

 Staffbase

Hot and Fresh Straight  
To Your Mobile:  
How **Dishoom**  
Revolutionised their  
Internal Comms

**DISHOOM**

**DISHOOM**  
**WALLAS**



1,750+  
employees



UK



9 café locations  
in UK

## From Bombay with Love

### Introduction

In 2021, Dishoom, renowned creators of delicious Indian cuisine at nine café locations across the UK, decided it was time to spice up their internal communications. **Tyler Rose**, the brain behind all things Internal Communications and Team Management at Dishoom, led the charge.

Bringing together almost 1,750+ employees, the vast majority of whom are not office-based, was no mean feat. But Dishoom made it look easy with their innovative comms solution.



**Tyler Rose**

Internal Communications and  
Team Engagement

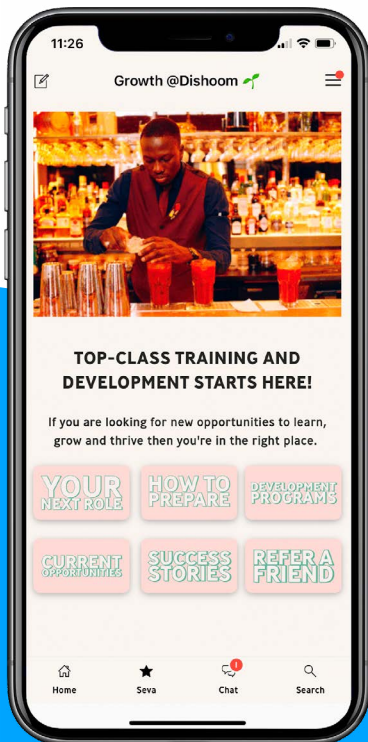
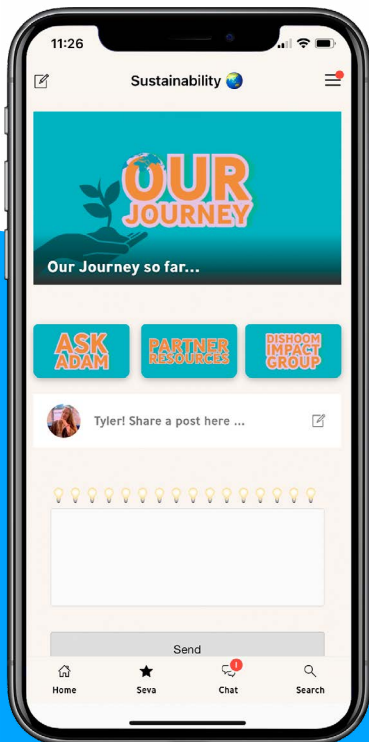


## Challenges Faced

**Diverse yet Inadequate Communication Methods:** Before adopting Staffbase, Dishoom utilized an array of communication methods, including internal emails, Facebook groups, mass texting, internal newspapers, town hall meetings, posters, and insight briefings. Tyler explained that despite the diversity of channels, there were shortcomings in these methods.

**Limited Engagement Metrics:** One of the significant challenges Dishoom faced was the inability to effectively measure engagement. Tyler stated, "Except for email open rates and Facebook likes, we just didn't have the data to understand how people were interacting with the information."

**Complex Engagement Measurement:** Tyler also noted that the simple data dashboards displayed in offices weren't providing the full picture. It was impossible to determine whether stats were



reflecting different individuals or the same person interacting multiple times. This ambiguity in engagement tracking made it hard to make informed decisions.

**Environmental and Cost Concerns:** Printing and distributing posters, which was the most popular way of disseminating information in cafés, was not only expensive but also raised environmental concerns. Tyler shares, “Every new set of posters would set us back £600. And any mistakes on them meant paying that again. In a digital format, we could easily reach everyone without the added cost.”

**Outdated Communication Channels:** Dishoom faced a challenge with Facebook, which appeared outdated for the younger demographic entering the hospitality industry. Tyler emphasized that “younger workers wondered why they needed to go on to Facebook to get their updates when they didn’t have the app on their phone before they started working with us.” It didn’t feel intuitive for them and the team was limited when it came to the format and organization of information.



## Selecting Staffbase

The decision to transition to an app for internal communications was not a sudden one for Dishoom, but Tyler was an early advocate for the shift, even before the onset of the Covid-19 pandemic. He believed that launching an app was the right step for the company, a sentiment shared by Dishoom's Director and Head of HR. As Tyler elaborated, "We looked at other companies and noticed that they had apps for internal communications, which further convinced us. The timing was right, and the idea of having an app was becoming more common."

With the decision to embrace an app-driven approach to internal communications, Dishoom embarked on the search for the right solution. Initially, they attempted to build their own app integrated with their HR system, but it fell short of expectations. This led them to explore the market, where Staffbase emerged as the top contender.

