



Kansas City Chiefs:

# Revolutionizing Staff Communication with “Huddle”

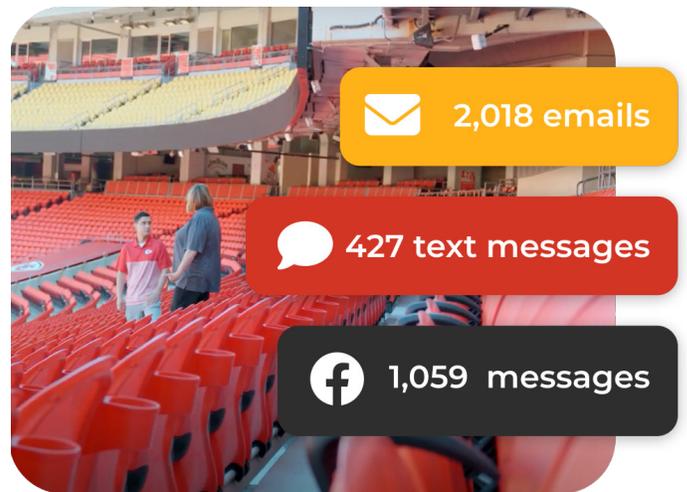
Behind every touchdown and electrifying play on the field, there’s an army of event staff ensuring that fans get the best experience off it.



# The Challenge

Communicating and engaging with 600+ game day staff in fan facing roles.

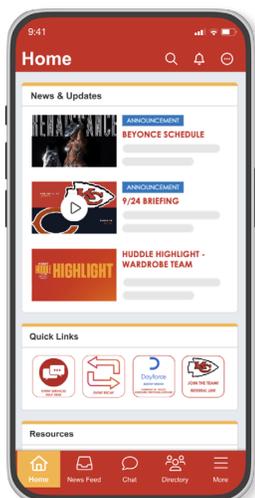
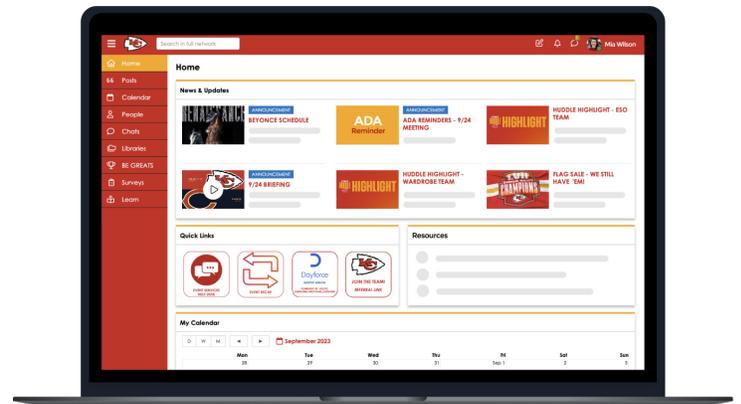
- Mass communication through inconsistent channels - thousands of texts and emails, Facebook groups and messages.
- A separate system for clocking in/out and checking schedules.
- Staff were burdened with making sense of the inconsistent experience while providing a great experience to fans at the same time.



# The Solution

“Huddle” A new, Kansas City Chiefs branded employee app for event staff powered by MangoApps to provide a unified experience for all workers.

- Everything that event staff members need is in Huddle - schedules, clock-in/out, top-down communication, peer-to-peer communication, and training - all in one experience.
- Huddle is accessible on mobile devices via a branded Huddle app, or employees can log in on a web browser.
- Allowing employees to access Huddle in multiple ways has led to increased engagement and adoption across the event staff.



# The Results

The Kansas City Chiefs and their event staff have been thrilled with this new experience. Since launching Huddle to the event staff, the Kansas City Chiefs have seen tremendous results:

- 90% adoption rate of Huddle - up from their average 40% adoption rate organization-wide.
- Reach 600 event staff members in an instant, which was never possible before.
- Other departments have inquired about adopting Huddle for their operations as well, including the Security and Stadium Operations teams.



**COMPANY:**

Kansas City Chiefs

**HEADQUARTERS:**

Kansas City, Missouri

**EMPLOYEES:**

Over 600 game day staff

**OVERVIEW:**

A professional American football team founded in 1959 and based in Kansas City, Missouri. With multiple Super Bowl Championships, the Chiefs have set high standards both on and off the field. Their commitment extends beyond touchdowns – to the very fans cheering for them.

## Uniting The Frontline Team

The Kansas City Chiefs, not just a symbol of athletic excellence but also a beacon of organizational precision, had an off-field conundrum to address. This issue revolved around their vast event staff, the unsung heroes who played pivotal roles behind the scenes. On each game day, this 600-strong workforce would be dispersed across the stadium, each with their unique role, from ticketing to security, ensuring fans had a memorable experience. The gravity of their tasks required robust communication and coordination.

Yet, the existing systems were proving inadequate. Andrew Rodriguez, a member of the Kansas City Chiefs Event Staff, summed up the scenario, "It was kind of a crapshoot, to be honest. A lot of people kind of fell through the cracks." Messages would get lost amidst floods of emails, urgent texts would go unnoticed, and important announcements on Facebook groups could be missed by those who didn't frequently check. The scheduling system, too, was in disarray, with multiple platforms being used, leading to confusion and overlapping responsibilities.



Caitlin Petit, Director of Event Services, recognizing the pressing nature of the situation, put it succinctly: "We were seeking a solution for communication at the heart of everything, looking for something to consolidate all of our information." The Chiefs knew they needed a comprehensive platform that would bring cohesion to their scattered communication efforts, allowing them to maintain the high standards they're known for, both on and off the field.

