



CASE STUDY

ABOUT VACHERIN

Founded in 2003, Vacherin is London's leading caterer, providing staff dining, fine dining, coffee bars and event catering at venues throughout London, ranging from law firms and fashion brands to the national broadcaster ITV.



Industry

Hospitality



Employees

570



Location

London, UK

CHALLENGE

Vacherin has 570 employees, with just 30 employees based at the head office and the rest scattered across the 45 contract locations that Vacherin services across the British capital. No two contracts are alike, with the staff per contract ranging from three to 70. The workforce consists of managers, chefs, waiters, barristas, and front-of-house employees. Only site managers have access to business computers.

Vacherin had an internal website that held documents and sent out an employee newsletter by email; however open rates of the email were low and the marketing team wanted a channel that was both real time and two way.

In their annual survey, employees also communicated that, although they felt connected to their own location, they were interested in discovering more about other Vacherin locations, their employees and their recipes.



SOLUTION

When looking for a platform to help them achieve their objectives, Vacherin had a very specific set of criteria. They wanted to work with a full-service provider so there'd be absolutely no IT ask on their side. It had to be mobile-first to reach their highly-dispersed workforce. They wanted a platform that was user-friendly and not overly complex to use or manage. With employees from 45 countries, they needed an extremely visual app. Finally, they wanted a platform that could have the Vacherin branding to create an integrated experience of their organization.

“We are a fun company, and fun is one of our core values. When our employees show that on Speakap, the personality of the brand really comes through. It’s been amazing to see the passion on Speakap. Passion for showcasing salads, cakes, coffees and sharing recipes and ingredients.”

Commerical Director, Zoe Watts

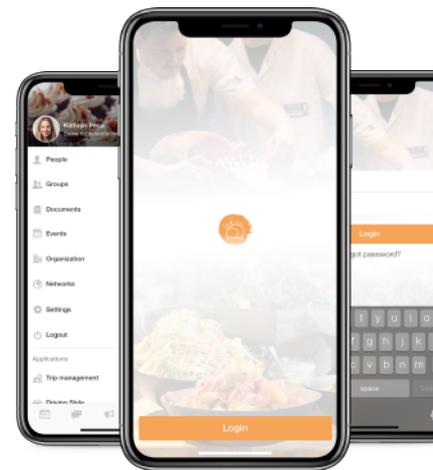
After looking at all the available options, Vacherin opted for Speakap’s white-label option, calling it VachChat. Initially, there was nervousness at board level about launching a platform that would give employees a voice, so they used Speakap’s baked-in functionality to limit employees to only be able to post in their preassigned groups. However, after a few weeks, the marketing team responsible for VachChat noticed that the conversations were so valuable that they removed all restrictions so that employees could post to the entire organization if they wanted to.

Currently, Vacherin’s main use for Speakap is for News Updates, informing employees about new contracts being signed with venues; for sharing events and training opportunities with employees; for recognition such as images of the employee of the quarter, or posts from the senior leadership; and creating events like cooking or barrista competitions. Plus, employees enjoy sharing images of their locations, new recipes and latest creations.

The next steps for Vacherin will be a series of focus groups with employees to learn which features and content types employees react best to, and to start using VachChat more strategically around business goals and cost saving initiatives.

RESULTS:

- 5.7 check-ins per person per day
- Avg 50 seconds per visit
- 75% uptake in first two months



“We were very archaic in our comms, sending email newsletter which were formulaic. Not real time at all, with a very low open rate.”

*Commerical Director,
Zoe Watts*

