicate them across the larger, combined enterprise.

Raley's had a long-standing intranet, which they had done a great job of supporting in the company culture—and had been well-established as the first place for employees to go for information. However, there was clearly room for improvement in terms of organization, searchability, and governance, as well as enabling access to communicate with and engage frontline teams. That's where Bashas' strengths came in. They had a newer platform that was more focused towards communication, and their team had cultivated a great culture of social interaction.

"The top three priorities," said Chelsea Carbahal, VP of Community Impact & Public Affairs, "were social connectivity, being a source for all relevant information, and ensuring that we had a learning tool that could serve the larger organization and deliver relevant compliance information to people dispersed across several states."

After evaluating several options, their team chose MangoApps because of its great balance of intranet and communication functionality, and focus on customer relationships. "Part of the advantage of MangoApps is their team's accessibility and partnership throughout the entire process," said Carbahal. "It's white-glove service. The relationships between The Raley's

Companies and MangoApps are so strong—they're clearly in the trenches with us."

With a great partnership established, the team began the process of replacing the two former platforms with MangoApps, which had all the functionality they needed to preserve the strengths of both.

LAUNCHING THE HIVE

When The Raley's Companies rolled out MangoApps, they named their employee experience The Hive. "As a family owned organization, The Hive came up organically," said Carbahal. "Our owner has his own bees, and there are lots of bee references within the organization. A hive is a place where bees work together. A hive cannot survive by people working individually. It resonated in many ways across the organization."

MangoApps is white-labeled and designed to match both Raley's and Bashas' branding, depending on an employee's role in the organization, enabling the company to bring everyone together while still preserving the two brands' strong cultures.

Positioning MangoApps as The Hive made it easy for their team to use it as a vehicle to drive culture. "The name of the intranet needs to be used in a sentence," says Carbahal. "In the welcome video when you log into The Hive for the first time, I wore a bee shirt and shared what you're going to get from it, and the why behind the name. Making sure that people understood that made it more successful."

“ In order to provide a great customer experience, you've got to provide a great experience to your employees, so they can rise to the occasion. ”

- Chelsea Carbahal,
VP of Community Impact
& Public Affairs



ENABLING FRONTLINE EMPLOYEES FOR SUCCESS

One of The Raley's Companies' highest priorities when rolling out The Hive was to ensure that frontline team members were included and enabled for success. Much like the bees that keep a hive running, these store teams are the linchpin of any retail organization.

"Our frontline employees determine whether or not a customer is going to come back to the store," said Carbahal. "In order to provide a great customer experience, you've got to provide a great experience to your team members. If you're not engaging with them, it's less likely that they're going to deliver on this, simply because they haven't been enabled and supported to do it."

“It has to be a part of your day-to-day work—a tool where team members can find everything that they need and reference items from the past.”

- Chelsea Carbahal,
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ESTABLISHING LEVELS OF ADMINISTRATION & GOVERNANCE

One of the key challenges of any enterprise intranet deployment is the ongoing management of the content and how it's being delivered to the team members. Typically, home-grown intranets and those built on platforms like SharePoint require IT oversight and management. However, with MangoApps, The Raley's Companies have been able to democratize this process so that administrators with varying permissions are

seeded throughout the organization. This makes it much easier for the company to keep the platform up to date and relevant, and ensures a great, personalized experience for employees.

"Empowering our team to be content creators has been instrumental from an efficiency perspective," said Carbahal. "If I was the sole person to have to post and ensure that the content worked for everyone, we would be omitting a million things. There has to be new and relevant content on a daily basis, or there is no reason for team members to log on. It has to be a part of your day-to-day work—a tool where team members can find everything that they need and reference items from the past."

Different teams can now handle their own content, and Carbahal checks in with all of the different administrator groups on a quarterly basis to analyze results and plan strategy. "We'll ask questions like, 'How are you posting things? Can we help you post it in a different area? Was that not searchable? Was somebody not able to find your document? Well, that document didn't get any clicks. Well, why?' So, helping them evolve their strategies to ensure that the system is working the best for our team members that are actually receiving the information."

Another key piece of the team's administration strategy is keeping a firm handle on content governance. The Raley's Company makes great use of MangoApps' robust content lifecycle and versioning features, which make it easy to automate a lot of the work around keeping the platform's content clean, up to date, and relevant.

"MangoApps not only stores that information, which is a huge beast in and of itself," said Carbahal, "but also has the ability to archive so that we're not completely losing everything, but those things that do need to live on in perpetuity. A handbook that needs to live for an entire year is always up to date. We can manage version control and move through the evolution of a document's lifecycle."

The end result of all of this back-end management is that when their end users log into the platform, they are greeted by an

environment that is populated with fresh, accurate company content, which is not cluttered by items that are outdated, incorrect, or irrelevant for their particular role. Better yet, they are able to achieve this with far less effort than their prior systems required. “MangoApps certainly helps with our bottom line and has simplified a lot of our systems management,” said Carbahal.

MAINTAINING DAILY USAGE

The key to getting strong adoption from store team members has been to ensure that The Hive is a useful tool that gets these workers quick access to information they actually want or need. “We made sure that we understood what our team members needed to access on a regular basis,” said Carbahal. “That might be their schedule and pay—things that are really important to them—and then a personalized experience of the operational and merchandising elements that we’re asking of them.”

Since launching The Hive, The Raley’s Companies have seen boosts in efficiency across the organization and the platform has helped reduce reliance on email. Putting everything into one platform has eased some of the strain on their IT and administration functions, and has created a better user experience for everyone from corporate teams down to frontline store employees.

“We have always been an email-centric-organization,” said Carbahal, “Today, we still send emails, but the content includes links to The Hive. More and more we are encouraging store teams to use The Hive as their source of information. They now go to The Hive for things like promotions for the week, schematics, new human resources policies – everything they need.”

“The biggest challenge for us,” she continued, “is that in the past, we had a different platform, and not every team member had access. For some, it’s normal to log into a company intranet every day, but there was a huge population for us that had never logged into a company portal.” To

address this, their team has put a great deal of effort into keeping The Hive front of mind so their employees would build the habit of checking there first. They used digital signage, put materials in break rooms and managers’ offices, and encouraged local managers to remind everyone to post to The Hive instead of printing things out or sending emails.

“This approach has been really successful for us,” said Carbahal. “The other piece is the social aspect—making it a tool that doesn’t only have work-related things in it. It’s the place to go to congratulate your team members for a birthday or hitting retirement or another milestone within the company, or thanking someone for helping you through a challenging time. I think that level of connectivity is extremely important when we have stores that could be hundreds or even thousands of miles away.”

Moving forward, the partnership between The Raley’s Companies and MangoApps remains strong, and the team looks forward to continuing to refine their approach to content and organization, and ultimately create the best possible one-stop shop experience for their employees.

“For our store leaders, the expectation is that email is no longer their hub. They now go to The Hive for things like the specials of the week, schematics, new Workers’ Comp policies—everything they need.”

- Chelsea Carbahal,
VP of Community Impact
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OTHER RESOURCES

[How An Employee SuperApp Transforms The Workplace](#)

[Thinking About Upgrading To A Modern Intranet?](#)

[Unifying Employee Engagement in Retail: PetSmart's Central Bark SuperApp](#)

[MangoApps: The Ultimate Employee App & Modern Intranet Platform](#)

[Deep dive into the ROI of MangoApps](#)

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