The flexibility and customization options offered by Staffbase's platform were instrumental in Dishoom's decision-making process. Tyler explained their selection process, saying,

***“Staffbase stood out because it offered the integration we needed with our rotas. It also allowed us to tag different groups, enabling targeted push notifications. And features like ‘Journeys’ were a significant attraction for us, although we hadn’t initially considered them.”***

Additionally, the user-friendly backend system and successful implementations by other companies using Staffbase provided inspiration and encouragement. Tyler recalled, "We looked at a few demos of the platform. Although our app didn't initially look like the ones we saw in the demos, they helped us visualize the possibilities." Seeing the success of fellow Staffbase customer Brewdog's app in particular helped bolster their confidence in the solution.

## Implementation and Launch

When it came to building out the app, Dishoom focused on refining their content for mobile devices, emphasizing clarity and conciseness. **Their strategy also included segmenting messages, allowing targeted notifications to specific groups. They revamped their homepage to highlight essential information, ensuring critical updates remained at the forefront.**

When it came to content and design decisions, Dishoom involved key stakeholders, with the Director of HR playing a significant role. Creatively, Dishoom's in-house team collaborated with Staffbase experts like Diva McGrath, the UKI Customer Success Team Lead, to bring their vision to life. Tyler noted, "Some features we initially launched with are no longer part of the app. Over time, we've iterated and added new elements."

While not deeply involved in the technical aspects, Tyler praised the technical implementation process as smooth and simple. "The navigation, design, and functionality of the app were where I had the most fun," he noted. The user-friendly platform allowed for creative exploration, and the support team at Staffbase was a valuable resource, always ready to assist and find solutions.

*“ I have nothing but praise for everyone at Staffbase. I've had a really good time working with them since the start and the support has been great. Even when I email, I get a response quickly. Everyone's eager to help, and if they can't resolve an issue immediately, they take the time to investigate and get back to me.”*

The team wanted to keep the app a surprise until launch day, but took several approaches to build excitement and curiosity, keeping employees guessing about the big reveal. Around six weeks before the launch, they placed a box in the app's signature colors, green and cream, at each café. Each day, they would add something new to the box that would serve as a clue. Dishoom also added countdown timers to their internal Facebook pages. As the launch day neared, green and white balloons popped up in team areas, creating a buzz of anticipation.

On launch day, the team celebrated with cupcakes, balloons, and confetti — all matching the app's colors. QR codes on the cupcakes allowed instant downloads. An email with an intro video from the founder went live, making it an unforgettable launch.

**The campaign resulted in a remarkable 97% registration rate.**

*“The numbers flew up. I had given myself until the three-month mark to reach as many people as possible. Within just a few weeks – I had no worries about the registration rate. We’re currently sitting at 97% even with the high turnover in our industry.”*

**WELLBEING**

How we feel about our own lives is a key part of our overall health and well-being. It's about how we think about ourselves and the world around us. It's about how we feel about our lives and the people in them. It's about how we feel about our future and the things we want to do. It's about how we feel about our past and the things we've done. It's about how we feel about our present and the things we're doing now. It's about how we feel about our lives and the people in them. It's about how we feel about our future and the things we want to do. It's about how we feel about our past and the things we've done. It's about how we feel about our present and the things we're doing now.

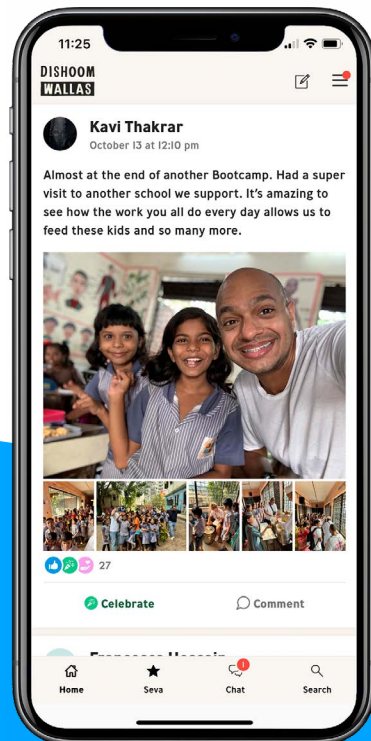
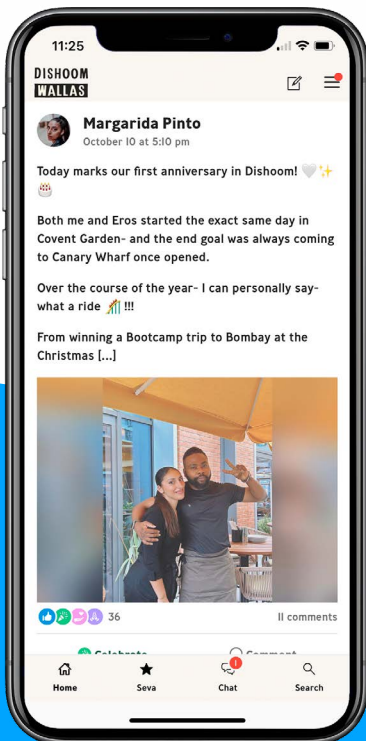
**LEARNING AT DISHOOM**

