



PEPSICO

tetramap



Putting the customer first by “Communicating with Purpose”

The problem:

Keeping the customer and consumer at the heart of everything they do is a leading priority for all teams at PepsiCo.

A key opportunity had been established by the HR team to look at ways to improve the collaboration between multiple sites, whilst at the same time tackling a couple of the most common process issues they faced.

Getting people from plant, warehouse and sales to work more cohesively would assist in the continued delivery of excellent outcomes for their customers.

Curium’s solution:

Initially, a couple of meetings were conducted to understand the client’s areas of opportunity to enhance performance.

From this, a bespoke training event was created with a focus to improve communication, resolve problems faster and share information quicker.

PepsiCo is heavily focused on sustainability both socially and economically, thus we blended together a solution that related with their Performance with Purpose strategy.

The learning was applied “in the moment” to some real life organizational challenges.

The result:

We introduced a framework that would keep the approach simple and would lead to a rapid increase in trusted relationships. This also assisted in connecting people instantly in those teams.

Colleagues learnt how to recognize behavior in others and perform more productively when under pressure, empowering their potential.

Finally, the team focused on valuing diversity and the interdependency of each department, to ensure customers and consumers benefit from this strength.

What PepsiCo says:

“This workshop was insightful and engaging from beginning to end. The entire team learned some very useful tools that could positively impact their personal lives and increase their professional success.”

J Isley, HR Manager, PepsiCo.