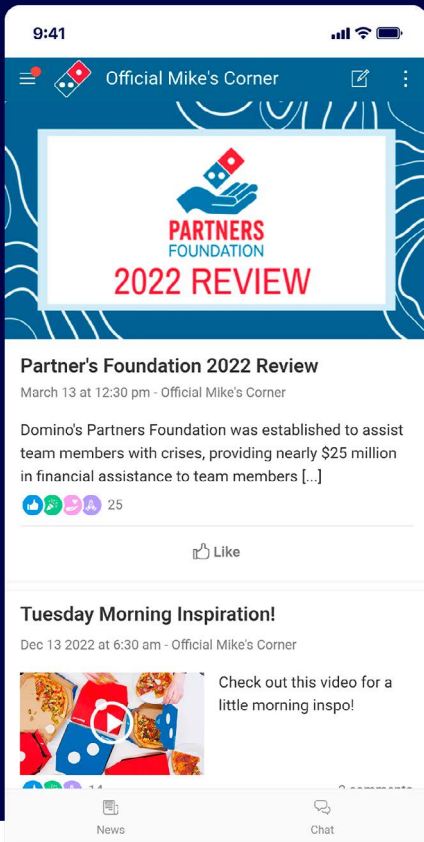


BungaHub

How Team Cowabunga Serves Up Streamlined Communications and Reduces Turnover to 2,500+ Employees





Team Cowabunga is service obsessed with everything that they do, and that includes the service they offer to their employees



2,500+ employees



Alpharetta, GA,
USA



112 locations across
three states



Maredie Palmer
Communications and Digital
Experience Manager

With 112 locations across three states, Team Cowabunga (Team Cowabunga Inc. dba Domino's Pizza) is one of the **largest singly-owned Domino's franchises in the United States**. Named by its pioneer team members, Team Cowabunga was founded by Michigan native, Michael "Mike" Orcutt in 1990 with nine stores. Cowabunga now employs 2,500+ employees, all committed to helping Domino's be every neighborhood's favorite pizza place.

At Team Cowabunga, every employee matters, which was what originally gave Orcutt the idea to add "Team" to the title of the company. "Team Cowabunga" works together toward the company's overall success. Every Team Cowabunga store offers a friendly and fun environment, but the secret ingredient to their success is exceptional customer service. The Team Cowabunga Mantra is **"To Be the Best, You Gotta Beat the Best!"** To ensure customers have a great experience, each team member abides by a set of company anchors: Respect, Responsibility, Trust, Fairness, and Contribution.



Maredie Palmer, Communications and Digital Experience Manager at Team Cowabunga, has her hands full when it comes to both internal and external communications. As a mighty team of one, she works together alongside multiple departments to ensure the proper messaging is reflected externally and that employees on the ground stay well-informed and connected.

“ We like to say that we’re service obsessed with everything that we do, and that’s reflected in the way each individual team member operates.”

Team Cowabunga prides themselves on providing exceptional customer service — and that includes the level of service that their employees receive from their head office team.

The story of how Team Cowabunga began is both inspiring and impressive. CEO Michael Orcutt began his career at Domino’s Pizza in the ’70s as a delivery driver. He was a committed team member and over nearly two decades worked his way up within the organization. With so much knowledge and experience at his disposal, he decided it was time to become a franchise owner himself. He gathered his team and together they got to work planning. “It goes to show his character,” said Maredie. “He’s someone that really cares about his team members. He’s always open to receiving feedback so that he can make the changes needed to push the company forward.”



The Challenges

Providing an Excellent Digital Employee Experience for Frontline Workers

Team Cowabunga's workforce is made up almost entirely of frontline workers who do not sit behind desks. Messages were being relayed to entire store teams by email and a pizza stained bulletin board in the back room of each location. This was proving to be a less effective than other means of communication. Messages weren't being relayed in a timely manner or at all, which led to important information getting missed. This caused confusion for employees which ultimately contributed to a higher turnover rate.

Team Cowabunga needed to provide their frontline workers with access to a single source of truth, and access needed to be quick and efficient. A change was needed to ensure the right messages were getting to the right people at the right time. Additionally, they needed a way to not only connect and engage with their employees, but for their employees to connect and engage with each other.

