

claror

ABOUT :

Part of the non-profit Claror Foundation, which is responsible for promoting sport and health throughout the Spanish autonomous community of Catalonia, Grupo Claror was founded in 1982 and today runs nine health, sports and leisure clubs in and around Barcelona. The clubs have 32,000 members and 90,000 users. Its motto, "More than fitness," is as much about the values that make its clubs, employees, and service unique as the power of health and wellness.



Industry

Leisure & Fitness Clubs



Employees

1,000



Location

Catalonia, Spain

CHALLENGE

Grupo Claror has around a thousand employees throughout Catalonia. Ranging from front of house to fitness instructors, class teachers, lifeguards, and massage therapists, approximately 80% of Claror's workforce is non-desk and decentralized, with several even working across multiple venues.

Claror's mission statement includes the line "contributing, through leisure and sports, to improving the quality of life of people, both customers and employees." However, with only upper management having access to company devices, the organization was struggling to deliver that brand promise to its disconnected employees and managers felt like they weren't providing the best experience to their workforce.



The communications team had tried using email and newsletters, but these methods failed to reach all employees, most of whom have no access to company email or their access is limited to certain hours. Claror wanted to introduce a new tool for reaching and communicating with all employees – whether they were on reception, on the sports fields, in the swimming pools or running kids activities. Therefore, a mobile solution was essential.

“What won us over was that Speakap provides a platform, an application that allows us to work with different sites located in different geographical locations, but within Speakap it feels like we are all very close. Being able to unite people who are physically very separate or even have very different roles to carry out within the same virtual environment has been super powerful.”

Ester Benach, head of internal communications and CSR at Grupo Claror

SOLUTION

After looking at several options, Claror's internal communications manager identified Speakap as the best solution to address their organizational needs. This decision was based in large on Speakap's ability to match and dissect the corporate hierarchy, both vertically (i.e., to group all massage therapists in all locations) and horizontally (i.e., to group all employees in a specific location). This means that Claror can send messages to particular groups without spamming other groups, and feedback and comments are also specific to the relevant groups, keeping engagement high.

Speakap worked closely with Claror's internal communications manager to successfully deploy the solution to the workforce, although one learning was that the speed of assimilation within a location was overwhelmingly dependent on the enthusiasm from club managers. In retrospect, some time should have been spent informing all club managers about Speakap at an earlier stage and having them on board from the first step.

However, Claror management all enjoy using Speakap and find it especially useful for being able to communicate directly with all employees. Department managers also perceive Speakap as being very useful for coordinating shifts. By receiving campaigns, offers and promotions through Speakap, employees feel better equipped to deliver the best and latest information, not to mention their enthusiasm and passion for health and wellbeing, to their customers.

HIGHLIGHTS:

- 6 log-ins per employee per day on average
- 75% of the total workforce are active users



“The problem was that, from an internal communication perspective, it was very difficult to be sure that we were reaching out to all our employees who either have little or no access to a company email inbox. They used to have outdated information or even miss important messages.”

Gabriel Domingo, managing director at Grupo Claror

