

Hospitality - Use Cases

Here are some examples of content that could be shared across different departments:

Streams	
Content	Owner
<ul style="list-style-type: none"> • Hotel objectives & initiatives • Annual goals, budget planning, investments • Changes in organization or leadership • Townhall recordings • Hotel monthly initiatives (e.g., “wow our guests”) • Crisis Management • “Ask me anything” 	Management / Executive Team
<ul style="list-style-type: none"> • Social media content (e.g., integration with Instagram) • Events and activities • New brand identity updates • Partnership announcements (local attractions, airlines, tourism boards) • Update on online reputation • Press mentions or awards won • Trade fair visits, open house days, apprenticeship fairs, • Monthly themes – each month is assigned a specific topic • Achieved certifications 	Marketing
<ul style="list-style-type: none"> • Employee joiners and leavers • Corporate values • Employer branding initiatives • Birthdays, anniversaries, promotions & employee highlights • HR Updates (e.g performance cycle, employee survey, leadership program) • Job openings • Employee wellness • Video interviews with employees • Completion certificates / completed training programs • Training and development opportunities • Information on personnel changes • Employee survey results • Photos from various employee events • Everyday achievements (e.g., employees showcasing how they live sustainability, etc.) • Giveaways • Upcoming events and special functions • Leadership awards • Internal competitions or challenges 	HR



<ul style="list-style-type: none"> ● Recording / Summary of all employee meetings ● Daily Scoop sheets ● Guests reviews & feedback ● Guest satisfaction scores ● Occupancy rates, #Arrivals, #Departures ● Recognition - Job well done ● Team activities ● Safety/Security tips ● Fun polls ● VIP guest arrival 	HODs
<ul style="list-style-type: none"> ● Best practices - plate presentation, recipes ● Daily specials / features items ● New/seasonal menu items ● New recipes ● Food quality score updates ● Health score updates / results ● Name a new cocktail drink ● Employee cafeteria menu 	F&B
<ul style="list-style-type: none"> ● Warning messages ● Cybercrime ● Use of passwords ● Data protection and information security ● Security best practices for front desk, reservations, and back-office staff ● PMS (Property Management System) updates or new features 	IT

Workflows	
Content	Owner
<ul style="list-style-type: none"> ● Absence request ● Submission of doctor's certificate ● Development dialogue ● Employee data change requests (address, bank details, emergency contact...) ● Expenses report ● Request for new hire / replacement ● Feedback & improvement suggestions ● Mentoring feedback loop ● Onboarding & Offboarding ● New badge / pin request ● Colleague F&B Discount ● Restaurant reservation request 	HR

<ul style="list-style-type: none"> ● Incident reporting 	
<ul style="list-style-type: none"> ● Material order ● Time tracking ● Front office checklists ● Maintenance report ● Equipment safety checks ● Shift swap request 	Operational

Document Library

Content	Owner
<ul style="list-style-type: none"> ● General documents (employee handbook, holiday and public holiday regulations, organizational chart) ● Employee Benefits ● Dress code / uniform standards ● Employee recognition programs ● Orientation checklists (first day, first week, first month) ● Work rules & code of conduct ● Social media & communication guidelines ● Anti-harassment / anti-discrimination policies ● Career development programs & pathways ● Emergency procedures & evacuation plans 	HR
<ul style="list-style-type: none"> ● Check-in / Check-out SOP ● No-show & overbooking procedures ● Equipment troubleshooting guidelines ● Training modules & videos ● Allergens & food safety SOP ● Beverage recipes ● Order-taking standards ● Use of cleaning chemicals ● Menu preparation & allergen instructions 	Operational

Campaigns & Surveys

Campaigns	Surveys
<ul style="list-style-type: none"> ● Reminders and tips after trainings ● Acknowledge code of ethics ● Shift updates & schedule changes ● VIP arrivals ● Maintenance notifications ● Policy reminders ● Safety incidents (chemical spill, equipment) 	<ul style="list-style-type: none"> ● Registrations / cancellations for employee events ● Feedback on team-building events or staff activities ● Training survey ● Experiences with Beekeeper ● Team development survey



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malfunction)

- Weather alerts affecting hotel operations (storms, floods)
- Mandatory policy changes
- Training reminders
- Urgent room closures

- Employee satisfaction survey
- Quiz on work instructions and training
- Feedback on new workwear
- Employee of the month