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Strengthening Internal Communication and Collaboration

How Great Harvest set up its store owners for success

COMPANY:
Great Harvest

HEADQUARTERS:
Dillon, Montana

EMPLOYEES:
200+

OVERVIEW:
Great Harvest Bread Company is a bakery that sells fresh-baked bread and other food items across its franchised locations.

About Great Harvest

Great Harvest Bread Company, a bakery that sells freshly baked bread and other food items across its franchised locations, was looking to equip its franchisees and store owners with a modern intranet platform to strengthen their internal communication and collaboration processes.

As Great Harvest struggled with their existing intranet platform, they knew it was time for a change. They sought out to find a solution that could provide a modern search functionality for employees, while having a much cleaner and more efficient intranet architecture. After coming across MangoApps, they quickly realized the value it could bring to their organization and started migrating their content over.

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>
> - Steven Johnson, IT Administrator

this process was made much smoother than they anticipated. "MangoApps helped us migrate our content over. That was huge. By the time we started migrating data over and then getting the platform up and running, it only took a few months," says Roberta Raffety, Content Manager at Great Harvest. "We got a tremendous amount of support from MangoApps with the migration. The MangoApps team not only trained us to help transfer our content over but also taught us how to create new pages and content during the migration process.

"It can be a scary thing at first when you're moving intranet platforms, but ultimately there's so much good that comes out of it," added Steven Johnson, an IT Administrator at Great Harvest. "You just have to focus on the execution. MangoApps presents you with the unique opportunity to start over with a new look and new information, and flush out the outdated content."

With the help of the MangoApps support team, Steven and the rest of the Great Harvest IT team were able to quickly migrate content out of their old platform into MangoApps. "Take a hard look at what your current platform has and see the added stuff that MangoApps can do for you," says Steven. "Identify your plan in terms of migrating content because it's the best time to get rid of old stale content."

Migrating Content To MangoApps

After deciding to move forward with MangoApps, Great Harvest now faced a seemingly daunting challenge. They needed to migrate all of their content over from their old platform to MangoApps. However, thanks to the help of the MangoApps support team,
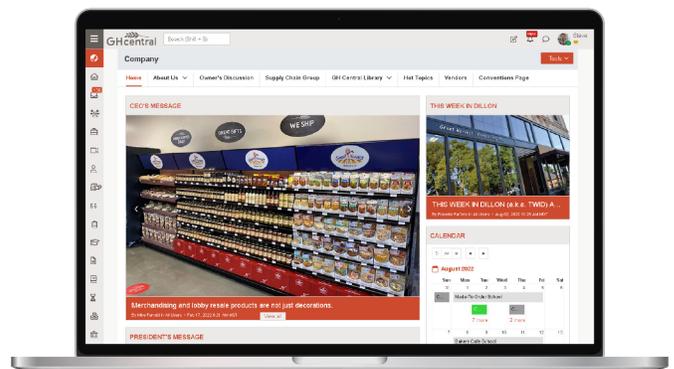
Discussion Boards

Great Harvest has been able to leverage MangoApps discussion boards to help foster improved communication among franchisee owners by embedding the discussions between owners and franchisee groups onto the company page. "We're seeing a lot more interaction now," says Steven. "It's created opportunities for our older franchisees to connect with the newer ones and help them throughout the process."

In addition to facilitating increased collaboration among franchisee owners, MangoApps discussion boards have also helped provide a more efficient style of communication for the rest of Great Harvest's workforce. "Prior to MangoApps, we were communicating through email. With email, you have to be on the email chain to get messages, and not everybody wants to have all those emails coming to their inbox," says Steven. "When somebody starts bombarding your email inbox and you see your phone dinging a hundred times, I think it just leads to people sort of tuning out. With MangoApps, we're able to use discussion boards and get fresh ideas from people, without being in their face."

By utilizing the discussion boards, Great Harvest was able to create a sense of community amongst store owners and provide a space to share knowledge. "If people want to find out more about a specific problem/conversation, they can just zone in on it and discuss just those issues," says Steven. "That in and of itself is helping us build more community amongst our users."

