

Case study

Earls



- + **Virtual** Town Hall
- + **700+** Attendees from across North America

- + **15** Keynote Speakers across North America
- + **85%** webcam usage

The Problem

More than 2000 miles each way

How do you connect Vancouver, BC with Ottawa, ON and Houston, Texas? How do you seamlessly come together in a virtual environment?

Earls is a Canadian restaurant chain, operating in Canada and the US. Earls has nearly 70 locations across North America, employing more than 700 people. Connecting their whole team together is difficult. Meeting in-person is expensive, and logistically challenging. However, internal announcements and messages need to be delivered in a timely and appropriate way to all team members.

With Headquarters in Western Canada, Earls must think innovatively to create and maintain communication with the rest of their teams spread throughout Canada and the United States. Covering all 69 locations physically is a nightmare to organize, and bringing all their regional teams together in one spot is even more troublesome, and expensive.

Earls values its employees. They want their team to feel like they are a 'part of the family' and feel they are connected to their regional and national colleagues. But geography is spreading their teams out and disconnecting them.



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As a family-owned business, our people are at the heart of everything we do. Making everyone feel taken-care-of and in-the-know is a big focus for us in a virtual dominant world.

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Eman Osman

Internal Communications
Specialist, Earls Restaurant

The Challenge

Better comms, less cash

Earls turned to Jugo for help. They wanted to create an elevated virtual Town Hall experience for all 700 employees, improving employee connectivity and engagement.

Earls wanted to provide a platform where their entire C-suite could address the company in real-time, in one place, without leaving their front door. They wanted to reinvent how their team thought about all-company gatherings.

They needed a platform that was scalable, to accommodate their large number of employees. They needed something that was immersive, to elevate the traditional live event or broadcast experience. They also wanted 1-1 engagement with their employees and a dynamic space that could adapt to the content they wanted to present.

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Our goal for this Town Hall was to provide an engaging experience that clearly communicates our large and incredible initiatives for the coming year. Jugo made the process simple and easy for us.

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Eman Osman

Internal Communications Specialist, Earls Restaurant



480

peak attendees



85%

webcam usage



228k

emojis used

The Results

Bridging the Gap

Earls got closer to their employees. Using Jugo, the company hosted their quarterly town hall in an immersive environment. With over 700 participants and an impressive 85% webcam usage, the event fostered a strong sense of togetherness and shared company culture.

The town hall also featured minute-by-minute inputs and interactions from attendees. On average, each Earls' employee was giving active feedback every 90 seconds across the 6 hours of content. Engagement and interaction were measurable and consistent throughout the whole townhall day.

The outcome is clear. Earls was able to save time, resources, and travel expenses whilst boosting communication and unity throughout the organization.

Conclusion

Connecting with Purpose

Jugo helped to connect Earls' people and purpose. It created unity and connection for the whole Earls team. By bringing them together in one shared environment, every employee could interact directly with their colleagues and leaders. Jugo is an ideal solution for bridging the gaps across multi-location companies of all shapes and sizes. You can unite your team. In one place, at one time.

Want to see your new go-to town hall platform?

Don't wait. Take a tour and discover how Jugo can transform communication within your organization.

Take a Tour

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All partners, regardless of geographical location, felt truly connected to our C-Suite members. This allowed them to be fullytuned in, getting jazzed for the year ahead!

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Eman Osman

Internal Communications Specialist, Earls Restaurant