Reducing Turnover through Education and Career Growth

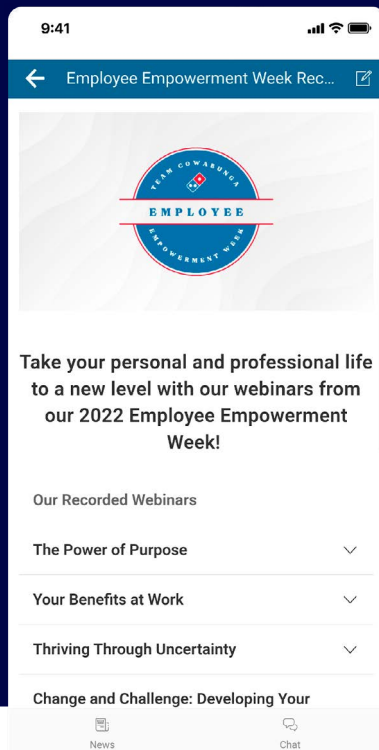
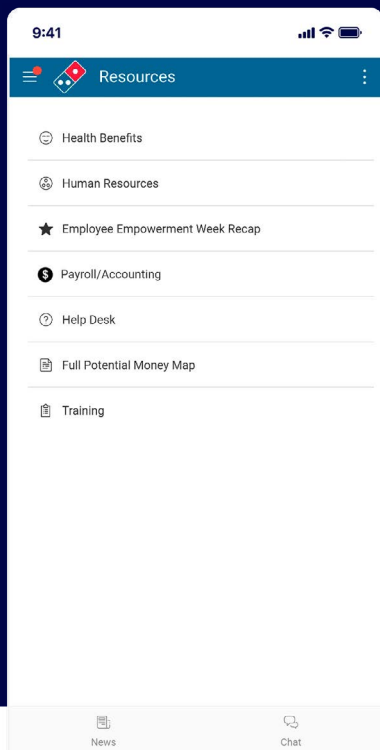
Given that Michael was a successful longtime Domino's employee, it was important for him to demonstrate that a position with Team Cowabunga does not need to be short term. The company offers a **clear career path** where employees are given the tools and opportunities to advance and grow. This was always the case, but without the right platform to host and categorize information and the proper lines of communication, employees weren't made fully aware of

their opportunities. Team Cowabunga needed to do a better job of showing their employees the clear career road map available to them in order to retain their amazing talents and **reduce the time and costs** associated with training new team members.

The Solution

Their employees needed a better way to receive important information in a timely manner. In their search for a communications platform, several factors made it clear that Staffbase was the ideal solution for them.

“When we were looking to solve our communications challenges, Staffbase looked to be a simple and cost-efficient way to reach our entire team. And that has been proven every bit true. Staffbase has been a huge asset for us as a company.”





“ A strong culture is very important within our team. The company began with a small family feel, and it’s important that we maintain that community aspect as we continue to grow.”

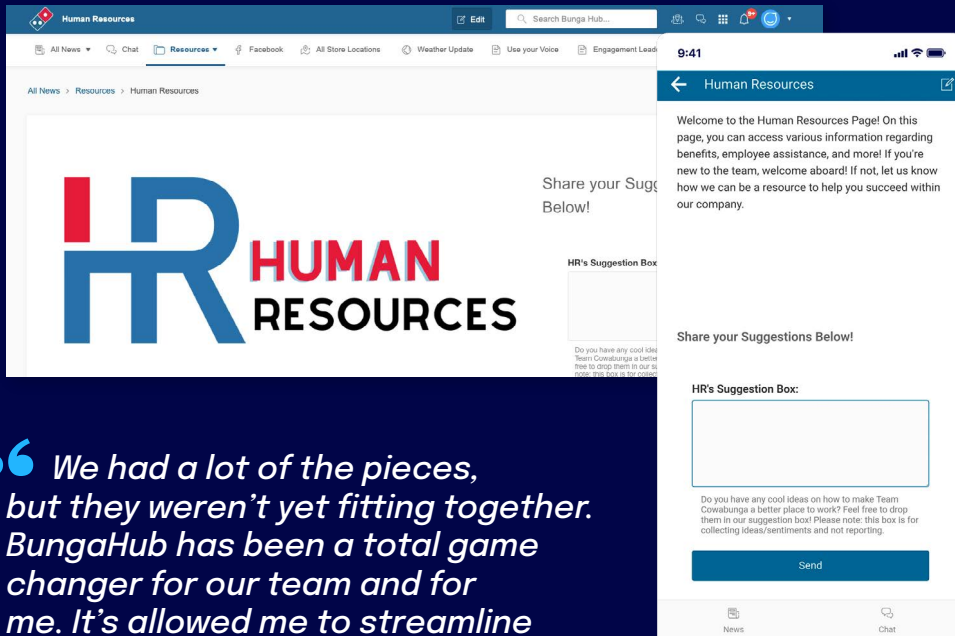
Team Cowabunga launched their branded app and intranet, *BungaHub*, in March 2022. Since then, *BungaHub* has allowed them to segment messages and deliver them in real time. More importantly, it has allowed them to measure the impact of the content that’s been shared. ***BungaHub* now serves as a one-stop-shop for everything their employees need, including benefits, feedback, HR integrations, training, career growth, and more.**

