

# Case Study:

## Pepsi-Cola Bottlers Puts ej4 Training on Display



An HSI Company



## The Challenge

Competing for key display spaces in retail is challenging and fierce. Margins are tight and product SKUs continue to expand in a number of categories. Pepsi-Cola bottlers needed the right approach to take the challenge head-on.

Yet, the required knowledge and skills to be successful were rapidly changing to a few other common challenges in the industry: turnover and dispersed employees.

Employees are located in different cities, and often follow their own schedules, which meant getting people into a classroom for training was no longer effective, or economically viable.

**They needed an intuitive training solution that employees of all levels could get behind.**

# THE SOLUTION

Pepsi-Cola Bottlers turned to ej4 to create product-specific training videos alongside standard off-the-shelf courses on soft-skills training, leadership development, and other key themes.

The Pepsi-Cola Bottlers learning campus blossomed. Employees actively engaged with a completely mobile-friendly platform with short, targeted content to help them do their jobs better.

Merchandisers could access a course on creating powerful displays, and within minutes, take that knowledge to their next store as they construct. On-premise salespeople had a completely custom sales series to help them improve the reach of the Pepsi brand and establish new accounts quickly.

## Overview of Their Solution

### Highly Engaged Trainers

Over 2.5 million courses have been viewed since 2004.



### Vast Custom Library

Over 235+ completely custom courses focusing on the Pepsi-Cola bottling business. Topics include sales, advanced sales, field staff training, merchandising, products, warehouse operations, and more.



### Far-Reaching Curriculum

Over 1,500 courses available for bottler management, supervision, sales, merchandising, administration, OSHA, DOR, Microsoft Office, and compliance.



### Versatile LMS

Using ej4's Thinkzoom platform, employees can record, edit, track, and share company-specific knowledge in a snap, on any device at any time.



### Accountability

Administrators get full reporting features on all employees views, test results, required course completion, and other important learning indicators.



### Fresh Takes

New content is added every month, giving employees the right amount of information at just the right time.



# THE RESULT

After implementing ej4's eLearning training solution into their curriculum, Pepsi Bottlers fostered a more efficient - and more profitable - workforce. According to a Pepsi Bottler training coordinator, "ej4 justified its entire annual subscription on a display lift over Memorial Day and July 4th weekends alone." ej4 helped Pepsi Bottlers find a more cost-effective solution for people to get the training they need to do their job.

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## Summary of Success



"Just in time" training provided a timely solution for employees to use right at the moment of need



Highly engaging training resulted in employee buy-in, which helped increase sales and profitability



Customized content gave merchandisers tools to help grow the reach of Pepsi brands

Since 2004, ej4 has delivered the unexpected in the eLearning industry. We help companies positively impact employee behaviors and business outcomes through our complete learning solution. We apply proven research on training, creative design and human behavior to create off-the-shelf training videos, an LMS with authoring tool, personalized support and custom content services.

Sign up for a free 15-day trial of Thinkzoom



Contact us for a demo