Case Study:

Keurig Dr Pepper Creates Consistency In Dispersed Workforce with ej4

ej4

An HSI Company

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The Challenge

In the long history of Keurig Dr Pepper, the company has acquired numerous distributors and bottlers. While the change was beneficial for business, it did present challenges. The workforce was geographically dispersed and many of the companies KDP acquired didn't have the same high standards. Therefore, KDP had the enormous task of instilling all the successful disciplines and practices it had developed over time in all areas of the company. Doing so would increase profits and limit liability.

KDP's large workforce had to learn the company's way of doing things, whether that was talking to clients, bottling products or keeping records. Every staff member on each level of the company needed to learn the KDP standard. To accomplish that, the company had to develop a training program that it could implement quickly and effectively over a vast distance – the longer it took to train staff, the more chances liability issues could occur. With the goal of rolling out a unifying and effective training program in a relatively short amount of time, KDP turned to ej4 and began using its menu of eLearning courseware.

THE SOLUTION

ej4 produces training videos that cover a variety of topics, from HR compliance to sales techniques to communication skills. Because ej4 already has a fully developed and effective library of off-the-shelf content, KDP knew it could quickly assign training tasks to its employees.

Bruce Miner, Director of Coaching and Capabilities at KDP, noted that because ej4's executives had experience working with bottlers, KDP felt comfortable forming the new partnership. What's more, Miner said ej4's background knowledge has made the content creation process go smoothly.

"[The ej4 team is] real good at figuring out what it is that I'm envisioning," Miner said. "So, very rarely do I have to send stuff back to re-edit, you know, three and four times to get it right. It's usually done right the first or second time, which is really a treat."

Every company uses ej4's eLearning services differently, as they have to cater to their individual needs. KDP has been a model client, taking ej4's available options and optimizing them for its unique requirements. KDP uses a mixture of off-the-shelf and custom content to create truly branded training videos.

ej4's off-the-shelf videos have personalized features. So, while the videos were pre-recorded and part of an existing library, KDP could add company-specific content to the programs. Those clips could, for example, have comments from the executive team that help everyone in the company get to know their superiors.

Additionally, KDP uses completely custom content creation. In that case, KDP reviews its key performance indicators to prioritize and determine which behaviors need to be addressed with training. Next ej4, or KDP, write the script for the team to review, and then add elements that support the learning objectives and make the final product more effective. When scripting is complete, ej4 adds its award-winning instructional design methodology to ensure the program's success. Then, it's off to the studio where the final program is brought to life.

Now KDP has a training program that supports its KPIs and can be viewed on any device.

THE RESULT

Since KDP began using ej4's custom eLearning content, employee participation in training programs has been high, and the company has established a unified culture. In the last two years, Miner estimates he has worked with ej4 to create over 14 hours of content. Employees can watch those series of 8- to 10-minute videos from their desks, tablets and cell phones.

"People will learn to do something after they participate in [a video training session]," Miner said. "So we're changing behaviors, we're setting standards … I just think it's a terrific way to do it."

While KDP found success with ej4 in its own way, every ej4 partnership is unique. With off-the-shelf and custom options, companies of all sizes use video training tools that help them meet their goals, unify their staff and promote higher standards.

Summary of Success

Short-form video solution created high engagement among employees

Accessible-anywhere content helped create a unified culture amongst dispersed workforce

Customizable off-the-shelf courses allowed KDP to take pre-recorded content and tailor to their needs

ej4's custom content creation relieved the burden of creating content in-house for KDP

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.

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