



# Connect your entire company to deliver high quality consumer goods and omnichannel experience

Adopting better communications can help solve these challenges

## Only connected teams can deliver consistent omnichannel experience

Modern consumers are seamlessly moving across channels to make purchases, and they are cutting out the retail middle-men. [In fact, direct to consumer sales increased by 34%<sup>1</sup> in 2017 alone.](#) Consumers expect to interact with consumer goods brands through personalized experiences across every step of the shopper journey. It's only when employees and external parties are informed and effectively connecting and collaborating that companies can succeed in providing a consistent customer experience.

## Attracting tech talent is crucial for modernizing the supply chain

[Consumer goods brands carry 60%<sup>2</sup> of logistical costs and 50% of the inventory](#) as retailers order less stock more frequently and put pressure to maintain high quality and competitive prices. As a result, more companies are using digital tools and big data to modernize their supply chain to help meet retailers' demands. While establishing seamless communications across operations, companies need to provide an environment that attracts and retains employees with most recent technological skills, so that they can deliver the best service to retailers.

Workplace empowers consumer goods companies to connect everyone, talk to everyone and listen to everyone

Workplace is a mobile-first and easy to use communication tool that connects everyone in an organization using familiar Facebook features like Chat, video calling, posts and Groups.

## Streamlining important announcements

News Feed allows companies to share relevant news with employees, so that the right posts reach the right people at the right time. This is especially helpful for companies communicating with a distributed workforce, since [Workplace can connect everyone including employees without email addresses through Access Codes and help deliver updates to the frontline up to 34%<sup>3</sup> faster.](#) Speedy communication across operations means companies can deliver high quality products on time.

## Easily accessible training

Videos are an engaging way to train both office-based and frontline (deskless) staff on latest technologies and procedures. [Workplace can help achieve 18%<sup>4</sup> improvement in efficiency in training and development.](#) Supply chain modernization can be successful when employees are efficiently trained.

## Helping employee retention

Through Live video and Groups, managers can share outstanding achievements or social moments from different offices. This helps build connections between disparate teams, with [88%<sup>5</sup> of Workplace users saying they feel closer to their teams and company as a result.](#) Creating an environment where employees feel valued helps retain staff and motivate them to provide the best service to customers and retailers.

Workplace is inspiring consumer goods teams around the world to connect and collaborate better than ever before



## 25 times higher engagement per post

With over 2,000 brands and 352,000 employees, Nestlé is one of the largest multinational food and beverage companies in the world. They wanted to connect all employees who are passionate about food and beverage across the barriers, and provide a platform to transform ideas into greater products. Workplace was the ideal tool to meet the scale and complexity of the company's communication needs. Nestlé managers connect directly with employees using Live video while sales teams check-in daily to share information and best practices. With its similarities to Facebook, the adoption of the platform was immediately high, especially on mobile, [with 25 times more engagement per post](#). Nestlé saw the inspiration and innovation that came through with connecting people from all over the world who don't speak the same language. This has added value to the business and has changed the tone of voice in communications from formal to conversational as employees started interacting with each other more.



## A 120% increase in readership in 9 months compared to the previous platform

The Campbell Soup Company is an iconic US food producer and a 150-year old household name. The company needed to improve staff communication and reimagine its company culture. Deployed to 5,700 team members, Workplace played a crucial role in enabling cross collaboration. Through Workplace Chat and Groups, members share recipes, see the latest sector innovation and input feedback, adding their own personal voice. Campbell uses Live video to broadcast company events in real-time. Following a comparison with their previous platform, [Campbell saw a 120% increase in readership and a 201% uptick in reactions to messages](#).



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<sup>1</sup> Deloitte, Consumer Products Outlook, 2019

<sup>2</sup> BCG, How CPG supply chains are preparing for seismic change, January 2018

<sup>3, 4, 5</sup> Forrester Consulting, Total Economic Impact™ of Workplace, July 2019