Learning is a lifelong journey. It's about how we learn from our experiences and the people around us. It's about how we learn from our mistakes and the things we've done. It's about how we learn from our successes and the things we've achieved. It's about how we learn from our challenges and the things we've overcome. It's about how we learn from our dreams and the things we've pursued. It's about how we learn from our lives and the people in them. It's about how we learn from our future and the things we want to do. It's about how we learn from our past and the things we've done. It's about how we learn from our present and the things we're doing now.

## Impact and Results

Today, Dishoom boasts some impressive metrics in addition to their 97% registration rate. “We have at least 50% active users on the app every week,” Tyler explains, reflecting the app’s significance in a world where users are selective in their interactions. Tyler emphasized that **user-generated content is now a huge part of what goes in the app**, demonstrating sincere and enthusiastic engagement among employees.

The app has also contributed to increased employee happiness and job satisfaction. Tyler explained how one of their most popular initiatives, the Quiz Calendar, where employees have to answer a new trivia question each day, played a vital role in retention and overall happiness. “The Quiz Calendar has been a major success. We’ve seen high engagement with it, and people love the prizes which include trips to India and black cards, which get you free food in the cafés. The app allowed us to thank the team for their hard work over the busy festive season,” Tyler shared.







He also pointed out that the app helps create “a positive impression from day one, which contributes to improved retention.”

**Another specific achievement facilitated by the app was receiving 25 friend referrals for job postings in a single week.**

With the app in place, all the information employees need is in one place, properly organized, and easily surfaceable using the search functionality. Updates are delivered succinctly and instantly, saving money in the process.

“*Staffbase’s usability is my favorite feature. I find it incredibly user-friendly, especially in the backend. I’ve customized it to fit our needs, and it’s clear to me where everything should go.*”

— Tyler Rose, Internal Communications and Team Engagement, Dishoom

## Looking Ahead

With the Staffbase app, Dishoom achieved their primary goal: centralizing and streamlining information, and providing equity of access for their 1,750+ employees. With the robust reporting capabilities, they are able to make data-driven decisions and work more efficiently than ever before.

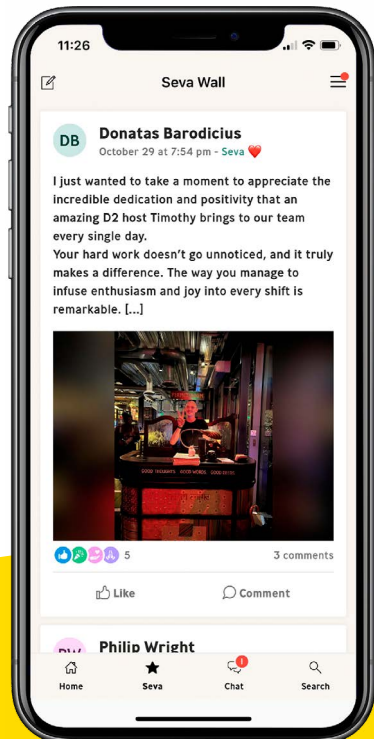
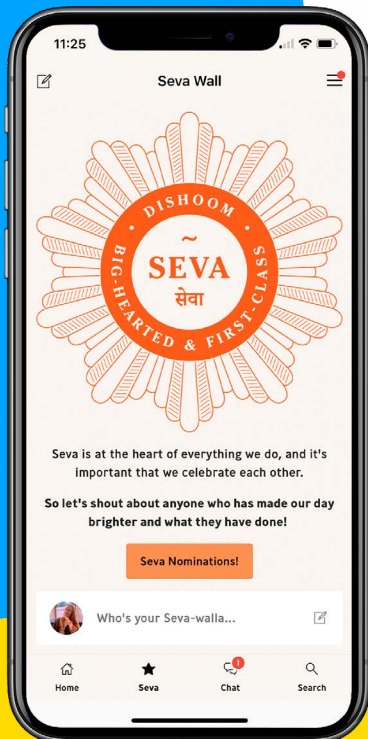
But of course for Dishoom the job is never done when it comes to improving the app and their overall approach to internal comms. In 2024, Tyler has his sights set on a redesign for the app, hoping to improve it both aesthetically and in terms of the breadth and accessibility of information.

97%

Registered Users

50%

Active Weekly Users





 Staffbase  
**campus**

Are you ready to grow?  
Check out Staffbase  
Campus – our on-demand  
learning platform for  
internal communicators

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 Staffbase

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Staffbase offers best-in-class communication channels to maximize reach and engagement. **Book a free demo** and see how our solutions can help you reach your goals. No commitment, just a conversation!

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