



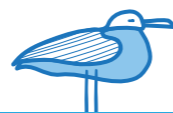
Our system optimisation project has provided Cadbury with increased performance alongside a reduction in the time spent managing the system.

Highlights

- Cadbury's outdated CSR system was beginning to tarnish employee productivity, performance and happiness – Cadbury's wanted change
- Working closely with employees, SustainIt identified and implemented a variety of improvements to support advanced metrics, analytics and report capabilities
- Productivity and performance rocketed as employees felt motivated to use a system that understood what they needed to do their jobs more efficiently



Cadbury's is the second largest confectionary brand in the world, operating in more than fifty countries worldwide. The multinational giant produces some of the world's leading confectionary brands such as Dairy Milk, Crème Eggs and Swedish Fish. With over 50,000 employees across the globe and a rich history founded on extraordinary morals and ethics, Cadbury's is looked to as a company that empowers the movement of social responsibility.



Keeping
CSR on
track...

...how
we can
help

The Problem

Cadbury's has always pushed to innovate its sustainability practices. In doing so, it was only a matter of time before their current system began to struggle, slowing performance, productivity and general employee morale. Cadbury's knew it was time to step things up.

They needed a system that could support the metrics, analytics and conversions for over 500 environmental variables, while also creating a user-friendly report structure so employees could make sense of the data they were being given and act upon it. Their platform needed to be flexible, dynamic and adaptable, after all, constant innovation requires frequent changes and additions, and so it was important that new metrics, indicators and conversions could be added with total ease. In a nutshell, Cadbury's wanted to remove the clutter and confusion and replace it with a system that would actually get the job done.

Our Solution

We took a good long look at Cadbury's system, its data and metrics, how its employees were using it and the frustrations that got in their way. We even focused on the little things that would make a big difference such as shortcuts, data implementation tools and report visuals. After our in-depth research phase was complete, we knew what changes needed to be made and got to work with the implementation phase:

- Restructuring all of Cadburys KPI's into manageable categories that would allow the automated system to do all of the hard work for them
- Employing algorithms that had the ability to track energy conversation stats both over time and within essential geographic locations. It was essential to give Cadbury's the means to improve their existing CSR capabilities, and metrics like these would do just that
- A complete revamp of the reporting structure that would allow Cadburys to produce meaningful insights and take action to get tangible results, not just create pretty graphs

In true SustainIt fashion we ensured every employee was up to scratch on training, that the system worked flawlessly and that none of this got in the way of Cadbury's day-to-day operations. With testing complete, the improvements were rolled out across Cadbury's development cycle to unleash their wave of productivity across the workforce. Project complete.

Results

- Report publications instantaneously doubled due to the new report interface, giving Cadbury's more insights and the analytic support needed to make changes
- Sites that remained silent for years began to come back to life, with employees asking questions surrounding their data in order to improve their CSR components
- Increased performance and productivity of employees across the board as less time was spent managing an ineffective and frustrating system manually
- With an environmentally friendly driven culture already in place, the ease of the system allowed employees to become increasingly engaged and interact with the technology and what it means to be eco-friendly, as opposed to pulling their hair out and becoming irritated as they did with the old system



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