Benefits and Policy Overviews

Reaching out to management to request information about benefits can be tedious and even uncomfortable in some scenarios. With *BungaHub*, employees have quick access any time to review the benefits available to them.

Employee Feedback & Retention

A recent US study has revealed that failure to act on employee feedback might be driving employee flight. In this study, conducted with 2,000+ full-time and part-time workers, nearly half (41%) said



“ We had a lot of the pieces, but they weren’t yet fitting together. BungoHub has been a total game changer for our team and for me. It’s allowed me to streamline communication which was the goal.”

they don’t believe their feedback leads to meaningful organizational change and more than half (53%) reported they’re looking for new jobs. **Organizations that understand their people are much more likely to keep them informed, engaged, and ultimately retained.**

By utilizing **feedback forms and surveys**, Team Cowabunga is able to take the pulse of their frontline workers. Since their launch they have utilized the forms feature to set up an **HR suggestion box** as well as conducted 30+ surveys. Not only have they been able to put these features in place quickly and easily, but they’ve done so with **measurable results**. These features provide management with a direct line to frontline employee feedback, as well as to the feedback shared by customers to the frontline employees.

Access to Payslips via HR Integrations

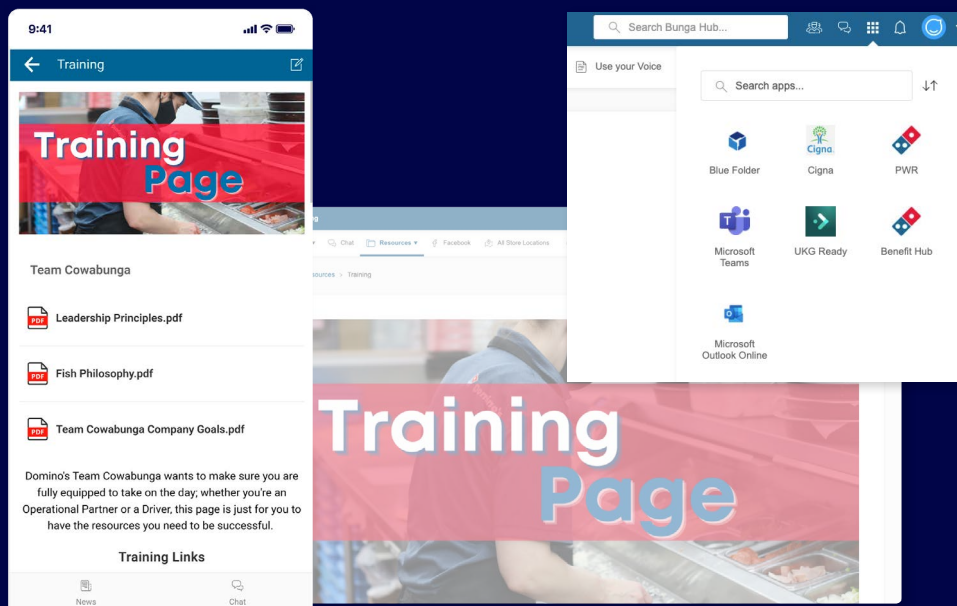
Through BungoHub, employees can quickly and easily access their HR system. **Employees can access what they need all in one place.** This saves time for both in-store and office employees by reducing administrative work. Additionally, this provides cost savings for the business.

Connecting Employees with Chat Groups

When searching for the right solution, the ability to connect employees to one another was very important to Team Cowabunga. They previously relied on external sources such as GroupMe. On top of the security and compliance risks, this method also relied on team members to share their personal phone numbers. With *BungaHub* they've been able to introduce a **Chat feature** where they've since utilized **80+ different chat groups**. This enables quick and easy two-way communication between supervisors and their team members, regional managers, and more.

Sending the Right Message to the Right People at the Right Time

As an internal communicator, one of the greatest challenges is avoiding over communicating. With *BungaHub*, Mareddie is able to utilize **aggregated channels** so that she can hone in on the information that needs to be sent to specific groups or audiences. She has set up channels based on region as well as by specific roles in the company.