*“ Prior to having the Huddle app, we were using a Facebook page, a mass email system, a different portal for clocking in and checking schedules, we were asking staff to take an online training program through a different medium... we really needed something to have a more convenient option that was digestible for all of our staff members that was user friendly and easy for everybody. ”*



- Caitlin Petit, Director of Event Services

## Streamlining Staff Engagement

The game-changing move? Introducing 'Huddle', built on MangoApps. This all-in-one app bridged the communication gap, providing schedules, top-down communication, training, and much more. What stood out was its adaptability: while staff could use the dedicated mobile app, they also had the option to log in via a web browser, accommodating diverse preferences and ensuring broader adoption.

Huddle's introduction reshaped the event staff experience. The Chiefs witnessed an impressive 90% adoption rate amongst the staff, a massive jump from their average of 40%. With Huddle, reaching all 600+ staff members wasn't just feasible; it was efficient.



*“Huddle has been a lifesaver for us, we can reach 600 staff members in an instant, which we were never able to do before.”*

*- Caitlin Petit, Director of Event Services*

## Effective Mobile Communication

With 'Huddle', Chiefs made sure that their event staff was always in the loop, no matter where they were. This solution saw staff members actively engaging with information previously challenging to access.

“Before, we might have had two or three different resources available to us, and sometimes it was confusing... And now that we have just one app, it's great!” said Karen Claussen, a proud member of the Chiefs Event Staff.

*“One of the successes has been the messaging component... MangoApps gives us those analytics to be able to see who's received the message and engaged with it so we can track those more robust metrics to see whether what we're doing is working.”*

*- Justin Johnson,  
Director of Service Delivery*



Further, the system provided the Chiefs with crucial insights into content engagement. This real-time data helped them continuously refine their communication strategies, ensuring that the event staff received pertinent information in the most efficient way.

## Setting A Gold Standard

With a revamped communication strategy, the Chiefs not only enhanced staff coordination but also bolstered fan experience. But the benefits weren't just immediate. As Justin Johnson, Director of Service Delivery, states, “I am 100% satisfied with the decision to choose MangoApps... and I see a lot of promise in the future for it.”

The Chiefs showcased that with the right tools, even large-scale organizations can function seamlessly. Their focus on fans and staff alike sets them apart as leaders not just in sports but also in organizational management and efficiency.

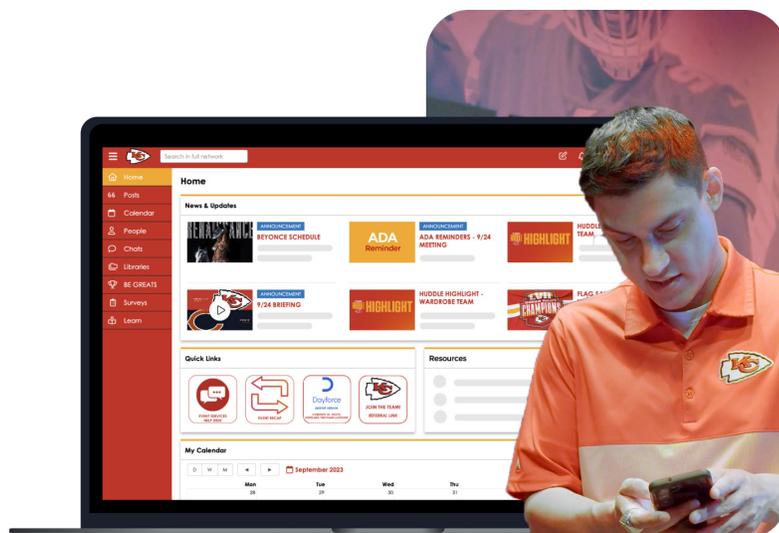
# Revolutionizing Team Dynamics

The implementation of the 'Huddle' app marked a significant turning point for the Kansas City Chiefs' internal operations. Beyond the obvious improvements in communication clarity and speed, a more profound transformation was unfolding: a shift in the very fabric of the team dynamics.

In the past, messages from leadership would filter down through several layers before reaching the frontline event staff, sometimes losing clarity or urgency in the process. The 'Huddle' app streamlined this, allowing for direct, real-time communication between all levels of the organization. This immediacy not only made operations more efficient but also fostered a sense of inclusivity among staff members. They were no longer just executing instructions; they were active participants in the dialogue.

Furthermore, with 'Huddle', feedback started flowing in both directions. Event staff could now share on-ground experiences, challenges, and suggestions with ease, making them feel more connected and engaged with the organization's larger goals. This two-way communication channel empowered staff, giving them the assurance that their contributions were being acknowledged and that their voice mattered.

By harnessing the potential of 'Huddle', the Chiefs have showcased the profound impact the right technological tools can have. They stand as a testament to the fact that when teams are given the tools to communicate and collaborate efficiently, it not only boosts internal morale but also transcends to external operations, ensuring that fans receive an unparalleled experience every game day.



## Take Your Team Communication To The Next Level

The Kansas City Chiefs leveraged technology to bring their team closer and ensure fans get an unmatched experience. Are you ready to elevate your team's communication? Connect with us, and let's replicate this success together.

*“I'm very happy with the Chiefs' decision to choose MangoApps. We sourced quite a few options and MangoApps has proven to be a great decision for us.”*

*- Caitlin Petit,  
Director of Event Services*



## 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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Contact us for a more detailed capabilities demo  
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