How Coca-Cola European Partners endured COVID-19 with Employee Experience Packs

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Overview

As a brand with more than 23,000 employees in 13 countries, it can sometimes be difficult to pivot on a soda cap. But, when COVID-19 intensified into a global pandemic, the world’s largest soft drink company didn’t have time to spare to provide their employees with the right resources and information to navigate the crisis. By using the ServiceNow Health Alert Employee Experience Pack as inspiration, Coca-Cola European Partners was able to build a COVID-19 resource portal in days, ensuring that now their employees have support and leadership has needed data.

Context

ServiceNow product leaders discuss Employee Experience Packs and how they can help customers in shortening their time to value. They are then joined by Anna Tregurtha, who recounts her experience with the Health Alert Employee Experience Pack.

Key takeaways

In a crisis like COVID-19, providing employees with accurate, helpful information is paramount

Coca-Cola European Partners (CCEP) and Anna Tregurtha recently faced a daunting task. As the COVID-19 pandemic gripped the world, she and her team needed to find a way to communicate relevant virus information to the company’s workforce and provide resources to keep them safe and healthy. And, most importantly, they needed to do it quickly. Employees all around the globe were being inundated with many changes in their daily lives. As the Employee Experience Lead, Anna wanted to create a COVID-19 support hub that would bring together all the latest company updates, guidance, and support in one place for employees and managers.

Many global brands are dealing with a rapidly changing environment due to the impact of COVID-19. The desire to help guide workers through this period is virtuous. When statuses change by the day and timelines are accelerated, messaging from leadership needs to be prompt and clear.

To help deliver fast engagement without the need to write code, ServiceNow has released nine Employee Experience Packs that consist of pre-built content and configurations for common human resources activities, including the ServiceNow Health Alert pack to help organizations quickly respond to the impact of COVID-19.

Launching a service portal can take just days

Since CCEP is a ServiceNow customer, Anna used the Health Alert pack as inspiration and moved quickly to build a topic-specific ServiceNow portal for employees. It is a single location for resources, such as CEO communications, the most recent guidance for remote work, IT communications, and other timely and pertinent information housed within the company’s knowledge base. The portal also features a new learning and advice section, giving managers tools to help them lead teams during this unprecedented time, tips on how to work from home, and methods for supporting children and pets with the change in environment.

In addition, CCEP’s portal contains requests forms where employees can update health and work statuses, modeled after forms included in the Health Alert Experience Pack. CCEP uses this tool to help track those with symptoms and positive tests within the organization, as well as to track those more vulnerable to the virus and

“When [Health Alert] come out from ServiceNow, we saw it as a great opportunity to use our ServiceNow portal... by creating a Coronavirus support hub that brings together all the latest company updates, guidance and support around coronavirus for employees and managers.”

– Anna Tregurtha, Associate Director, Employee Experience Lead, Coca-Cola European Partners
record if they are required to isolate longer in certain regions. All this information allows the company to gather data, build dashboards, and track performance analytics on the backend, giving leadership a daily view of the state of their global workforce.

It took CCEP just three days to get their COVID-19 portal up and operational by using Health Alert as a baseline. Their task force was quick to react to the growing business needs, from form creation to page translation. Now employees have the right information when they need it.

**ServiceNow Experience Packs improve key HR business functions**

The Health Alert Pack that CCEP implemented for its portal is just one of the nine ServiceNow Employee Experience Packs, offering pre-built blueprints for HR business functions to accelerate an organization’s time to value.

Employees look to HR leaders to help guide them through challenging times. During COVID-19, they need timely information, access to resources, and support in ways you may have never provided before. ServiceNow Employee Experience Packs are curated examples of what a good employee information journey through an organization should look like, featuring best practices with the ability to tailor content to your specific organization by modifying and configuring as needed.

These packs help companies:

- Deliver targeted communications to employees across channels
- Provide relevant self-help based on criteria like employee location, department, or job role.
- Assign to-dos based on employee profiles
- Enable employees to request help when they need it

Onboarding activities are also broken down by timeline and by persona, giving tasks to the new hire, the hiring manager, and the support staff to facilitate an efficient onboarding. From there, you can configure your own experience for your organization with the fundamental building blocks at your fingertips.

No matter which ServiceNow Employee Experience Pack your organization chooses to use, with a blueprint already created it’s easy to swiftly deliver targeted communications to employees across any channel. Instead of spending days devising a plan of attack, everything is laid out so you can focus on your people.

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Anna Tregurtha leads employee experience at Coca-Cola European Partners. She has been with the company for more than seven years, crafting the best possible HR processes and systems from an employee experience perspective.

Shafath Syed is a Director of Product Management for ServiceNow and works to deliver solutions that help customers speed time-to-value and maximize their ServiceNow employee service delivery investments.

Sally Sourbron is a Senior HR Director EMEA at ServiceNow, and has worked globally across many HR and talent roles over the years helping to make a difference for businesses and employees.