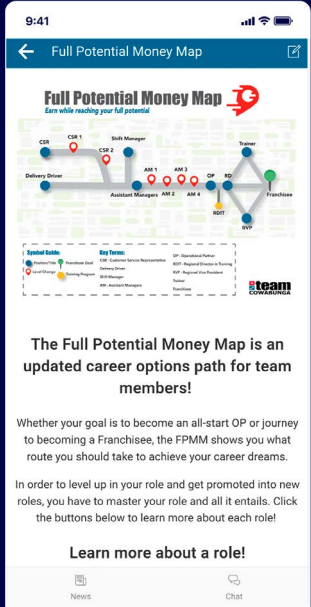


Providing a Career Path with On-Demand Training and a Full Potential Money Map

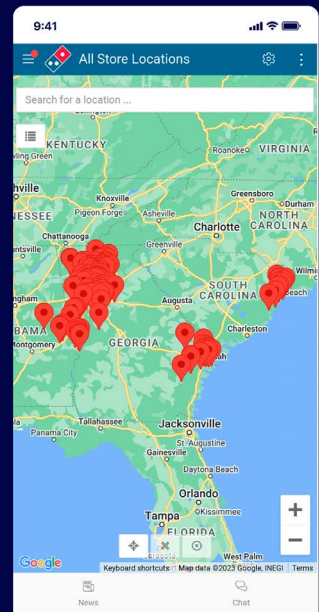
Team Cowabunga offers an attractive career path where employees are given tools and opportunities to advance and grow. With *BungaHub*, they've been able to make career advancement top of mind to their employees across the business.

“**The Full Potential Money Map**’ is very much centered around Mike’s story and how he worked his way up,” said Maredie.

With this feature, employees have a clear view of what positions are available as well as detailed job descriptions. Team members can also easily access their **Training Hub** to take learning and growth into their own hands. Since implementing the Full Potential Money Map they’ve seen a **rise in page views** and advancement applications. For example, they’ve seen different team members work their way up from entry level store positions like CSR/Drivers to becoming a part of in-store management.



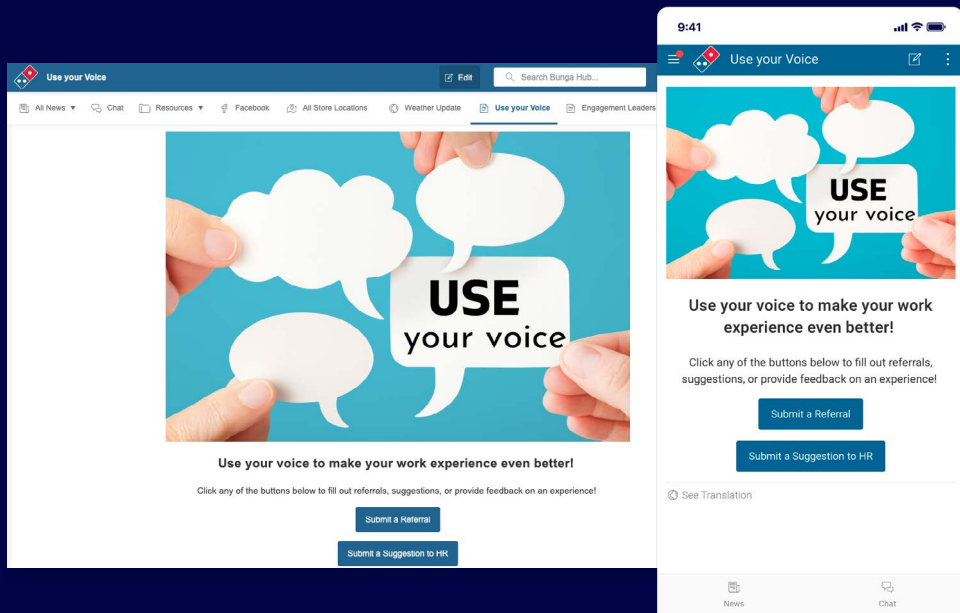
“ We’ve carefully set up a wide variety of channels to ensure that we’re not bombarding our employees. For example, General Managers often need to be the first to receive certain updates. A customer service representative may not need to know the same things as a delivery driver. By aggregating our content, we ensure that everyone is getting the information that’s most pertinent to them, and we can control when they receive it.”



