



Social Business Solutions

Case Study



PEPSICO

The business need

PepsiCo desired a web-based portal to support its human resources benefit plan communications across its divisions. By utilizing the Internet, PepsiCo would be able to reduce the need to distribute expensive print-based human resources documents to its employees while ensuring the latest version of its summary plan descriptions were always available via the portal.

The solution

By deploying a **cfactor**® solution, PepsiCo acquired the benefits of a flexible, fast and cost-effective method of communicating its HR and benefits information to their employees available anytime, anywhere.

PepsiCo's solution allows them to simplify employee communications across their multiple divisions. Their administrators can easily create content with familiar software tools, reducing the need for application training. Multiple web portals do not have to be maintained for each of PepsiCo's various brands - rather, using **cfactor**'s conditional settings, the content display settings can be assigned for an employee, depending on what employer brand they belong to.

Further efficiencies are gained through automated approval workflow, which automatically routes draft content through the approval chain until it is approved and published.

The bottom line

After implementation of the web portal, PepsiCo was able to reduce the development and production time for its employee benefits communications by as much as 88%, producing and publishing benefits information for its various divisions within just three weeks. In the past, it had taken from three to six months.

This project is a joint initiative with award-winning human resources communications firm, PartnerComm, Inc., based in Arlington, Texas.

The Results

... a reduction in time spent on benefits communications by as much as 88% - allowing for the production and publishing of benefits information for its various divisions within just 3 weeks. In the past, it had taken from 3 - 6 months.

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out of companies®