Sharing Knowledge & Information

Another challenge Great Harvest store owners faced before implementing MangoApps, was effectively collaborating and sharing knowledge. With MangoApps, Great Harvest is able to facilitate the sharing of high-value information amongst store owners. "One thing I'll see is someone posting on the discussion board, 'I'm tired of the teacake recipes that we make in our store, does anyone have a recipe that they really love and would be willing

to share?' And then they would immediately receive responses of different recipes that other store owners found success with," says Roberta.

"During the first year of the Coronavirus Pandemic there was a lot of back and forth with very time-specific information in response to COVID-19. We needed to be able to ensure safety protocols and resources be distributed to store owners in a timely manner. This was often on a daily basis," said Roberta.

"MangoApps provides a warehouse for all the information that our store owners need. Everything they need on how to run their bakery, how to market it, how to sell it, is all shared within MangoApps," adds Steven. "It's phenomenal. We didn't have information sharing capabilities like this before."

Modern Search Functionality

As the store owners of Great Harvest became more familiar with the MangoApps platform, they quickly recognized the impact that the search functionality could have in their daily work life. "MangoApps' search functionality is much better than what we've had in the past," says Roberta. "People are able to find what they're looking for and I think that store owners are having more success with it."

With a modern search feature, Great Harvest employees are able to work much more efficiently and are no longer wasting time trying to locate resources and navigate certain pages. "When I'm working with somebody, and they sit down with me and want to make changes to a certain page, they'll go right into the search bar and type it in. They seem very comfortable doing that. MangoApps' modern search functionality has made life so much easier for a lot of people."

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>
> *- Roberta Raffety, Content Manager*

Great Harvest University

In need of a Learning Management System (LMS), Great Harvest turned to MangoApps' LMS module to strengthen its onboarding process of new franchisee owners. This new LMS module was given the name Great Harvest University. "The first thing we do for a new franchisee is send them directly to Great Harvest University," says Steven. "This is where they'll learn basic stuff about business acumen and how a bakery works, and take necessary courses to prepare them for running a bakery. Then we'll encourage them to go into the store owner discussion board and get them to ask questions and engage with the other owners."

As many new store owners have likely never ran a bakery before, it was important to set them up for success with access to the resources, information, and training they needed to get started. "Great Harvest University has a repository of information that's available as a resource to our store owners. Whether it's financial information, a recipe, or whatever, they have access to all of this information," adds Roberta. "In addition to that, they're also enrolled in courses that they're required to complete. With new store owners, it's crucial that they get up to speed quickly with their training."

> " Having everything centralized and accessible through MangoApps has been a big improvement for us. "
>
> - Roberta Raffety,
>   Content Manager

A Centralized Hub

Another realized benefit of using MangoApps, was now being able to store important documents and resources in a centralized space. Rather than going to siloed systems and applications, users could just open up MangoApps and get what they needed. "Prior to MangoApps, we would use OneDrive or a SharePoint library to store resources and it would

be challenging and confuse people. Now, people can just log in and see everything. It's been very productive for our employees and has certainly lightened my workload," says Steven. "MangoApps is making my life a lot easier. I only need to go into one place to do everything. It has cut down on my administrative overhead just with time. It's made it a lot easier to share files and documents."

Building A Recognition Program

With MangoApps, Great Harvest has been able to improve its company culture and build a stronger community by implementing a strong recognition program with incentives for employees. "We've rolled out an internal recognition program where we give kudos to each other and celebrate good work," says Steven. "We've been able to incentivize people to participate more and take that extra step. People like sending little gifts back and forth and acknowledging each other's good work." With a recognition and rewards program in place, Great Harvest employees are now celebrated for their exemplary contributions.

MangoApps Support Team

The responsiveness and high level of support that the MangoApps' support team offered had not gone unnoticed by Great Harvest. "We are constantly blown away by the support level that we've gotten," says Roberta. "It's been exceptional... we really feel like MangoApps has our backs."

"I'm really happy with the speed of support and the responsiveness we get from MangoApps," adds Steven. "I deal with a lot of tech companies, but MangoApps is hands down the quickest and most responsive."

OTHER RESOURCES

A.S. Watson Benelux Case Study

Kelly-Moore Paints Case Study

Mango Intranet Data Sheet

Mango Intranet Use Cases

Digital Workplace Platform for The Modern Workplace Whitepaper

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