“ Our CEO really wants to support his team and encourage everyone to view open positions and learn how to get promoted. He wants everyone to know what is available to them. Working at Cowabunga is not just a short-term thing – you can have a career here.”

Fostering a Strong Team Culture

Starting out with a smaller crew, Team Cowabunga began with a family feel. They wanted to keep that same **sense of community** as they grew. Connecting with the entire team remains a priority to Orcutt. With *BungaHub*, the **CEO is able to send out a regular update** called “Mike’s Corner” where he shares important updates and exciting announcements. It’s something the employees truly appreciate and enjoy. He’s able to share text and images, as well as videos (his preferred method of communication).



As part of their goals to support and highlight all employees, they also launched a campaign in *BungaHub* called TNTM (Top Notch Team Member) where General Managers can submit via form the names of team members who have done something exceptional. These callouts are then shared with the entire organization. This type of **public appreciation** goes a long way toward making their **employees feel both seen and valued**.

Reducing Costs with Automatic Translations

The automatic translations provided by Staffbase enable Team Cowabunga **to reach their entire workforce without language barriers**. Maredie can prepare every communication for her multilingual audience knowing that employees will be able to **read it in their chosen language**. This not only saves time but it eliminates the substantial cost of translation services.

It's these features and more that make *BungaHub* an **absolute must for management and frontline workers**.

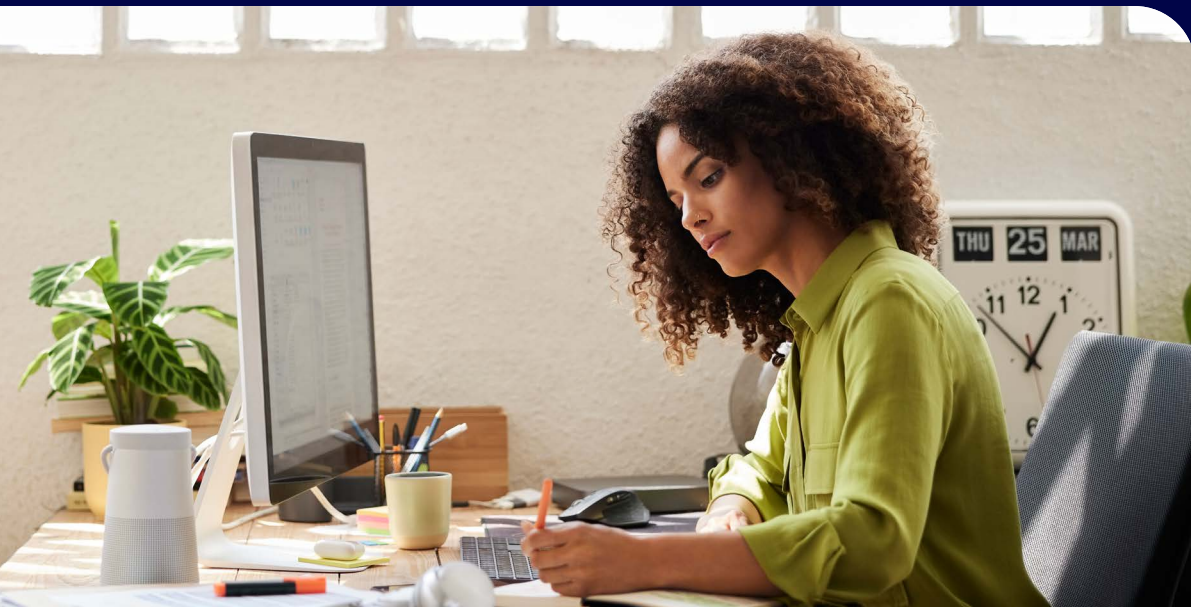
Increasing Engagement

After employees have registered for the app and are actively using it, how do you then keep them engaged? Maredie takes advantage of the analytics available and regularly reviews usage metrics.

She reviews the **daily, weekly, and monthly active users** to gauge the type of content she puts out as well as the timing and frequency of said content. This enables her to make the right decisions about when to share more lighthearted content and when important and urgent messaging is best broadcast.

“*Staffbase has provided us with so many different ways to keep our employees engaged. We’ll often push out fun quizzes, we frequently send feedback surveys, and we’ll even do competitions from time to time and reward employees with gift cards. We’ll also promote themed weeks such as Employee Health Week and Employee Empowerment Week. It’s a great way to get employees to interact and engage on BungaHub, and it’s proven tremendously valuable.*”





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campus.staffbase.com/

Interested in an employee app, newsletter or intranet?

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